



Mapping Markets

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at the gorgeous UBC campus on Sept 28, 2018

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Where do Brands Exist?

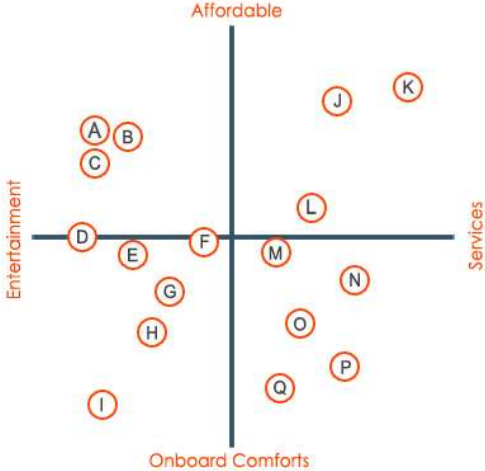


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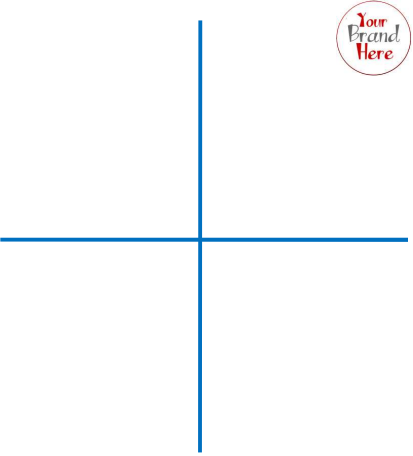


What is your brand's **Mindspace?**
(relative to competitors')

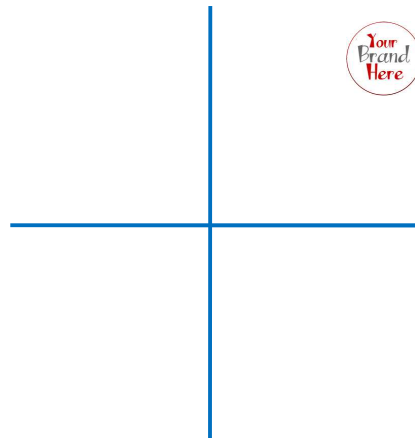
Perceptual Maps



Label the axes



Now Place your Competitors on the map



Two Goals of Marketing

- To make the brand dominant in its category
- To differentiate the brand from other brands in the category

Centrality and Distinctiveness

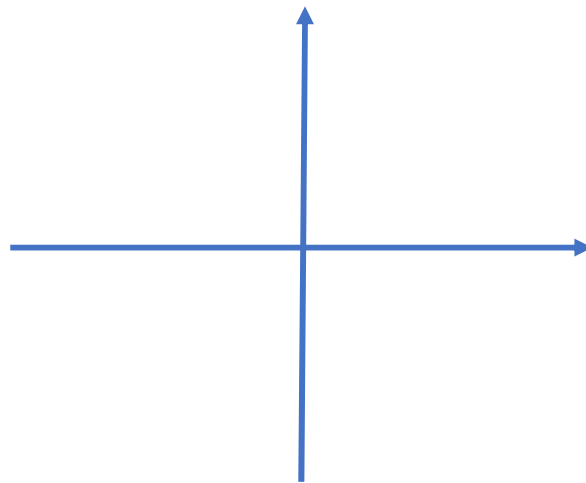
- **Centrality:** Is your brand representative of its category? Is it dominant?

