VISUAL ELICITATION OF BRAND PERCEPTION

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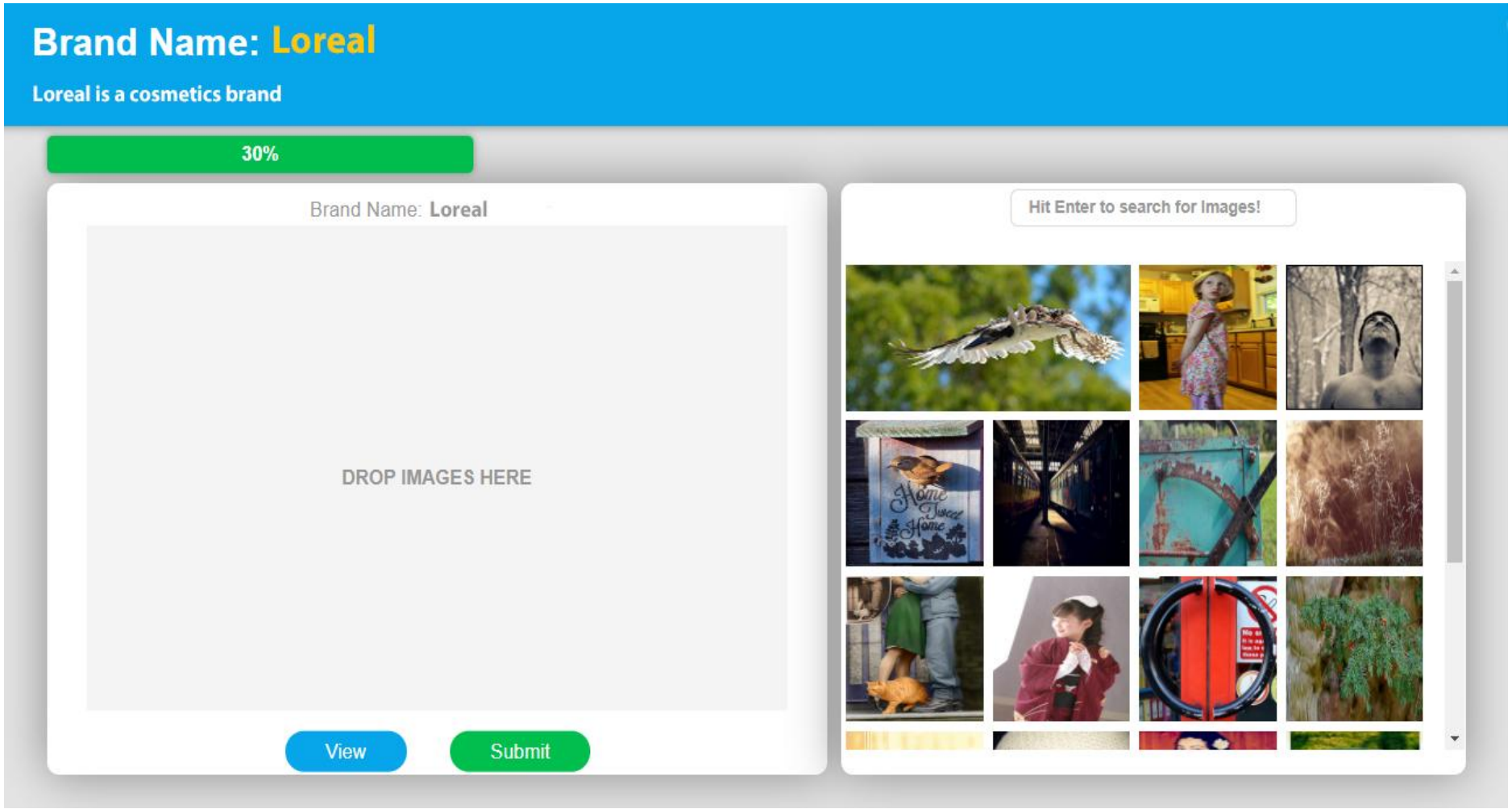
HOW TO MEASURE CONSUMER BRAND PERCEPTION?

