



# VISUAL ELICITATION OF BRAND PERCEPTION

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# HOW TO MEASURE CONSUMER BRAND PERCEPTION?

**Beauty**



**Classic**



**Peacock**



**Glamorous**








**Color**



**L'ORÉAL  
Feminine**

# B-VEP: BRAND VISUAL ELICITATION PLATFORM

	 Scalable	 Used for any brand	 Sample Selection	 Robust to Strategic Posting	 Discover New Dimensions
Survey	●	●	●	●	
Qualitative		●	●	●	●
Social Media	●				●
<b>B-VEP</b>	●	●	●	●	●

# ONLINE COLLAGE CREATION

Brand Name: **Loreal**

Loreal is a cosmetics brand

30%

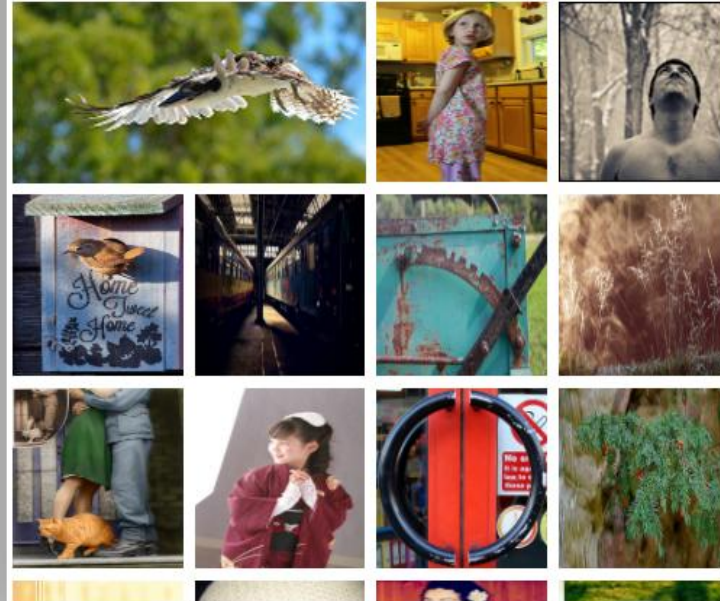
Brand Name: **Loreal**

DROP IMAGES HERE

View

Submit

Hit Enter to search for Images!



