



## **Brand Reflections Group Report (beta)**

Designer - 08 November 2017

Google - Current Perception

# Summary

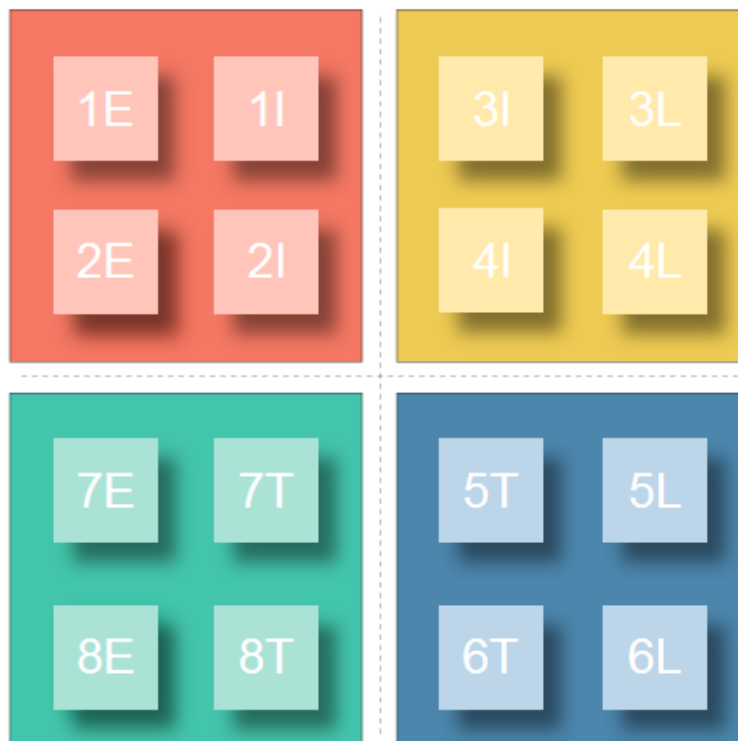
Report Type	Brand Reflections Group Report
Report Generated	08 November 2017
Data Collected	04 October 2017 to 05 November 2017
For	Designer
Brand	Google
Perception	Current Perception of Google
Dimensions Selected	None
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## The Brand Reflections Framework and Quadrants

The table below and accompanying definitions introduce the Brand Reflections Framework and each of the four quadrants. By comparing each of the 16 Brand Reflections profiles via the table and framework below, it is possible to compare and contrast the different values and personalities of brands and the perceptions of a brand within a particular respondent group or customer population.

Brands in the top left quadrant (Emotional & Intangible) like to emphasise their originality and emotion. They often try and build strong emotional connections and promote a playful nature. They can also be seen as idealistic, quirky and left-field and these qualities often serve as a key source of differentiation.

Brands in the top right quadrant (Logical & Intangible) place a great deal of emphasis on their problem-solving abilities and intellectual strengths. Highlighting their technical, inventive and logical attributes is often a key feature of such brands. They can also be seen as observant, precise and good lateral-thinkers.



Brands in the bottom left quadrant (Emotional & Tangible) are often welcoming, hospitable and comforting. Highlighting their understanding of elegance, beauty and taste is a key strength. Such brands are tactful, diplomatic and harmonious.

Brands in the bottom right quadrant (Logical & Tangible) are often seen as reliable, pragmatic and efficient. Such brands have strengths in their determination, clear structure and their resourcefulness. Additionally, a mixture of goal achievement and operational effectiveness can serve as key differentiators.

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## Profile Heatmap



## Key

Primary Function - The top table indicates characteristics that represent the brand's greatest strengths or areas of certainty

Secondary Function - The lower table indicates characteristics that represent the brand's areas of creativity and expression

<b>EO</b> Emotional/Objective - A lively and enthusiastic outlook, thrives on communication	<b>ES</b> Emotional/Subjective - A diplomatic and considered approach	<b>IO</b> Intangible/Objective - Radical and inventive in outlook, will be drawn to new ideas
<b>IS</b> Intangible/Subjective - Future-oriented, and clear sighted	<b>LO</b> Logical/Objective - Analytical and commercial in outlook, will appear unemotional	<b>LS</b> Logical/Subjective - Detail focused, technical and specialised in outlook
<b>TO</b> Tangible/Objective - Goal-oriented and determined, will be resilient and grounded	<b>TS</b> Tangible/Subjective - Creative and aesthetic in approach, will focus on well-being	

## 5T - Highest Scoring Profile %

5T was the highest scoring profile with a score of 80.1%.