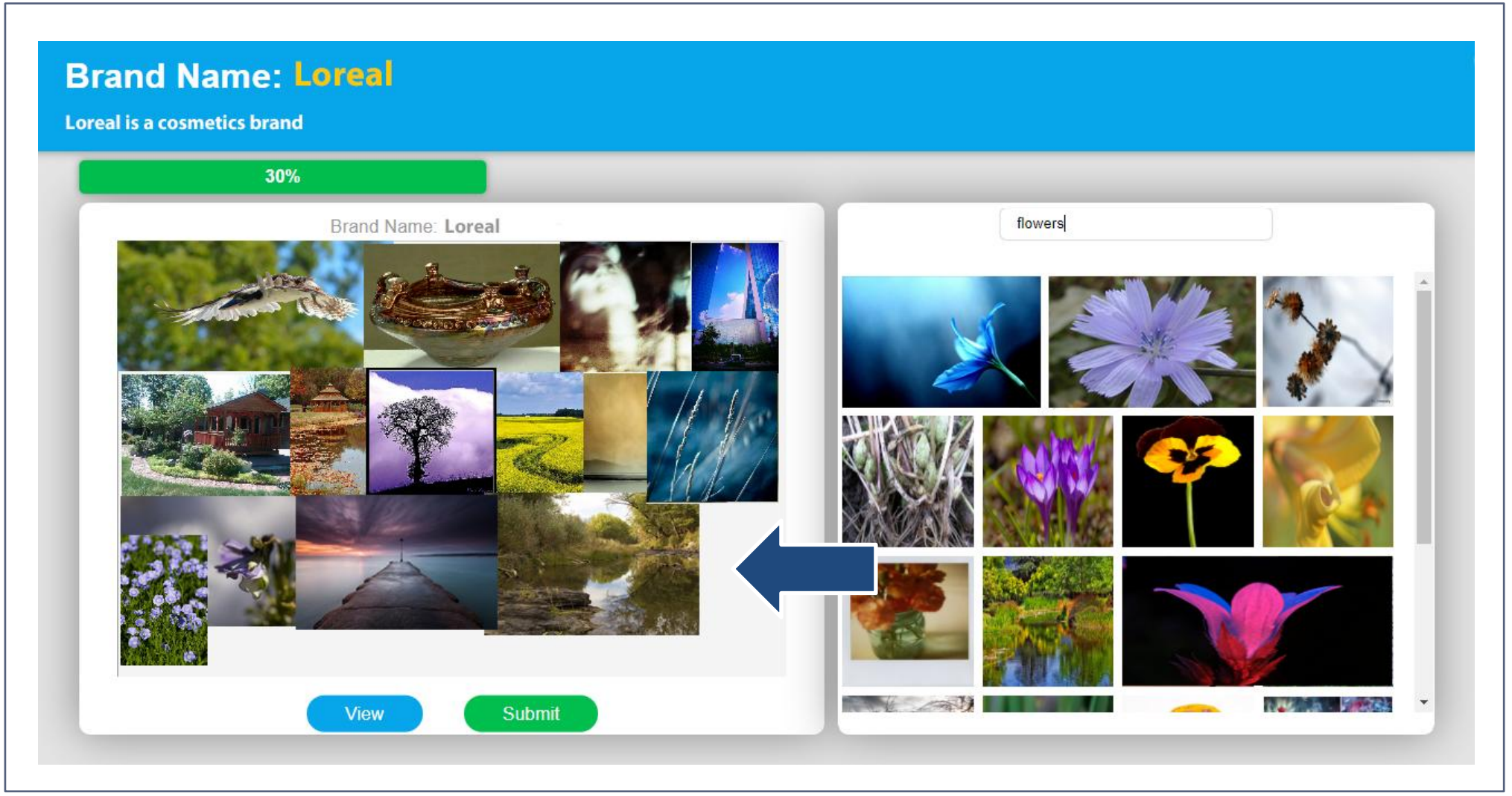
B-VEP: BRAND VISUAL ELICITATION PLATFORM

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

ONLINE COLLAGE CREATION



CHOOSE FROM A LARGE IMAGE REPOSITORY



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

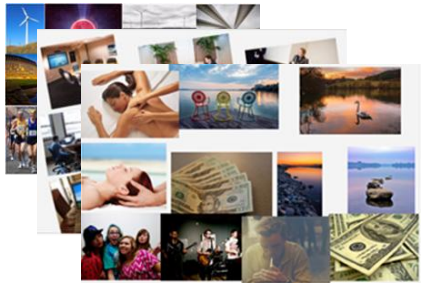
Starbucks

EXTRACT ASSOCIATIONS USING IMAGE PROCESSING AND SEMI-SUPERVISED MACHINE LEARNING

McDonald's

L'Oréal

Starbucks



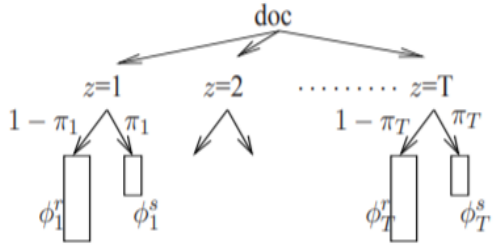
Tag each photo

Word Embeddings & clustering

Bright Peacock Tulip Seashore Lily Evening

Seed LDA with the Clusters

Topic Modelling (Guided LDA)



