



BRANDChoice

Consumer decision making framework

An extract from BRANDChoice, to give a sense of it



A Source of Inspiration

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



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Guiding principles

Tailored to individual market dynamics:

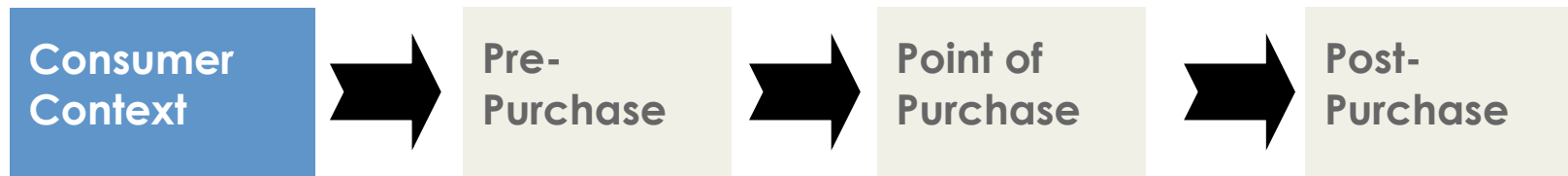
Not all questions are relevant to all markets

Relative importance of questions varies from market to market



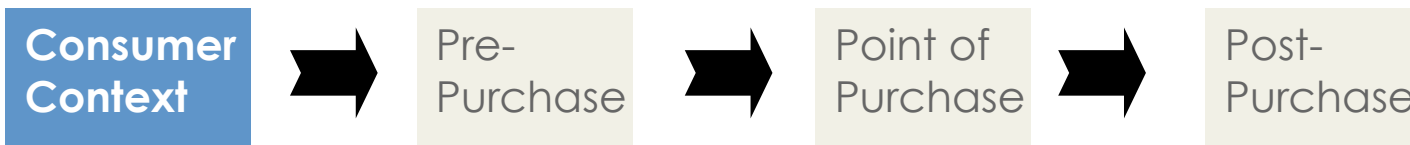
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A few illustrative slides from BRANDChoice