## 5T - Highest Scoring Profile Summary

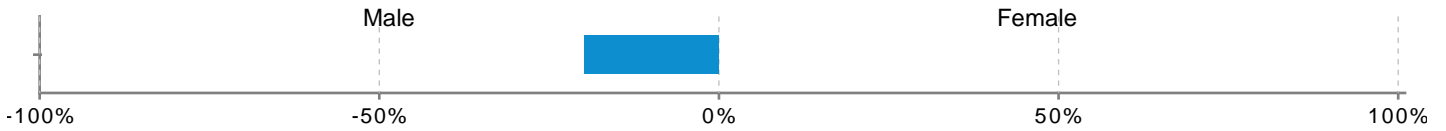
The 5T brand is focused on the here and now, is resilient, sometimes forceful and always determined. It enjoys situations that provide immediate and tangible rewards. This brand enjoys being able to enjoy the finer things in life and is outgoing, gregarious and sociable. The brand is also impatient and is not afraid to exert some force or determination to overcome obstacles.

Furthermore, the brand enjoys developing its skills and expertise and is always keen to highlight these achievements. The brand also benefits from situations where it can exhibit its own understanding of a subject. It thrives in situations where it is challenged to understand complex systems or structures. Developing a deeper level of comprehension or specialisation is something that this brand will be keen to highlight.

# Persona

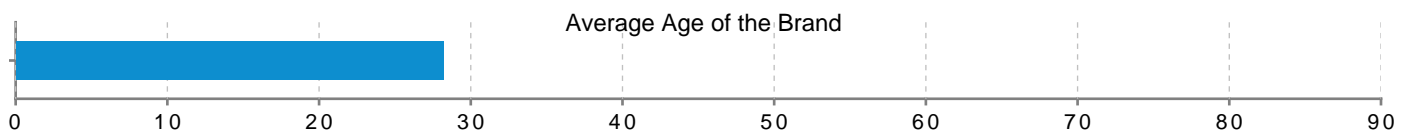
This section adds three scores that identify the sex, age and extroverted or introverted nature of the brand.

Average Gender of the Brand (Combined, Female is + Male is -)	-19.8%
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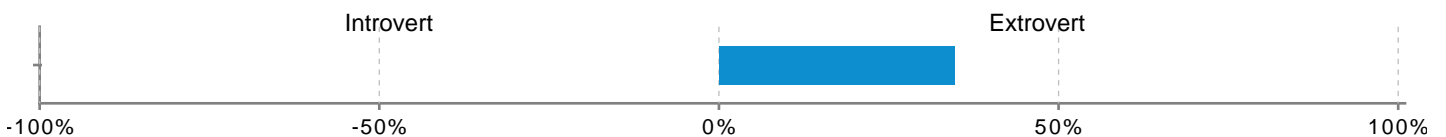
The score for Average Gender is calculated by combining the scores for the Feminine and Masculine adjectives. Feminine scores are positive and the maximum score is 100%. Masculine scores are negative and the maximum score is -100%.

Average Age of the Brand (Years)	28
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Average Age of the Brand is calculated via the 'What age is the brand?' question. Response options start with 'Child' and 'Teenager' and then rise through the decades from 'Twenties' through to 'Eighties'. To turn these responses into a number, the average age of each of the decades is combined based on the number of respondents. For example, if three people rated the age of the brand as 'Teenager', 'Twenties' and 'Thirties', the score would be the average of '16', '24.5' and '34.5' giving a final figure of 25. Decimal places are deliberately not used when reporting this figure to increase readability and understanding.