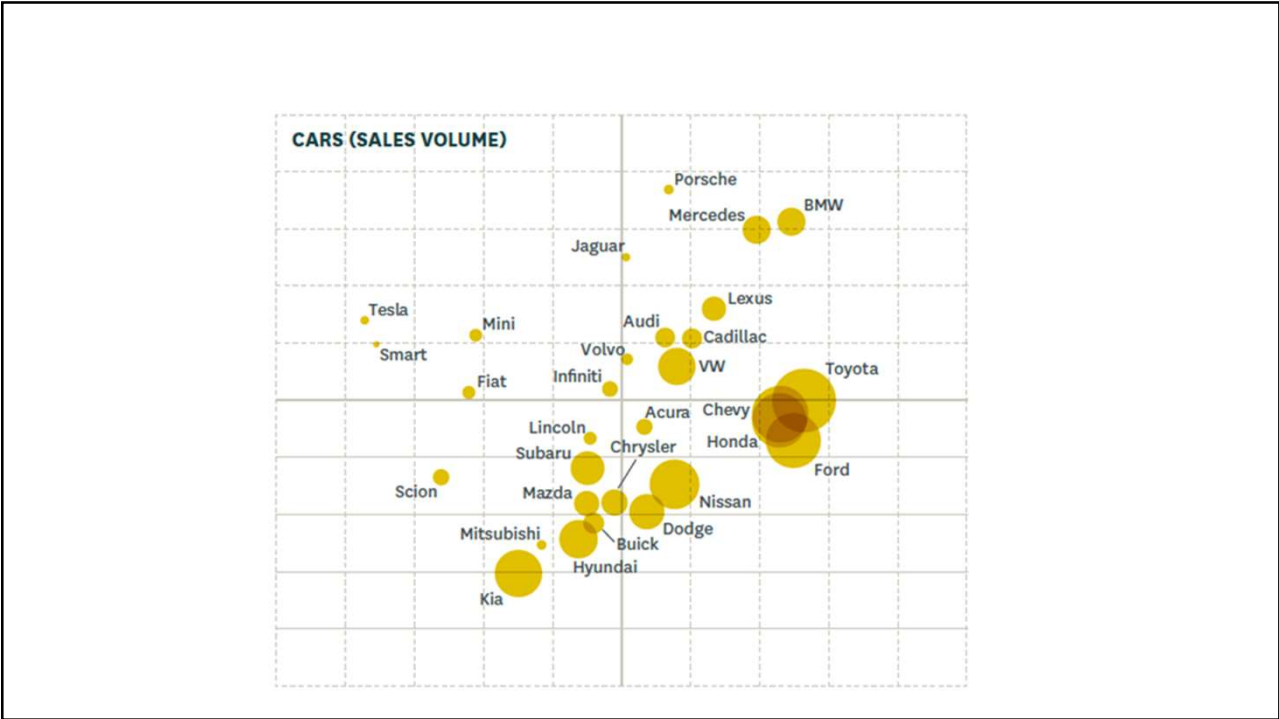
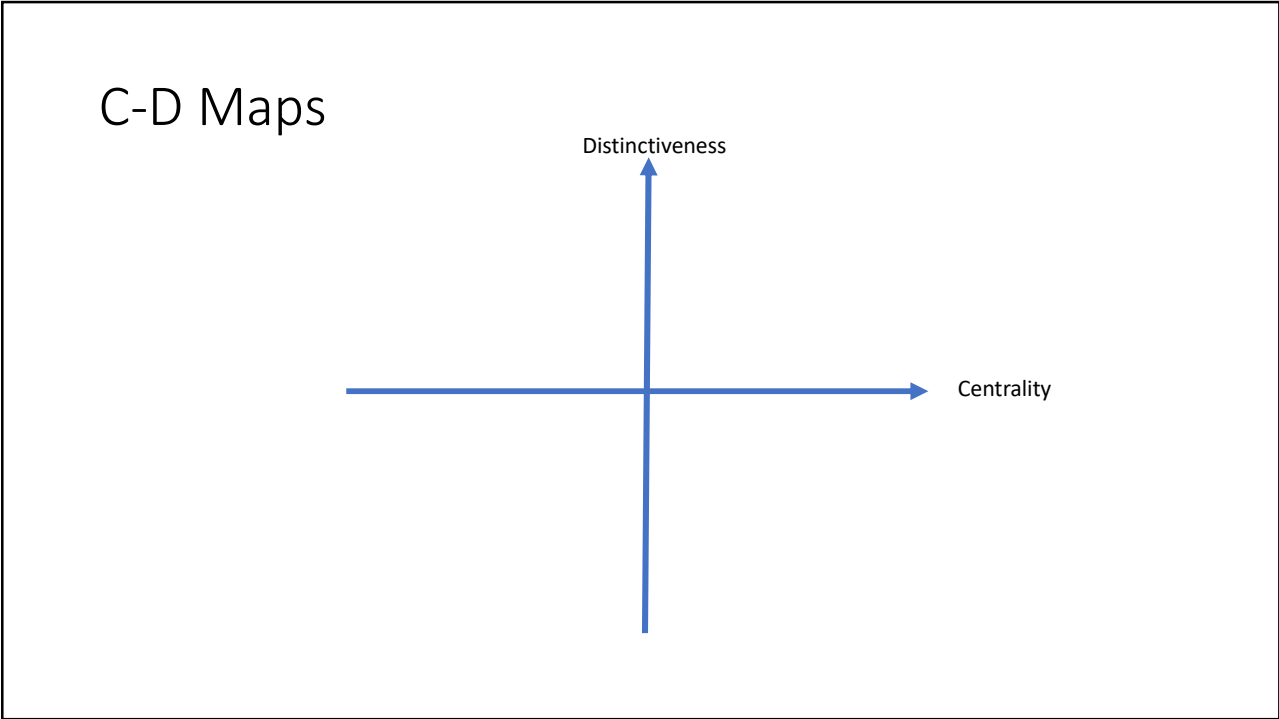