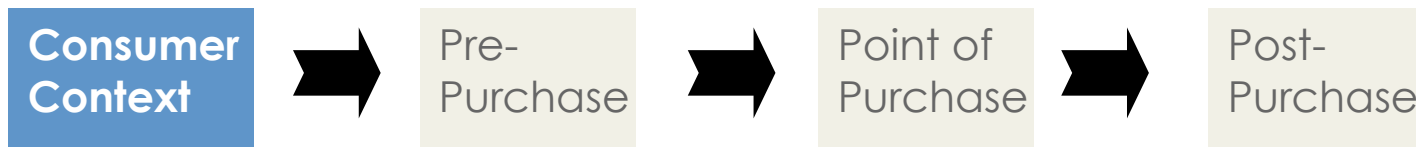
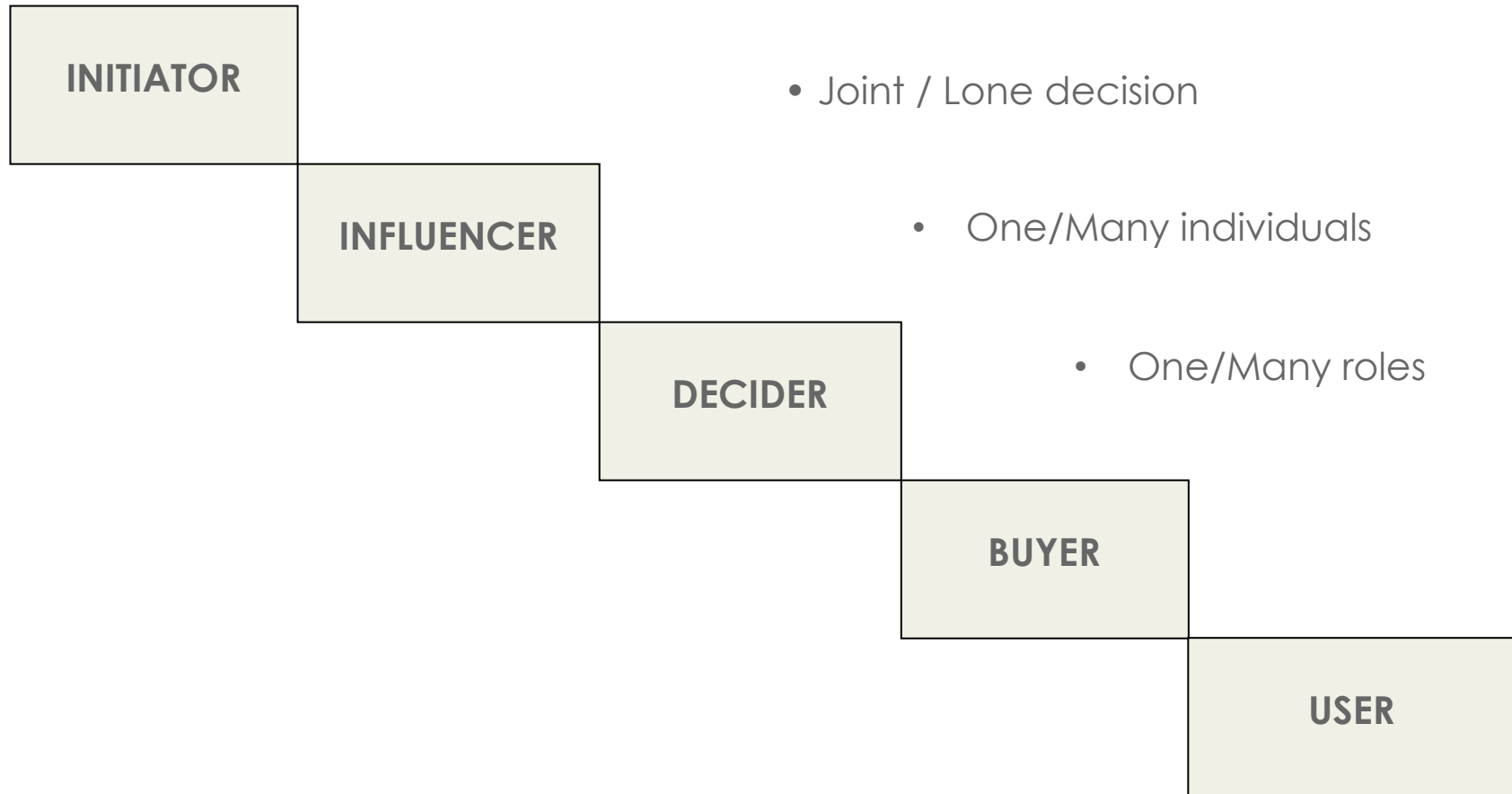