Average of Extroversion/Introversion of the Brand (Combined E+/-)	34.6%
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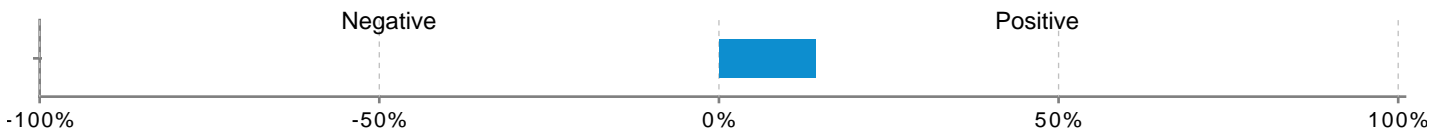


The score for the Average of Extroversion/Introversion of the Brand is calculated by combining the scores for the Extroversion and Introversion adjectives. Extroversion scores are positive and the maximum score is 100%. Introversion scores are negative and the maximum score is -100%.

# Sentiment, Awareness, Usage and Choice

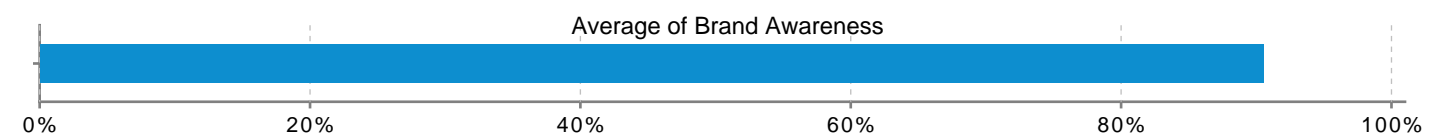
This section adds scores that identify brand positivity, awareness, average level of purchasing/usage and the degree to which alternative choices to the brand are currently available.

Average Positive/Negative view of the Brand (Combined +/-)	14.2%
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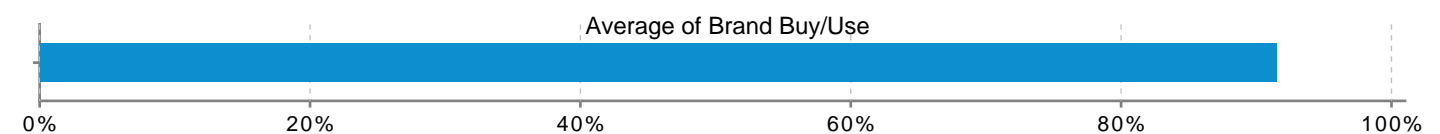
The score for the Average Positive/Negative view of the Brand is calculated by combining the scores for the Positive and Negative adjectives. The maximum positive score is 100% and the maximum negative score is -100%.

Average of Brand Awareness	90.5%
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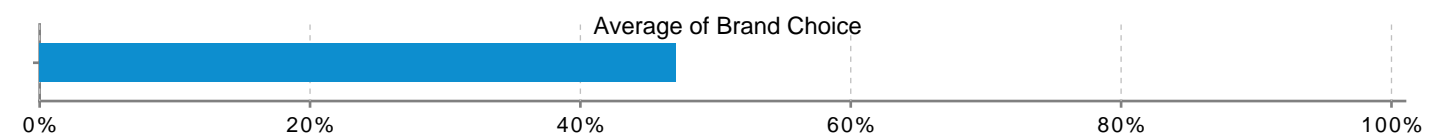
The Brand Awareness question is scored on a 1 - 6 scale with customer or client respondents answering the question 'At this time, how aware of the brand are you?'. Although this question presents it's own series of prose-based options, answers are converted into a percentage for scoring.

Average of Brand Buy/Use	91.5%
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The Brand Buy/Use question is scored on a 1 - 6 scale with customer or client respondents answering the question 'How often do you buy or use the Brand?'. Although this question presents it's own series of prose-based options, answers are converted into a percentage for scoring.

Average of Brand Choice	47.1%
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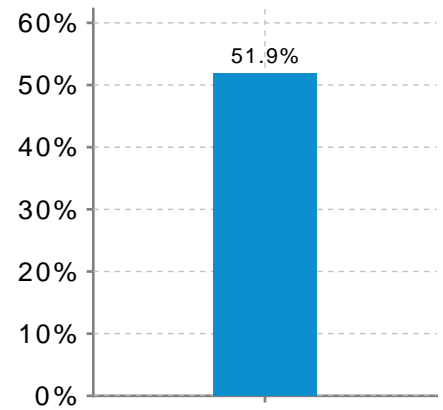


The Brand Choice question reads 'How many alternative choices are available to you when considering buying from this brand?'. This question, answered only by customer or client respondents, is designed to solicit the number of comparable equivalents that the respondent perceives when thinking about buying from this brand. A high percentage score suggests lots of available substitutes.

