

Reviewing Perceptual Maps

Your Task

Your task in this exercise is to review various perceptual maps (up to 45 different maps can be generated) and to "paint a picture" of what is happening to our brand (which is Burgers Galore).

And then you need to determine WHY. Why is the brand's perception changing in this manner? How have we likely altered our marketing mix and how are the competitors evolving?

In other words, turn the data into a "story" of the market and its players.

The Data and Tools

You will be provided with an Excel template to use to create the maps. The perceptual data has been populated into the mapping tool. You need to press a number to produce a new map. Even if you are new to Excel will be able to use it easily.

Codes for the Perceptual Maps

- Burgers Galore = BG
 - Brian Barry's Burgers = BBB
 - The Burger Brothers = TBB
 - Burgers and Buns = B&B
 - Beautiful Burgers = BB
 - Burgers Are Us = BRUS
 - Burgers 4 U = B4U
 - Bangers and Burgers = Bang
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- Year 1 = Y1
 - Year 2 = Y2
 - Year 3 = Y3