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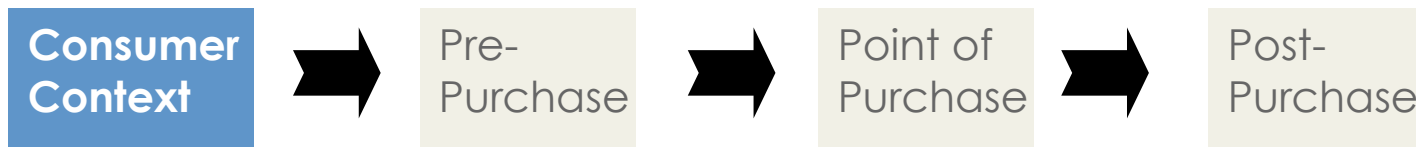
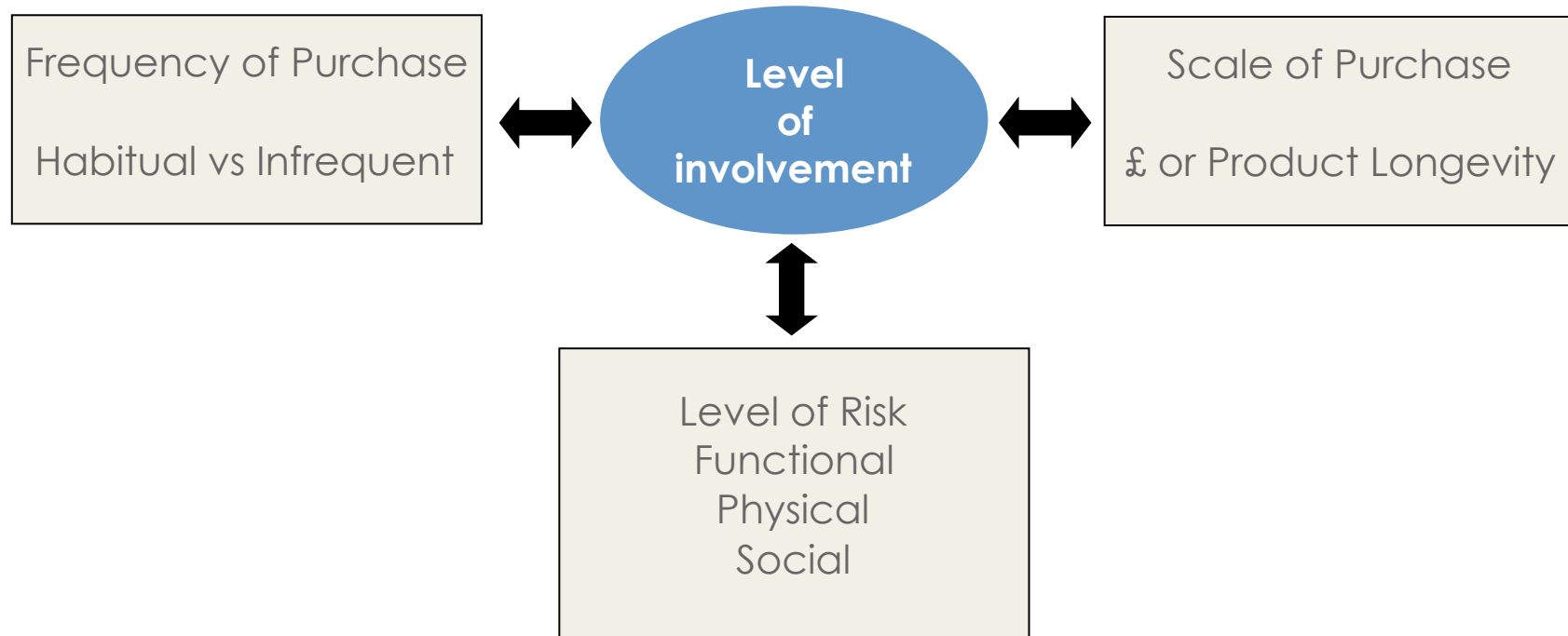
Who are these people?