This question presents it's own series of prose-based options, on a 0 - 6 point scale which are then converted into a percentage for scoring. The addition of a 0 score is used for the 'Not relevant' response to the question.

## Consistency Score

Consistency Score	51.9%
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The Consistency Score uses Standard Deviation to measure the uniformity and strength of the responses across the 16 brand profile percentage scores. The higher the percentage score, the greater the consistency. As part of the ongoing beta research, figures around 30% are considered good, 50% is very good and figures greater than 70% are excellent.

The brand consistency score can be seen as a way to measure the authenticity or believability of a brand's personality. High consistency scores mean that respondents' see the brand as having weaknesses and fallibilities as well as strengths. In other words people see the brand as recognisable and believable.

A low consistency score tends to indicate that respondents have been selecting adjectives that are desirable in isolation but when combined together they may appear to create a homogeneous and indistinct perception.

# 5T Profile Description

## Characteristics

The 5T brand is focused on the here and now, is resilient, sometimes forceful and always determined. It enjoys situations that provide immediate and tangible rewards. This brand enjoys being able to enjoy the finer things in life and is outgoing, gregarious and sociable. The brand is also impatient and is not afraid to exert some force or determination to overcome obstacles.

Furthermore, the brand enjoys developing its skills and expertise and is always keen to highlight these achievements. The brand also benefits from situations where it can exhibit its own understanding of a subject. It thrives in situations where it is challenged to understand complex systems or structures. Developing a deeper level of comprehension or specialisation is something that this brand will be keen to highlight.

## Customer Interaction

The brand is direct and to the point and some may regard it as insensitive. It is not likely to make a virtue of trying to appeal to all people but will look to inspire those that share its values, namely boldness, action and measurable results. Above all, this brand will look to lead by example and it is not afraid of confronting challenging issues head on. The brand may not be the most diplomatic or sensitive but it asks to be judged on the results it achieves.

It is also worth noting that while the brand enjoys feedback from customers, such discussions are unlikely to be subtle or nuanced. Instead, communication needs to be direct and to the point. This brand deals with issues head on and any client problems or issues will be met in a similar no nonsense fashion.

## Uncertainties

Behaviours that do not chime with this brand are likely to evolve around taking a slow and contemplative approach to its activities. The brand benefits from constant action and feedback, so any behaviour counter to this is likely to be problematic for the brand.

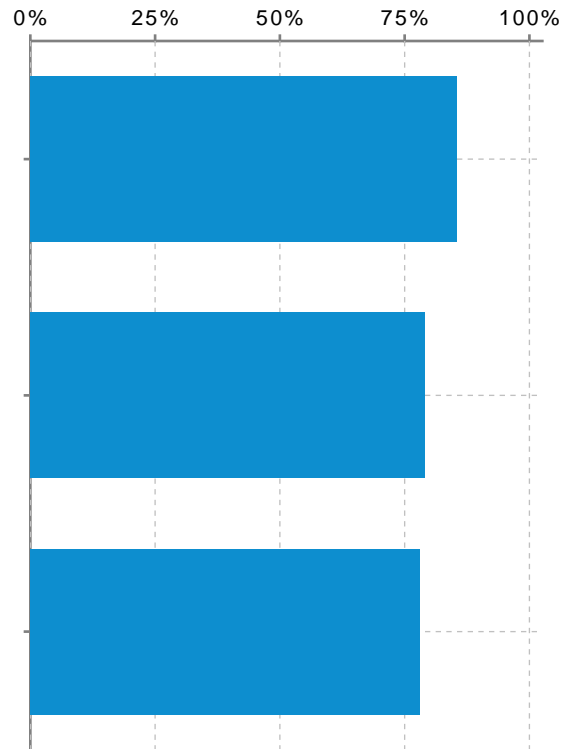
This brand does not enjoy situations requiring nuance and subtlety. Taking a back seat or letting others appear in control of a situation also does not sit well with this brand. This brand enjoys instant gratification and any behaviour that seeks to slow down or delay progress is also inconsistent with this brand's identity.



