



Locatorsm

Optimising brand image and positioning

How do people judge brands in your category?
How do perceptions guide choices?

It has been applied to thousands of brands giving brand owners the insights they need to maintain and strengthen their market position. Incorporated into a management decision

Locatorsm is a tool for making the most of a brand's potential and steering it to success in a complex category.

support system, Locatorsm can be used on your behalf or installed on your own PC. It allows you to run simulations, explore opportunities for your brand and predict the impact of changes.

Reactions to brands are based on a variety of functional and emotional factors. You know what many of these are in your category, but not how much each influences consumers' decisions. You sense other things could be important, but you need to understand them better.

Locatorsm helps you find out what drives your category, test your hypotheses, and quantify which combination of benefits will most influence brand choice.

With a complete picture of customer perceptions of every major brand on every important issue in your category, Locatorsm then guides you towards the critical factors on which you must focus for success.

Locatorsm tells you where you are now...

- How do customers see and understand your category?

- How does your brand rate on key issues - how does it compare to the competition?
- What should you focus on to improve customer preference?
- Is your brand positioning consistent across countries?

...Even more important, where could you be tomorrow?

- Which aspects of the brand should be strengthened for best impact?
- What positioning changes are needed to outperform the competition?
- Are some attributes unimportant? Could they be emphasised less?
- What must you do to create a truly powerful global brand?

How it works...

Locatorsm uses a range of brand image and preference data – information many companies already collect. The difference is that Locatorsm links brand image perceptions to consumer preference data, providing a powerful, predictive view of the future as well as a portrait of the present situation.

Identifying the dimensions

We use a range of image attributes to map customer perceptions in the category. Developed with you to ensure every aspect is covered, attributes are selected to be relevant to consumers, to discriminate between competitors, and to reflect functional and emotional elements.

Measuring market drivers Locatorsm then assesses the influence of each element on brand preference. Comparing each consumer's overall preference with their rating of the brands on our set of dimensions allows you to see where your brand stands on issues that most influence the category, which strengths must be maintained, and which are areas for improvement.

Locatorsm has been successfully applied across a wide range of packaged goods categories and business-to-business brands.