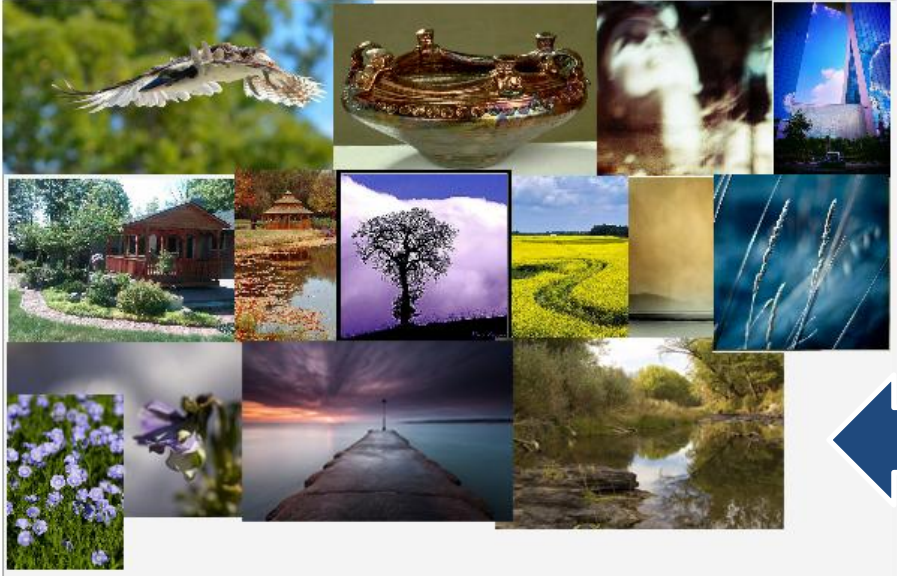
# CHOOSE FROM A LARGE IMAGE REPOSITORY

**Brand Name: Loreal**

Loreal is a cosmetics brand

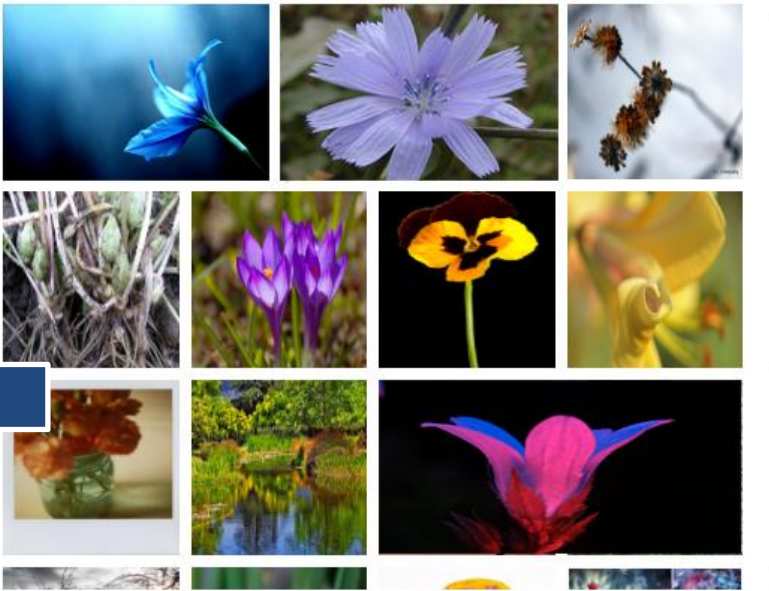
30%

Brand Name: Loreal



View Submit

flowers



# ELICITING THE ASSOCIATIONS OF MAJOR U.S. BRANDS

**302** national US brands from **9** categories:

Beauty, Beverages, Cars, Department Stores, Food and Dining, Home design and decoration, Household cleaning products, Apparel and Over the counter medications

**1851** respondents

**4743** collages

# SIMILARITIES? DIFFERENCES?

**Loreal**



**Starbucks**



# EXTRACT ASSOCIATIONS USING IMAGE PROCESSING AND SEMI-SUPERVISED MACHINE LEARNING

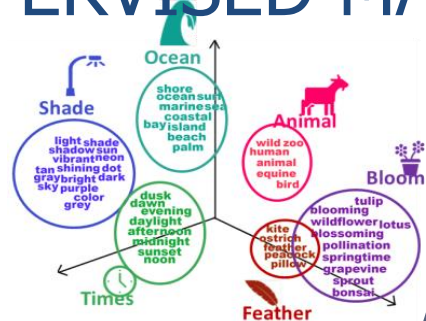
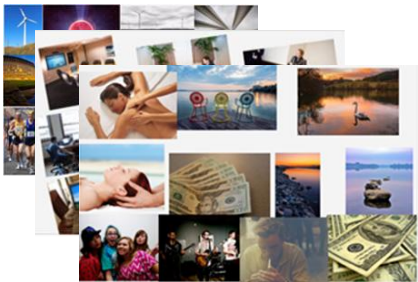
McDonald's



L'Oréal



Starbucks



Tag each photo

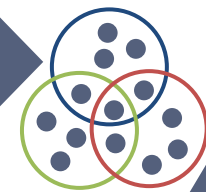
**Bright**  
**Peacock**  
**Tulip**  
**Seashore**  
**Lily**  
**Evening**

Word Embeddings & clustering

Seed LDA with the Clusters

Topic Modelling (Guided LDA)

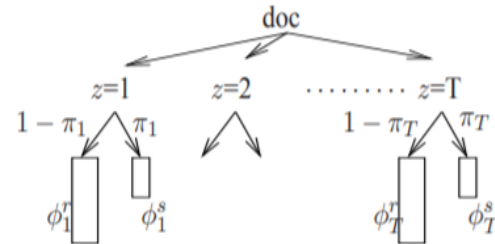
150 topics



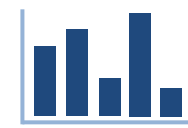
Set of 150 association

Associations per collage

Associations per brand



ASSOCIATION



distribution of tags

**Water**

clean  
H2O  
wet  
drop  
rain  
bubble  
splash  
droplet  
purity  
turquoise

**Urban Youth**

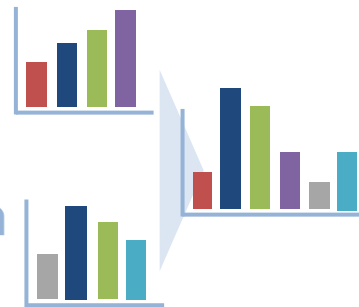
isolated  
studio  
face  
person  
hair  
casual  
adolescent  
looking  
guy  
fine  
looking

COLLAGE



Distribution of associations

BRAND





# BRAND UNIQUENESS

## Most Associated with:

isolated studio  
face person  
hair casual  
adolescent  
looking guy  
finelooking



Urban Youth

strength  
fitness athlete  
biceps nude  
finelooking  
shirtless  
strong  
brawnery  
bodybuilding



Bodybuilding

musician  
concert  
band stage  
singer guitar  
festival  
guitarist  
instrument  
performance