# Adjective Analysis

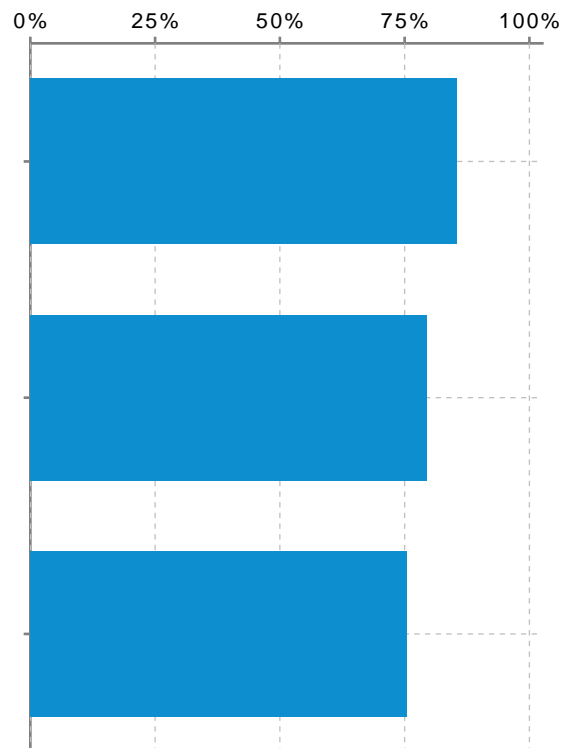
## 5T - Primary Adjectives

TO - Ambitious	85.5%
TO - Dominant	79.0%
TO - Self Confident	78.0%



## 5T - Secondary Adjectives

LS - Technical	85.5%
LS - Analytical	79.4%
LS - Problem Solver	75.5%



# 5L Profile Description

## Characteristics

The 5L brand is analytical in nature and enjoys showcasing its expertise and problem solving skills. The brand is quiet and studious by nature, yet it is likely to show steely determination and resilience when challenged. The brand is logical and analytical in approach and won't back down in situations where its beliefs are challenged or questioned. This brand is cautious by nature and won't engage in new projects unless there is a strong chance of success or until all of the available data has been analysed.

This brand sees itself as having a specific area of expertise and is unlikely to stray far from this area of specialisation. As a result, this brand is likely to have a well defined field of focus. It is also likely to take some pride in this very deep level of insight and will enjoy situations where it is believed to be an expert or authority on a particular subject or activity.

## Customer Interaction

This brand enjoys being seen as an expert and having a high level of technical or industry understanding that others may lack. This often means that it is keen to offer guidance or assistance to others. Subsequently, the brand dislikes uncertainty and situations where it lacks the knowledge or insight to make decisions with a strong degree of confidence.

This can lead the brand to being seen as quite strict or controlling. This isn't surprising when you consider that this is a brand that is very confident in its own views and beliefs. So, rather than a two way discussion, the brand may be seen as being quite prescriptive in nature, telling people what they should do rather than engaging in a more open ended conversation.

The brand may not be the warmest or most engaging of communicators and it is unlikely to want to get into discussions on topics where it lacks expertise. This is a brand that enjoys situations that are stable and predictable.

## Uncertainties

Working in areas that lack a tangible outcome or goal is going to be an issue for this brand. Likewise, situations that are new and novel can also be problematic. The brand will not engage in behaviour that is inconsistent or irrational. The brand is risk averse by nature and will not engage in activities that are considered overly risky or spontaneous.

