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Design
Build And
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build effective

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brands, rather than just talk about it. Candid

and practical, Karen Leland's emphasis on a research-based approach to brand building is a valuable guide for executives at every level."

—Nathan

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Brand, by Karen
Tiber Leland.

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and Accelerate
Build And
Your Brand
(Entrepreneur
Press, June
2016) helps
entrepreneurs,
business owners,
CEOs and
executives
create a brand
(business or
personal) by
design instead
of default, gain

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greater
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Brand
influence in
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and companies
and become
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leaders in their
field.

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“The Brand Mapping Strategy has taken the mystery out of branding and provides a roadmap for any small-business owner, entrepreneur, or CEO to dramatically elevate both

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tools they need
to design,
build, and
accelerate a
successful
brand.

**How to use a
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roadmap to guide**

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The Brand
Mapping Strategy
helps you create
a brand designed
to gain greater
influence in
your industry
and become a
thought leader
in your field.

**Brand Mapping
Definition - MBA**

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Skool-Study.Learn
n.Share.

Every brand
should have a
brand strategy
roadmap that
includes the
vision, purpose,
values, key
issues,
strategies, and
tactics. As
well, it should
layer in the

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Brand

brand idea to
deliver a
consistent brand
across the five
consumer
touchpoints.

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...**

The Brand
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1. The Brand
Mapping

Strategy:
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2. Book details
Author : Karen
Leland Pages :

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Strategy Design

224 pages

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ISBN-13 :

9781599185897 3.

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Build And

Accelerate Your
The Brand
Mapping Strategy
is a critical
market advantage
for the bold and
ambitious.” –A W
, P .D., MILLION
DOLLAR
CONSULTING “With
characteristic
wit, charm, and
relatable

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Leland's The
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mapping strategy
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Mapping Strategy

It will open

their eyes to

what their full

potential is,

transform how

they portray

themselves, open

doors to

opportunities

they aspire to,

and ultimately

inspire their...

elevate both

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their personal
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Accelerate Your
brands.” –A???

Brand

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uses proven
strategies, best
practices and
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building

Build And Accelerate Your

Brand

give readers the

tools they need

to design,

build, and

accelerate a

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will be able to:

Develop an

overall

blueprint for

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and Accelerate**

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Hinge is a
branding and
marketing firm
that specializes

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Brand
in professional
services. Our
groundbreaking
research is
changing the way
firms go to
market.

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Definition:

Brand Mapping.

Brand maps are

also used when

companies want

to rate their

brands on only

two attributes

in this case the

x and y axis are

taken as

attributes and

the brands are

placed according

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to the
Build And
Accelerate Your
Brand

perception on
those
attributes.

These maps are
simple to
understand as
they rate the
brands on only
two attributes.
Hence, ...

**The Brand
Mapping**

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Brand

Correspondence
analysis in
branding
research. Brand
mapping, often
referred to as
correspondence
analysis,
enables us to
graphically show

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the different
values attached
to a range of
competing

brands. John is
a marketing
manager for a
large
multinational
company. He
wants to find
out how his
company is
viewed as a

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...

The Brand
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uses proven
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anecdotes from
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Accelerate Your
Brand
successes to
give readers the
tools they need
to design,
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will be able to:
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**Professional
Services
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Marketing Firm |
Hinge**

We're an award-
winning, Boston-
based, strategic

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branding, web
design, and
marketing agency
helping our
clients amplify
their
awesomeness.
Let's get
started!

**Stratabeat |
Boston Branding,
Web Design, and
Marketing Agency**

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Brand Mapping, A
Tool for Design
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Example:

POLAROID The
results of a
brand mapping in
Western Europe
led Polaroid to
decide to change
its conventional
photography
image to the
“fun side” of

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its cameras.

Polaroid gave
one group of
consumers 35 mm
cameras and
another group
Polaroid
cameras.

**Brand Mapping |
Correspondence
Analysis | Brand
Maps**

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Your Brand ePub
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open ePub (Adobe
DRM) files.

**BRAND MAPPING, A
TOOL FOR DESIGN
MANAGEMENT**

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For example, if the marketing goal is to maximize price, but the brand is becoming more mainstream in consumers' minds, the C-D map will reveal the disconnect between strategy and objective.

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Brand

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