



What is Perceptual Mapping?

In its most classic form, Perceptual Mapping shows how the marketplace “groups” or associates benefits and illustrates the relative positioning of brands across these benefits.

- ◆ Current thinking is that Perceptual Mapping works very well when showing which benefits are most closely grouped or bundled together, which benefits are unrelated, and which are viewed as contradictory or polar opposites

The goal of Perceptual Mapping is to display brands and benefits in a low dimensional space to allow for interference.

- ◆ Similar brands and closely aligned benefits are grouped together
- ◆ Perceived performance determines the benefit groupings
- ◆ The association of the brands the benefits determines how they are positioned

How Does Perceptual Mapping Work?

The benefit ratings for brands can be analyzed using this multi-dimensional scaling technique.

- ◆ The key advantage of Perceptual Mapping is in clearly illustrating how benefits are correlated with one another
- ◆ This insight enables targeted positioning of brands by focusing on a smaller bundle of key benefits, while gaining the association of a much larger grouping of benefits

The output helps to understand which benefits are clustered together based on current perceptions of the marketplace. Similarly, it identifies which benefits have a negative relationship with each other.

- ◆ For example, mapping may show a television network where “Wholesome Family Entertainment” and “Variety of Shows” are closely associated
 - ◆ From a positioning standpoint, this network could focus on communicating “Wholesome Family Entertainment” while also gaining the perception that it offers a “Variety of Shows”
- ◆ Another example may show that “Safe and Wholesome” has a negative relationship with “Offering Thrill Rides” when related to an amusement park. This would mean consumers think that the more safe and wholesome an amusement park is, the fewer thrill rides available
 - ◆ In this case, positioning the brand as both “Safe and Wholesome” as well as “Offering Thrill Rides” could be viewed as contradictory and non-credible. Knowing this, brand management would have an opportunity to address this disconnect and educate consumers through strong communication