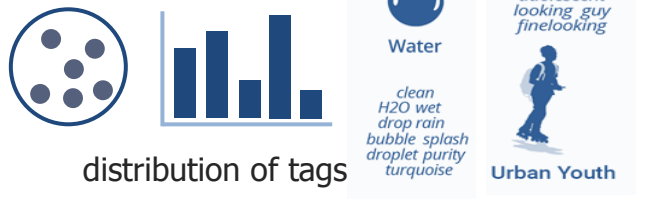
150 topics

Set of 150 association

Associations per collage

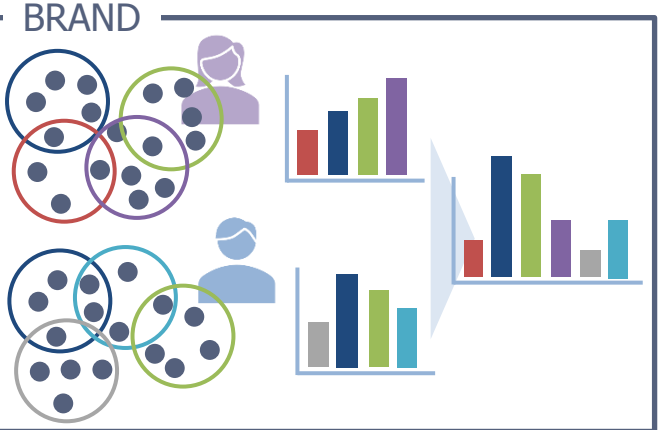
Associations per brand

ASSOCIATION



COLLAGE

BRAND



BRAND UNIQUENESS

Most Associated with:

Urban Youth	Bodybuilding	Band	Ball Sport	Suit
isolated studio face person hair casual adolescent looking guy finelooking	strength fitness athlete biceps nude finelooking shirtless strong brawnery bodybuilding	musician concert band stage singer guitar festival guitarist in stument performance	football stadium soccer game action ball outfit uniform sports equipment	actor formal looking contemporary tie outfit administration leader elegant finelooking

AXE

Least Associated with:

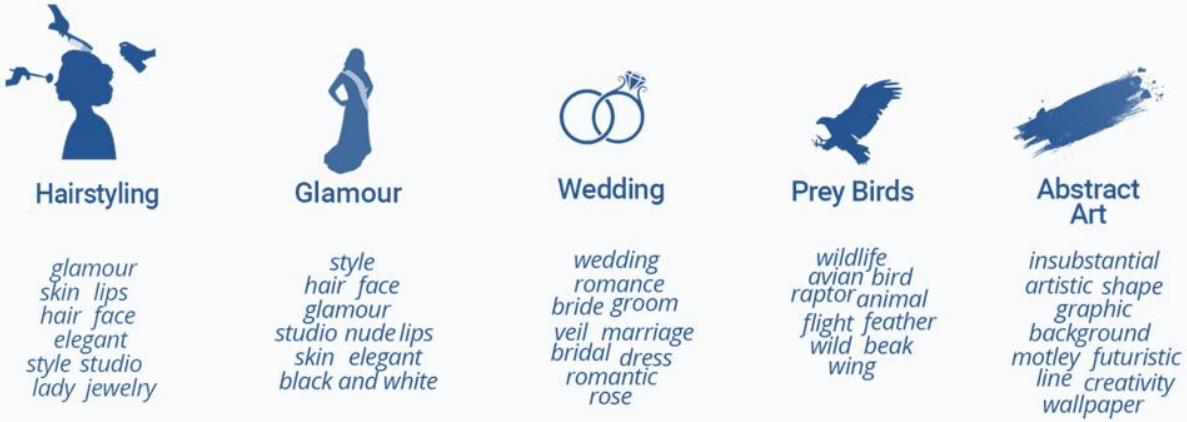
Water	Botanical Flowers	Fruits	Rain	Tropical Flowers
clean H2O wet drop rain bubble splash droplet purity turquoise	blooming season lilac delicate wild botanical petal pollen tropical floral	sweet fruit tasty juicy berry nutrition confection healthy grow diet	ecology environment freshness purity lush rain wet dew drop H2O	petal floral husk blooming delicate tropical lush environment exotic rain

