**Reason why**

Strong brands are among a company’s most important assets and must therefore represent more than just a name or logo. Consequently, the development and sustained management of a strong brand image, i.e. positive brand perception from the customer’s point of view, is of the utmost importance. Ideally, the brand image will provide a relevant added value beyond the product’s actual features.

With its Consumer MindMap Interrogate has developed an innovative tool for the detection of brand associations that allows you to see your brand „through the eyes“ of the consumer, to reveal a holistic brand image, to generate insights for optimising your image positioning and actively and successfully shaping your brand’s design.

**This is how it works!**

In our surveys test subjects not only use traditional mind-mapping approaches but also create a visual image of their subjective brand perception. The drag & drop function is used to link image dimensions directly yet simply and playfully to the brand and to each other. This creates an image landscape. In addition to predefined concepts participants can also add their own associations. Furthermore, for each link the strength of association is also indicated. The Consumer MindMap’s implementation in an interactive web tool makes it possible to effortlessly integrate it into online or CAPI surveys, which in turn allows for larger, more representative interview numbers.

Thanks to the Consumer MindMap’s scientifically sound algorithm it is possible to merge individual assessments into aggregated MindMaps.
Evaluation: Terms with high connectivity potential

- Intuitive management representation
  Results are recognised and understood quickly, even without any deeper knowledge of the methods used.
- Precise, high-quality results
  Unlike in surveys based on scales, the relevant image dimensions are selected by the test subjects themselves, which creates far clearer results undistorted by halo effects.
- Complex brand contexts are captured by identifying direct and indirect associations
  The central added value here is the hierarchical arrangement of brand associations, which cannot be portrayed with surveys that rely on scales or selection-based questions, e.g. image differential.
- Target group-specific image analysis
  Segment-specific MindMaps for relevant target groups, e.g. existing and potential customers, can provide valuable insights for differentiated brand management.
- Brand positioning in the competitive environment
  The integration of competitors allows us to determine where your brand stands in relation to the competition and where differentiation potentials lie. We do this by looking into brand positioning openings.
- Optimisation of brand & advertising communication
  Verify whether brand and advertising messages reach your target audience as intended or whether there is a need for adjustment.
- Discover ideas for concept & product development
  Especially the indirect image links we uncover frequently deliver new or surprising insights from which ideas for innovative concepts or product developments can then be developed.

Evaluation: Often used terms

- Intuitive management representation
- Precise, high-quality results
- Complex brand contexts are captured by identifying direct and indirect associations
- Target group-specific image analysis
- Brand positioning in the competitive environment
- Optimisation of brand & advertising communication
- Discover ideas for concept & product development