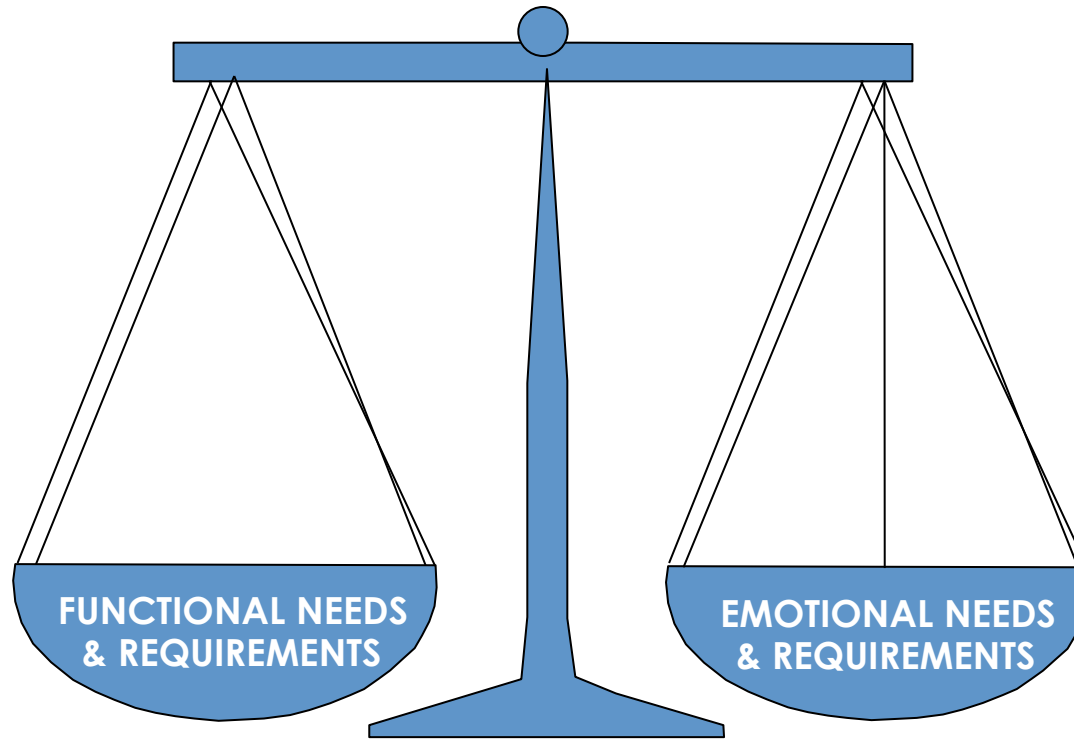
What's their role in the buying decision?



How involved are they in this market?

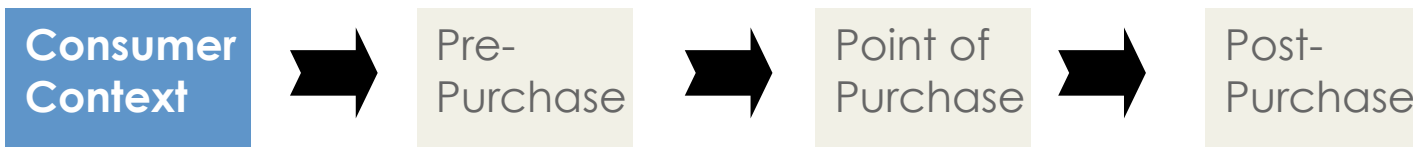


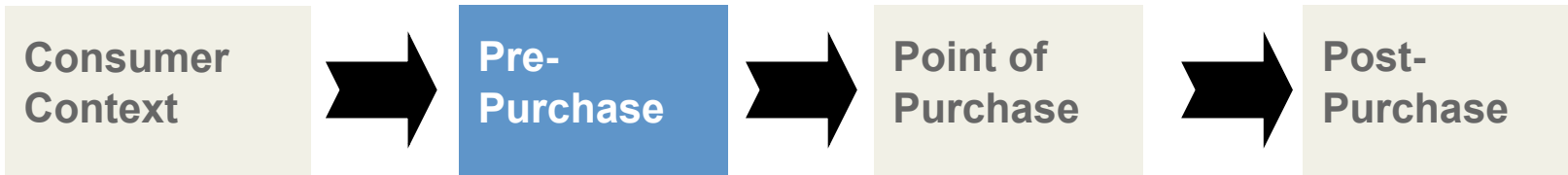
How rationale are they in this market?



eg physical needs

eg badge value





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To find out more about
BRANDChoice and BRANDVoice

Contact jamespage@musestrategy.com