BRAND UNIQUENESS

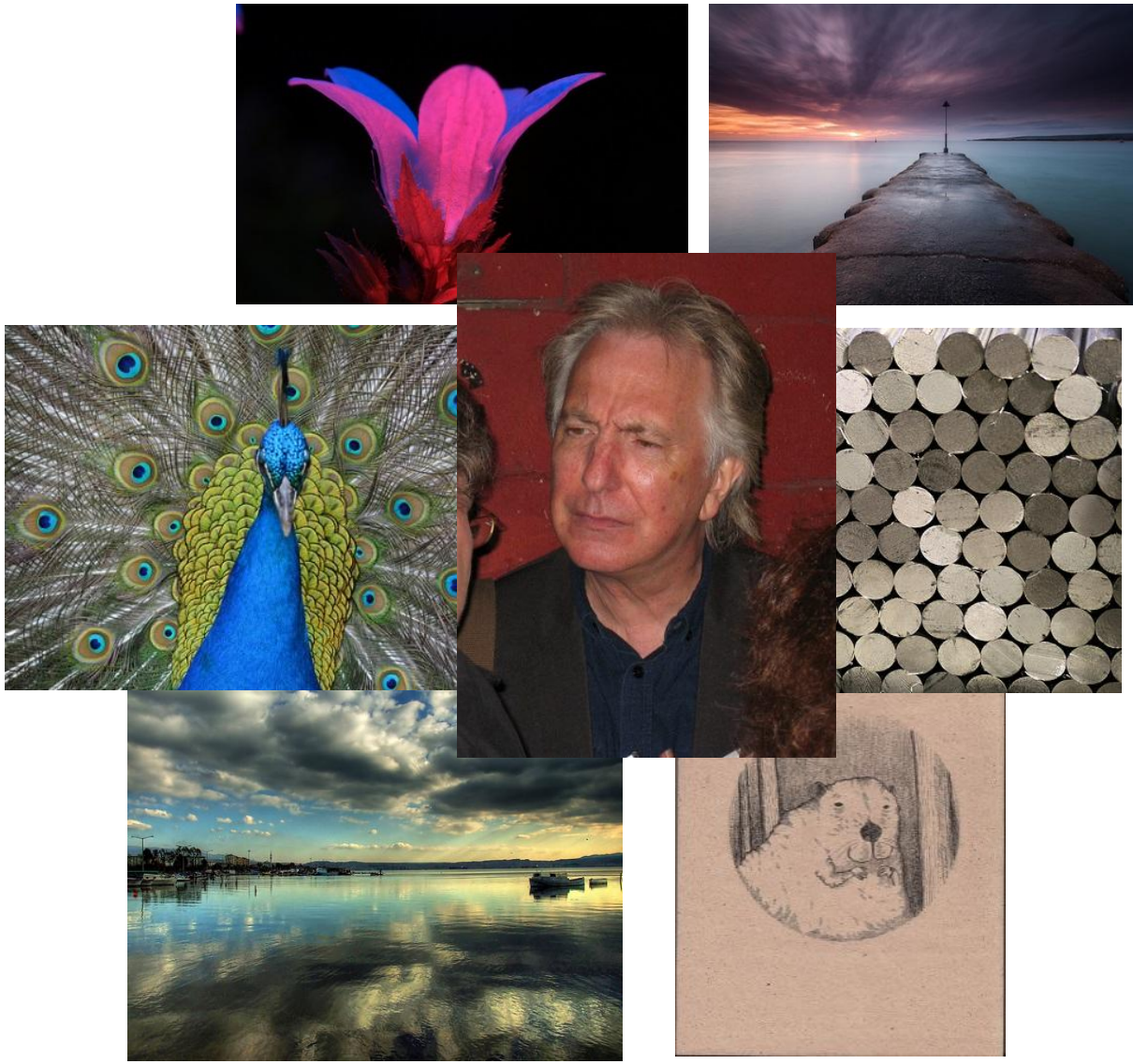
Most Associated with:

Degree®

Least Associated with:



B-VEP CAN REVOLUTIONIZE THE CREATIVE PROCESS

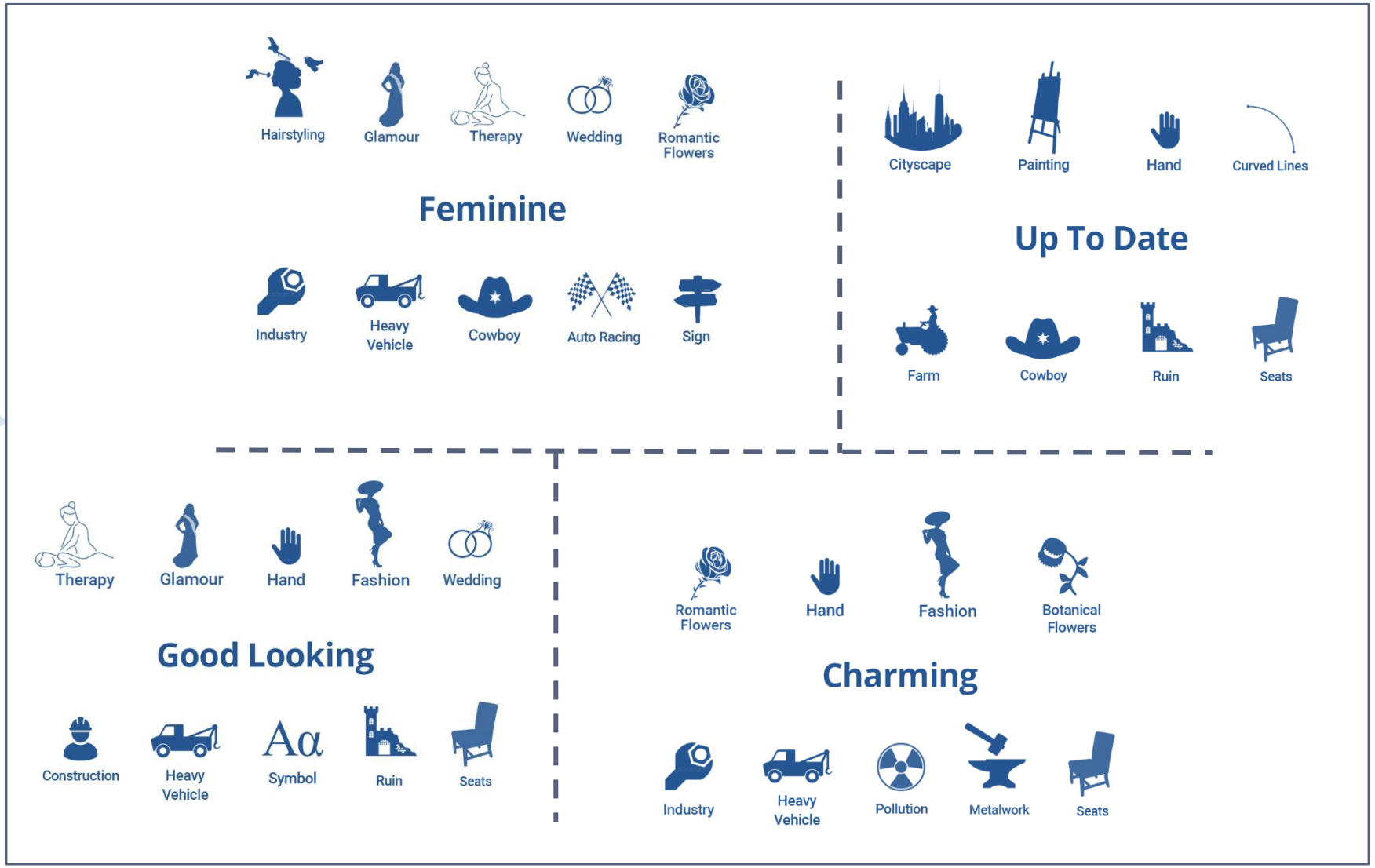


WHICH IMAGES REPRESENT BEST THE CURRENT IMAGE OF

Lóreal?
Starbucks?
Ace?
Degree?

WHAT ARE THE ASSOCIATIONS OF CHARMING?

Brand Personality: Sophistication



WHO SHOULD A BRAND COLLABORATE WITH?

The Cheesecake Factory

KitchenAid

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

golden corral Buffet & Grill

Hormel Foods

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

ASHLEY FURNITURE HomeStore

Febreze

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

BARNES & NOBLE

ALL DAY STRONG ALEVE

School
education school
knowledge
library book
literature
book bindings
university
research
bookcase

Bedroom
seat
sofa pillow
bed sleep
furniture
bedroom
window
design hotel
interior

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Questions?

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