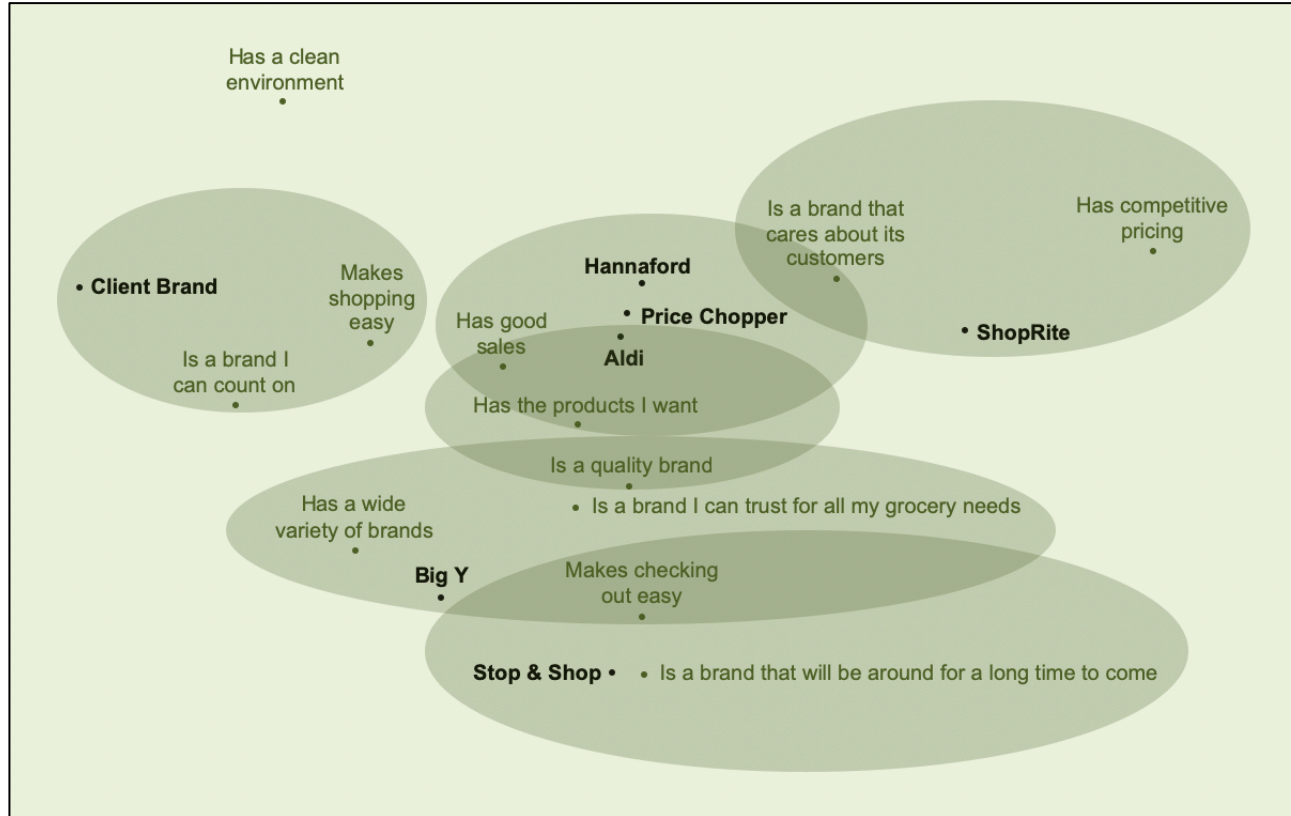# Understanding a brand landscape using *Perceptual Mapping*

Brands   Attributes

- Each brand is represented by a bubble encircling attributes that strongly represent that brand

- In the areas where the bubbles overlap are attributes that a brand shares with another brand

- Attributes that are not encircled are those that are not currently linking up with any brands – they are up for grabs

THE BRAND LANDSCAPE

SIMILAR BRANDS

Hannaford, Price Chopper and Aldi are similar because they all have good sales and carry the products that their customers want

ShopRite, Hannaford, Price Chopper and Aldi all are brands that care about their customers

Big Y and Stop & Shop are similar because they make checking out easy

HANNAFORD	ALDI	SHOPRITE	PRICE CHOPPER
▪ Has good sales	▪ Has good sales	▪ Has competitive pricing	▪ Has good sales
▪ Has the products I want	▪ Has the products I want	▪ Is a brand that cares about its customers	▪ Has the products I want
▪ Is a brand that cares about its customers	▪ Is a quality brand		▪ Is a brand that cares about its customers

BIG Y		STOP & SHOP
▪ Has a wide variety of brands	▪ Is a quality brand	▪ Is a brand that will be around for a long time to come
▪ Is a brand that I can trust for all my grocery needs	▪ Makes checking out easy	▪ Makes checking out easy

A DIFFERENT BRAND

The client brand is different from its competition because it does not share any attributes with its competitors

Because of the client brand's differences, it should focus on these attributes in
order to stand out to customers based on the attributes owned

Having a clean environment is not currently owned by any brand, which means it is up for grabs; thus the client should
strive to own this attribute by keeping a clean environment in order to stand out even more against competition

CLIENT BRAND

▪ Makes shopping easy   ▪ Is a brand that I can count on