Band

football  
stadium  
soccer game  
action ball  
outfit uniform  
sports equipment



Ball Sport

actor  
formal looking  
contemporary  
tie outfit  
administration  
leader elegant  
finelooking



Suit

# AXE

## Least Associated with:



Water

clean  
H2O wet  
drop rain  
bubble splash  
droplet purity  
turquoise



Botanical  
Flowers

blooming  
season lilac  
delicate wild  
botanical  
petal pollen  
tropical  
floral



Fruits

sweet  
fruit tasty  
juicy berry  
nutrition  
confection  
healthy  
grow  
diet



Rain

ecology  
environment  
freshness  
purity lush  
rain wet  
dew drop  
H2O



Tropical  
Flowers

petal floral  
husk blooming  
delicate  
tropical lush  
environment  
exotic rain

# BRAND UNIQUENESS

## Most Associated with:

action fitness  
athlete  
sport race  
jogger  
marathon  
runner  
energy  
exercise  
track and field



Running

ball action  
web  
sport athlete  
basketball  
sports equipment  
action energy  
tournament



Sports

clean  
H2O wet  
drop rain  
bubble splash  
droplet purity  
turquoise



Water

football  
stadium  
soccer game  
action ball  
outfit uniform  
sports equipment



Ball Sport

bodybuilding  
strength  
loss sport  
fitness  
exercise  
thin weight  
athlete  
figure



Fitness



## Least Associated with:



Hairstyling

glamour  
skin lips  
hair face  
elegant  
style studio  
lady jewelry



Glamour

style  
hair face  
glamour  
studio nude lips  
skin elegant  
black and white



Wedding

wedding  
romance  
bride groom  
veil marriage  
bridal dress  
romantic  
rose



Prey Birds

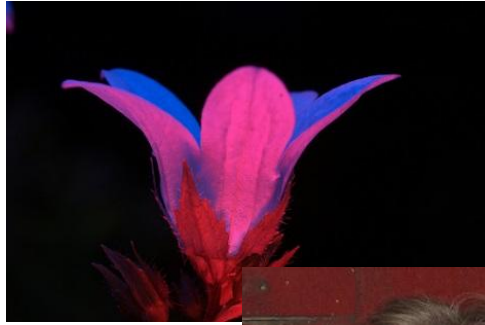
wildlife  
avian bird  
raptor animal  
flight feather  
wild beak  
wing



Abstract Art

insubstantial  
artistic shape  
graphic  
background  
motley futuristic  
line creativity  
wallpaper