- **Distinctiveness:** Is your brand seen as different from the others in its category?



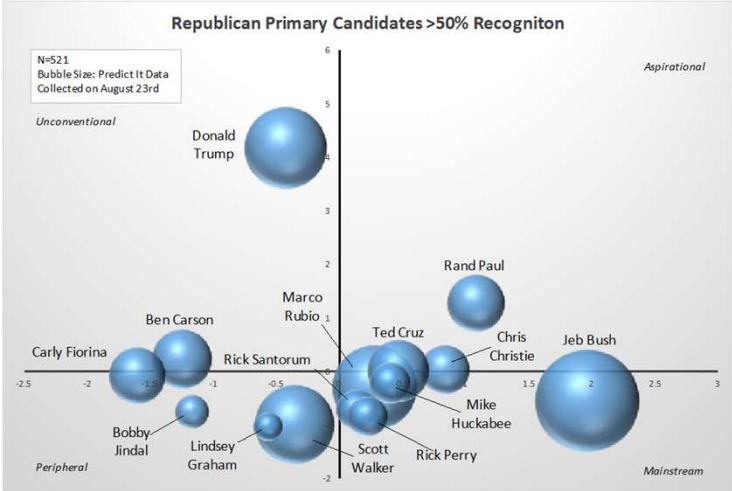
C-D Maps



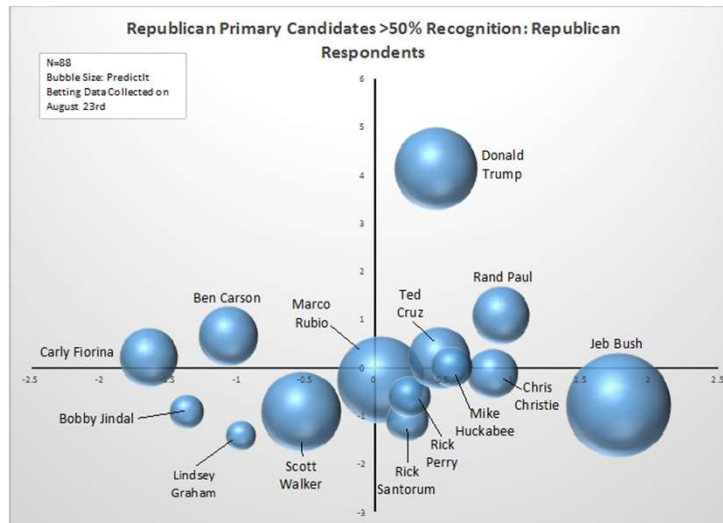




August 2015



August 2015



C-D Maps

- Pinpoint your brand's position in the market
- Locate the brand w.r.t. competitors
- Tell you whether your brand is Mainstream, Aspirational, Peripheral or Unconventional
- Guide your brand's strategy
- Measure and track your brand's competitive position over time