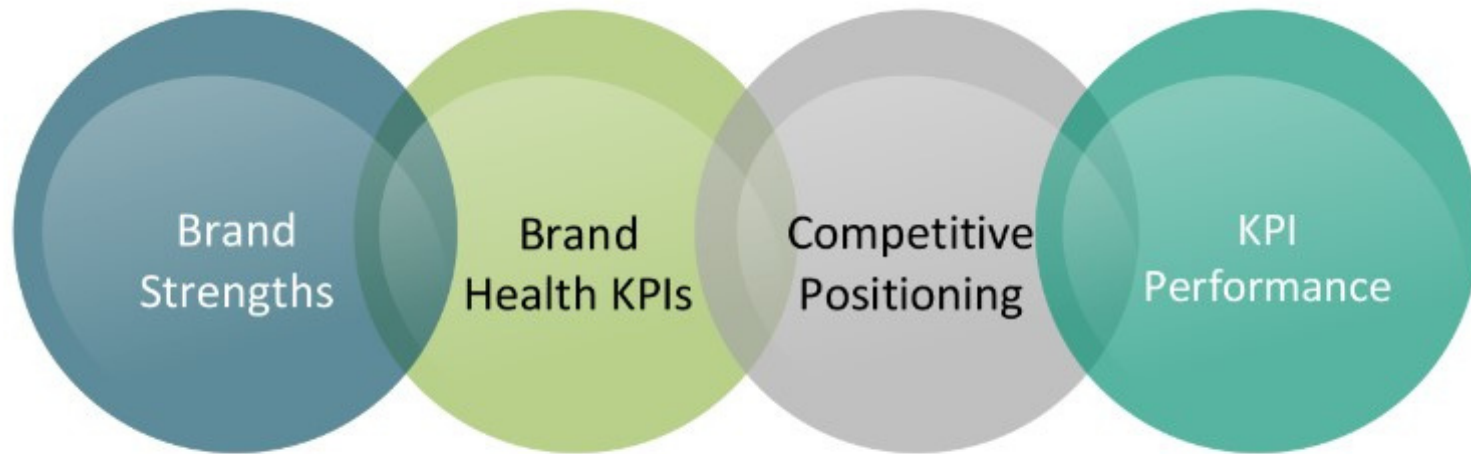
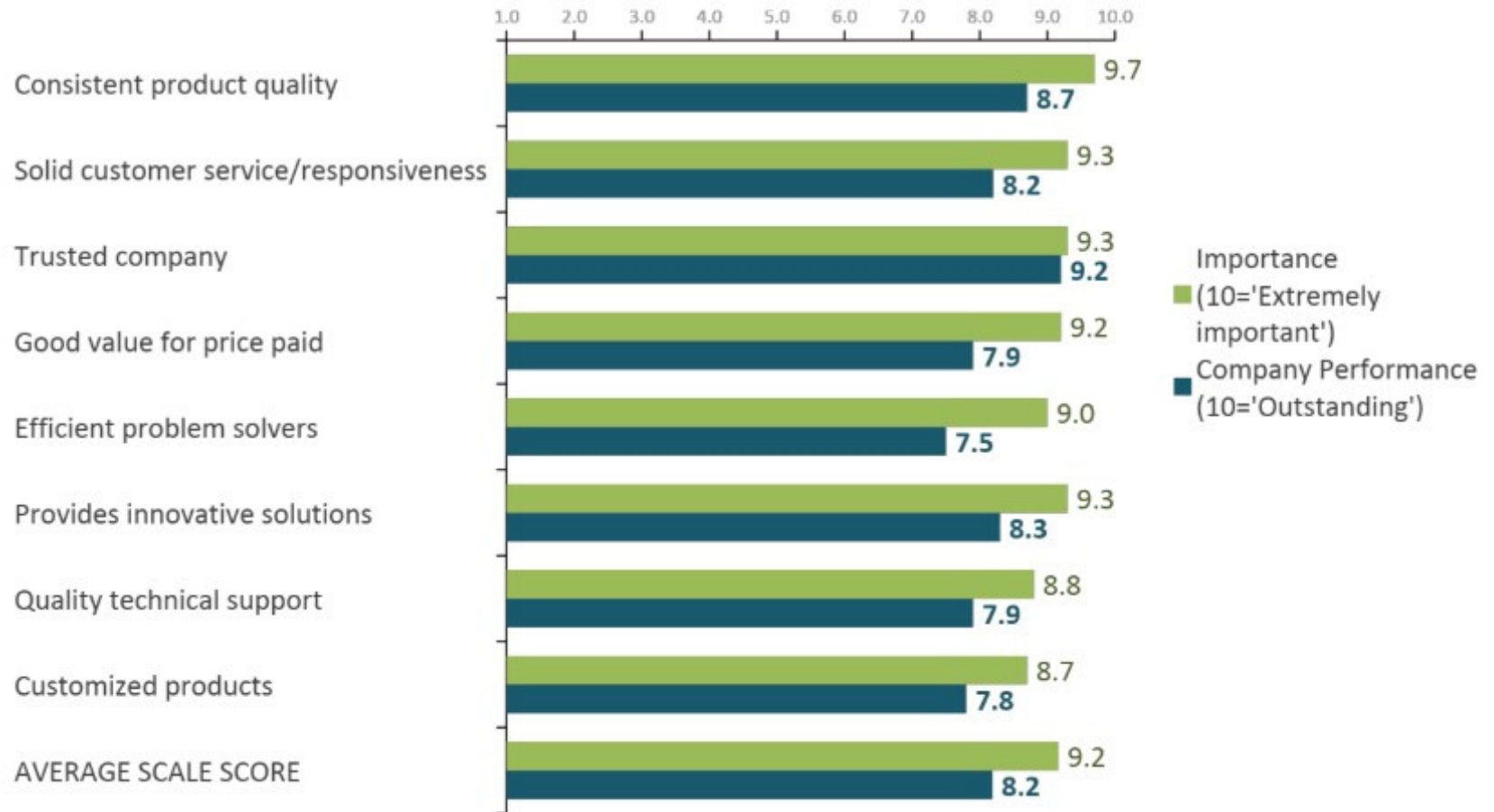


# Brand Experience



# Brand Health KPIs

Sample Brand Health KPIs  
Average Ratings



# Competitive Positioning

## Sample Brand Health KPIs

Top 2 Box-Importance	COMPETITIVE POSITIONING Brand Health KPIs	NO DIFFERENCE	Client Company	Competitor X	Competitor Y	Competitor Z
96%	Consistent product quality	24%	30%	11%	20%	15%
88%	Solid customer service/responsiveness	19%	22%	5%	24%	30%
86%	Trusted company	10%	14%	27%	20%	29%
84%	Good value for price paid	30%	25%	17%	14%	14%
80%	Efficient problem solvers	15%	15%	28%	21%	21%
70%	Provides innovative solutions	18%	17%	24%	18%	23%
66%	Good technical support	22%	15%	28%	15%	20%
49%	Customized products	32%	20%	17%	19%	20%

SAMPLE DATA: FOR ILLUSTRATION PURPOSES ONLY