BRANDChoice Consumer decision making framework

An extract from BRANDChoice, to give a sense of it



Our approach to models

We are unimpressed by a lot of proprietary models we see

The most enduring models in marketing tend to provide structure rather than content:

The original Marketing Mix – the 4 Ps

SWOT analysis

PEST analysis

These frameworks are useful because they improve your ability to gather and order content in a thorough and meaningful way.

Without dictating a sometimes inappropriate methodology or process



Guiding principles

Tailored to individual market dynamics:

Not all questions are relevant to all markets

Relative importance of questions varies from market to market



A few illustrative slides from BRANDChoice



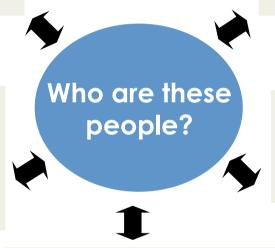


Who are these people?

Demographics age, income, occupation, marital status, lifestage, lifestyle

Culture class, nationality, religion, location

Present situation, time of day, presence of others physical surroundings, mood, amount of money to hand



Society family, friends, peers, co-workers, other reference groups

Psychographics personality type, attitudes & beliefs, values, desires

Consumer Context



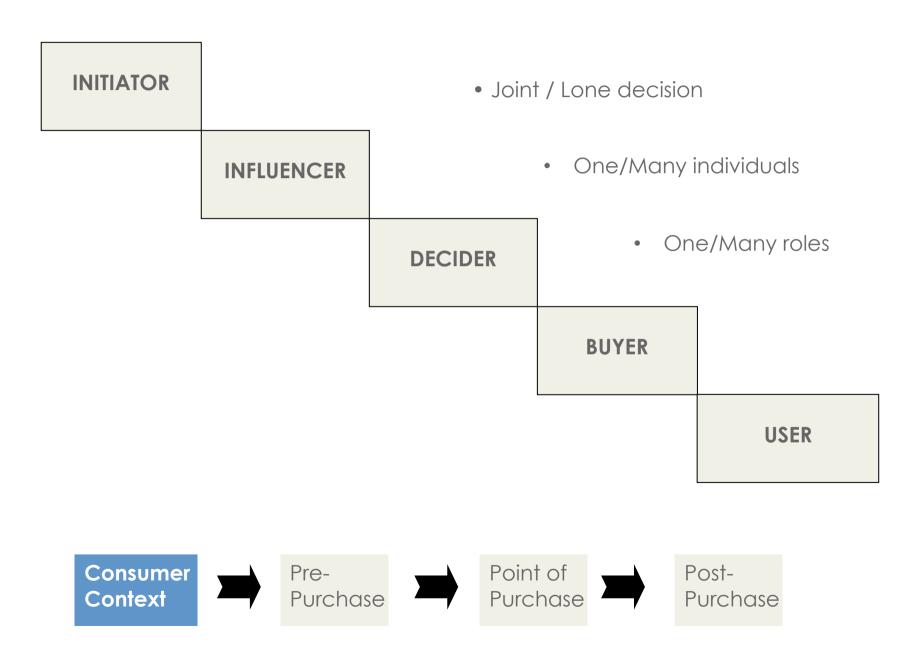
Pre-Purchase



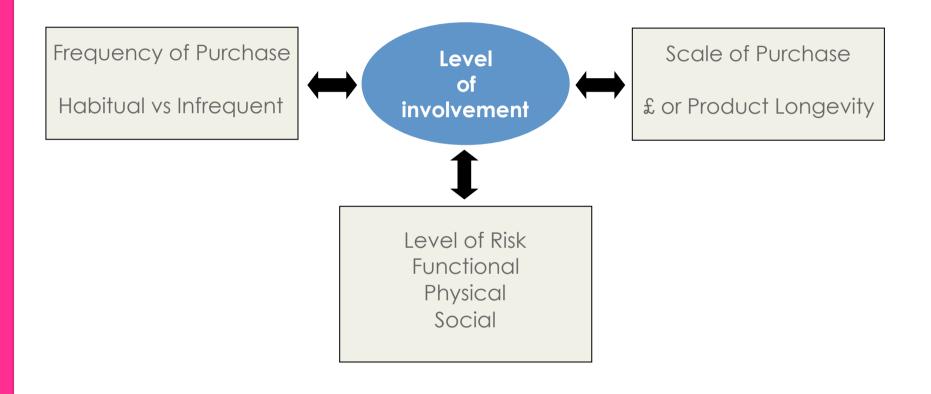
Point of Purchase



What's their role in the buying decision?



How involved are they in this market?



Consumer Context



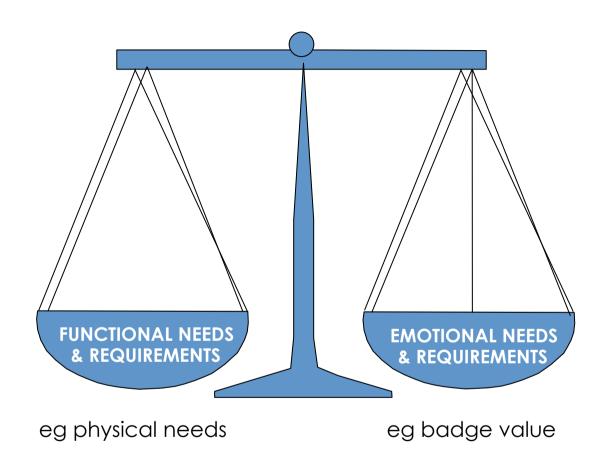
Pre-Purchase



Point of Purchase



How rationale are they in this market?







Pre-Purchase



Point of Purchase



Consumer Context



Pre-Purchase



Point of Purchase





To find out more about BRANDChoice and BRANDVoice

Contact jamespage@musestrategy.com