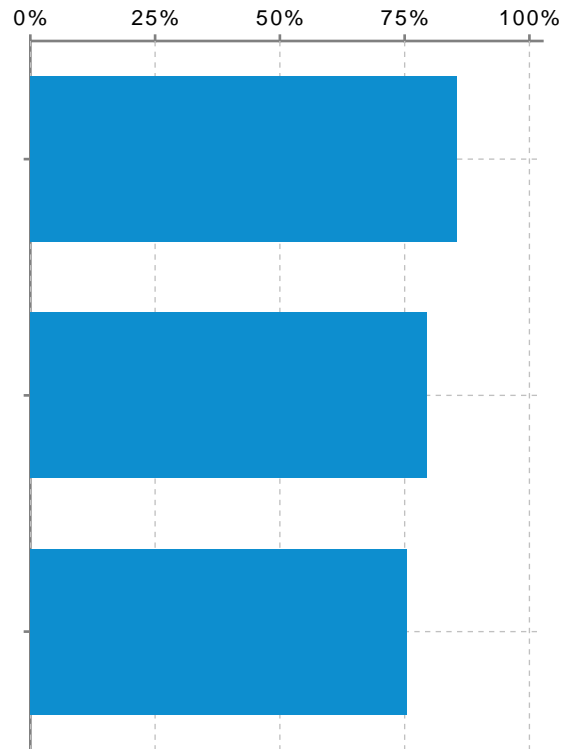
This brand may also struggle to form a strong emotional connection with others. Some may feel that it lacks warmth and people skills. The brand will not try to appear irreverent or lacking in seriousness and focus.

This is not a particularly spontaneous brand and it will dislike being placed in situations where it is required to make a decision quickly or without access to sufficient data.

# Adjective Analysis

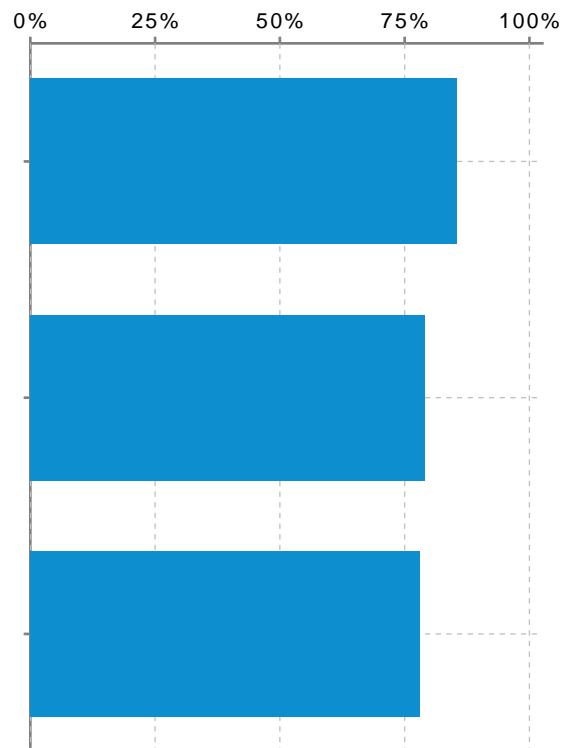
## 5L - Primary Adjectives

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LS - Analytical	79.4%
LS - Problem Solver	75.5%



## 5L - Secondary Adjectives

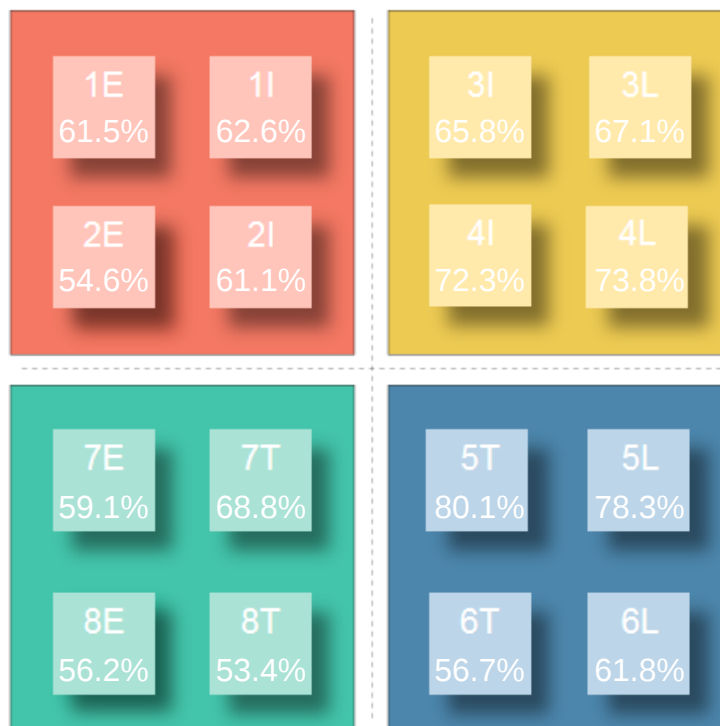
TO - Ambitious	85.5%
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# Framework Analysis

