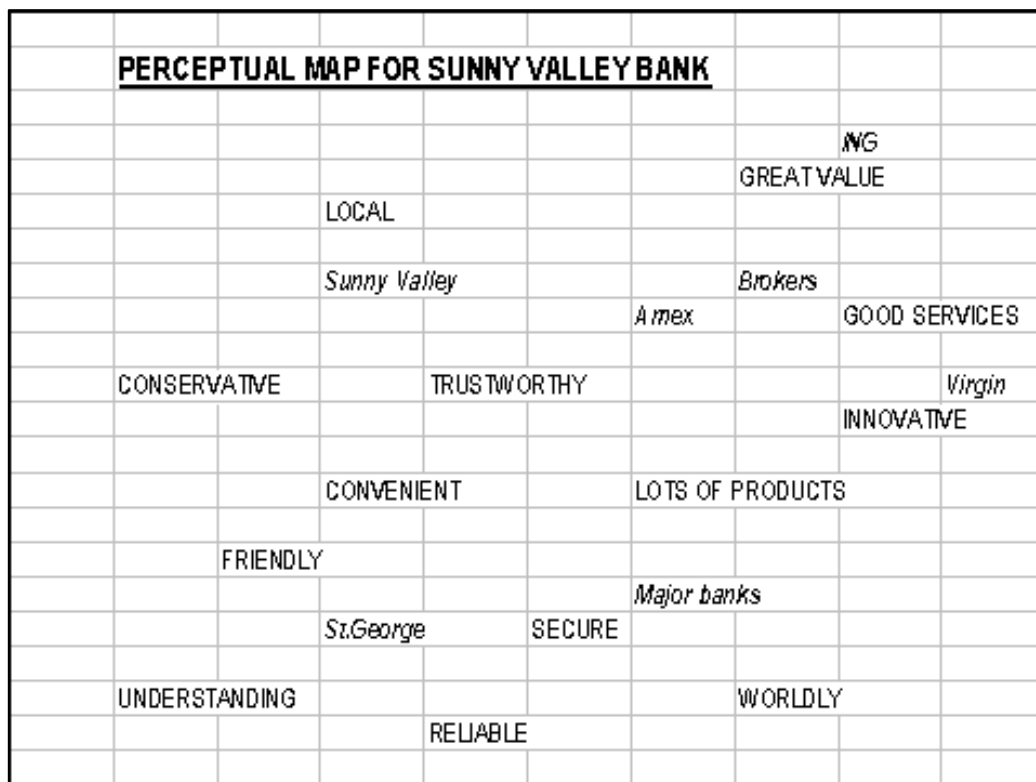# Interpreting a Perceptual Map

In this activity you need to read and interpret a perceptual map. Shown below is a perceptual map for Sunny Valley Bank (a hypothetical example only).

You need to determine what it tells you about the current positioning of the bank and what challenges they may face.

PERCEPTUAL MAP FOR SUNNY VALLEY BANK

NG
GREAT VALUE
LOCAL
Sunny Valley
Brokers
Amex   GOOD SERVICES
CONSERVATIVE   TRUSTWORTHY
Virgin
INNOVATIVE
CONVENIENT   LOTS OF PRODUCTS
FRIENDLY
Major banks
St.George   SECURE
UNDERSTANDING   WORLDLY
RELIABLE

Student Discussion Questions

1. How would you describe the positioning of Sunny Valley Bank?

2. Do you think the bank would be happy with their positioning?

3. Which of the competitors would they be most concerned about?

4. In what way is this particular perceptual map structure different from the standard two attribute map structure? Is it more or less helpful?