# B-VEP CAN REVOLUTIONIZE THE CREATIVE PROCESS

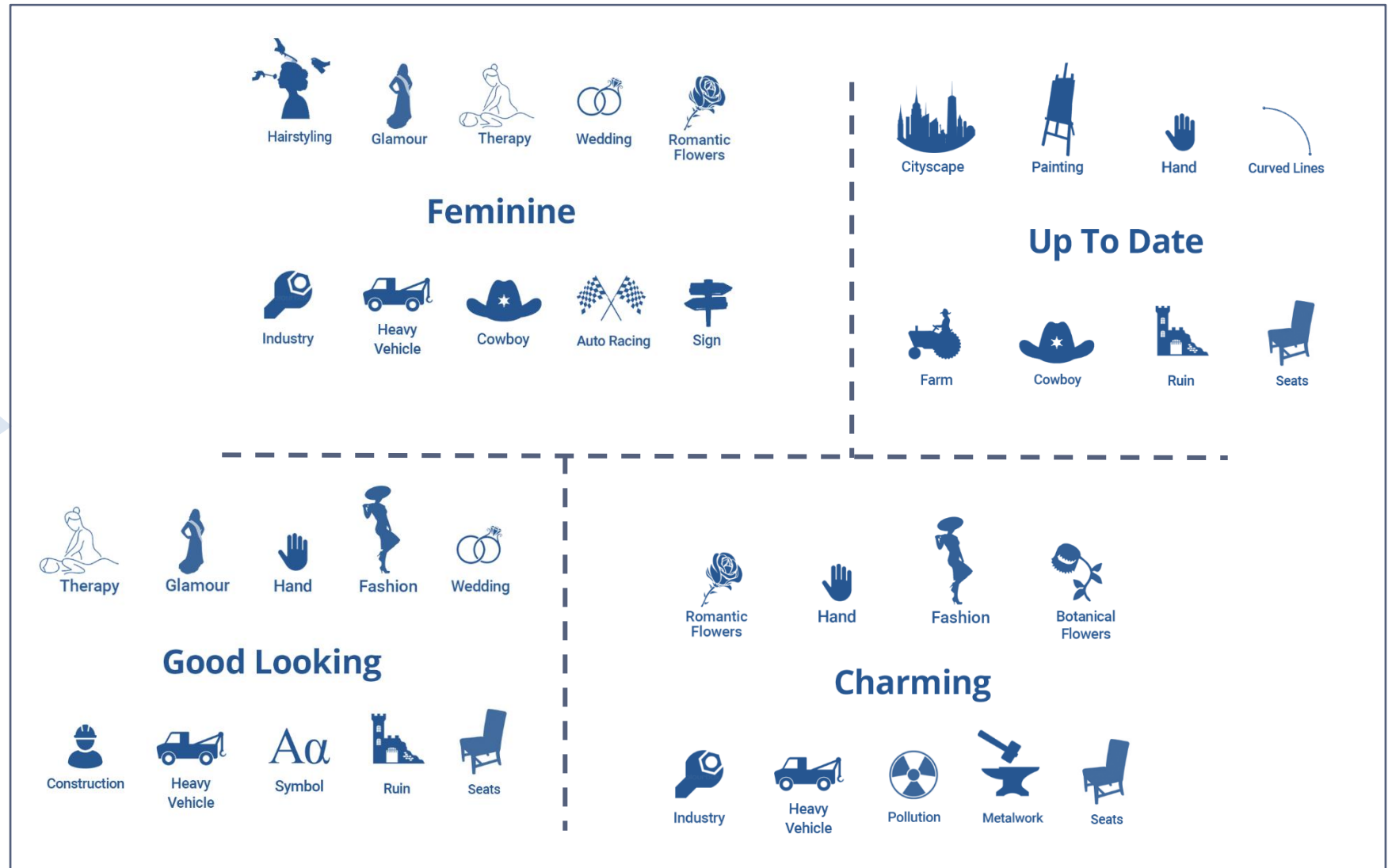


WHICH IMAGES  
REPRESENT BEST THE  
CURRENT IMAGE OF

**Lóreal?**  
**Starbucks?**  
**Ace?**  
**Degree?**

# WHAT ARE THE ASSOCIATIONS OF CHARMING?

Brand Personality:  
Sophistication



# WHO SHOULD A BRAND COLLABORATE WITH?



## Dining

meal  
dinner lunch  
cooking plate dish  
meat nutrition  
vegetable  
cuisine



## Candle

flame candle  
Christmas  
burnt  
insubstantial  
hot candlelight  
religion  
illuminated  
warmly



## Family

togetherness  
happiness  
son boy  
offspring three  
friendship  
affection sibling  
four



## Baking

sweet  
sugar chocolate  
cream cake  
breakfast  
candy homemade  
baking  
pastry



## Baking

sweet  
sugar chocolate  
cream cake  
breakfast  
candy homemade  
baking  
pastry



## Cutlery

stainless steel  
cooking  
table  
knife cutlery  
tableware  
kitchenware  
flatware  
fork steel



## Dining

meal  
dinner lunch  
cooking plate dish  
meat nutrition  
vegetable  
cuisine



## Farm

rural farm  
agriculture  
barn countryside  
rustic country  
mammal  
pasture  
cattle



## Family

togetherness  
happiness  
son boy  
offspring three  
friendship  
affection sibling  
four



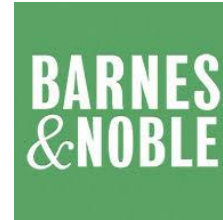
## Botanical Flowers

blooming  
season lilac  
delicate  
botanical  
wild petal  
pollen  
tropical  
floral



## Furniture

furniture  
chair seat  
table  
interior design  
window home  
inside  
contemporary  
lamp



## School

education school  
knowledge  
library book  
literature  
book bindings  
university  
research  
bookcase



## Bedroom

seat  
sofa pillow  
bed sleep  
furniture  
bedroom  
window  
design hotel  
interior

# VISUAL ELICITATION OF BRAND PERCEPTION

## Questions?

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**Heinz**

scarf frozen ice cold frost season Christmas weather snowflake celebration

**Urban Youth**

isolated studio face person hair casual adolescent looking guy finelooking

**Running**

athlete runner race action energy exercisefitness marathon jogger track and field sport

**Beauty Saloon**

relaxation enjoyment hair smile happiness joy face adolescent glamour brunette

**Romantic Flowers**

romance rose wedding floral petal blooming romantic season delicate botanical

**Ocean Spray**

**Baby**

sleep skin blanket bed baby newborn relaxation son foot hand

**Fashion**

luxury fashionable elegant glamour dress style hair festival studio wedding

**Business School**

technology paper money number finance education document achievement conceptual

**Botanical Flowers**

blooming season lilac botanical floral delicate pollen wild petal tropical