Report Type	Brand Reflections Group Report
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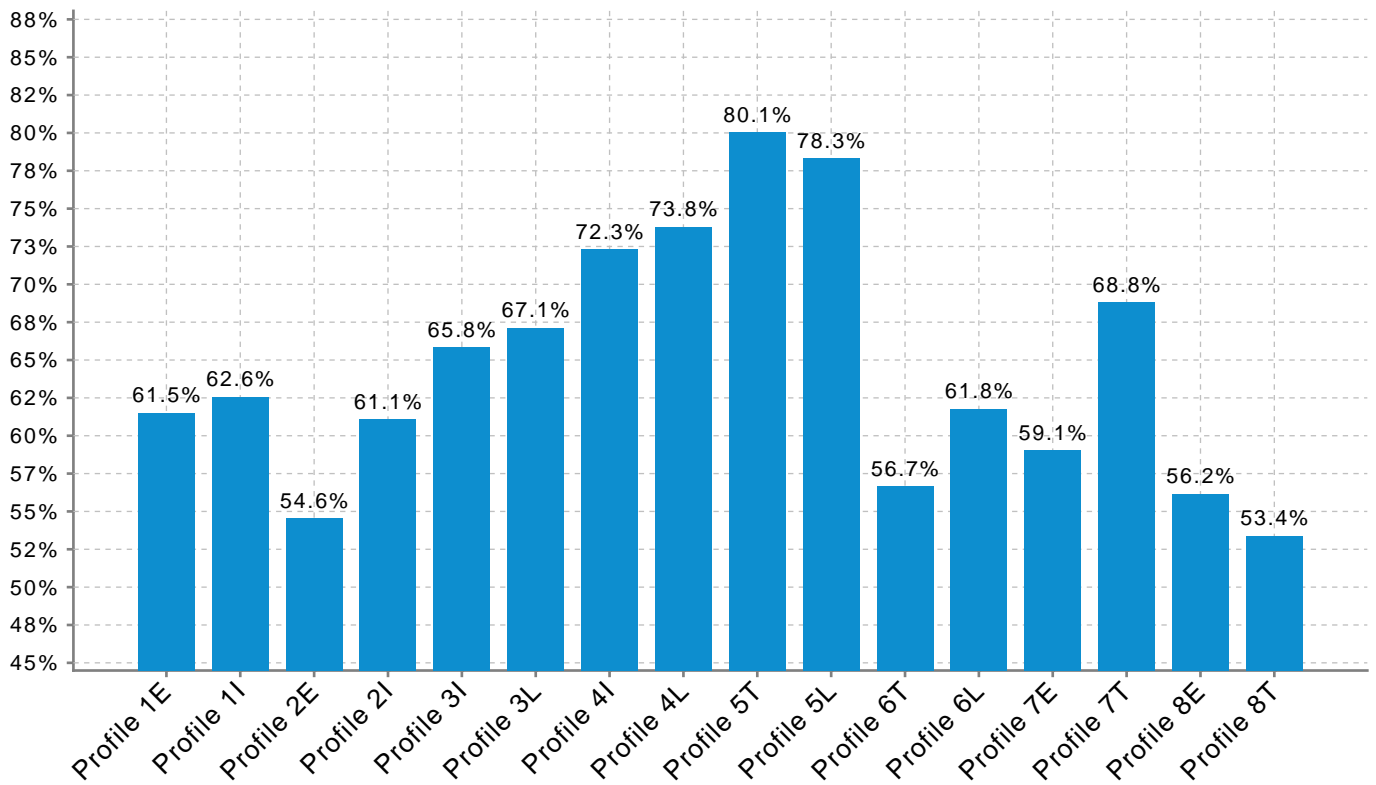
## Quadrant Scores



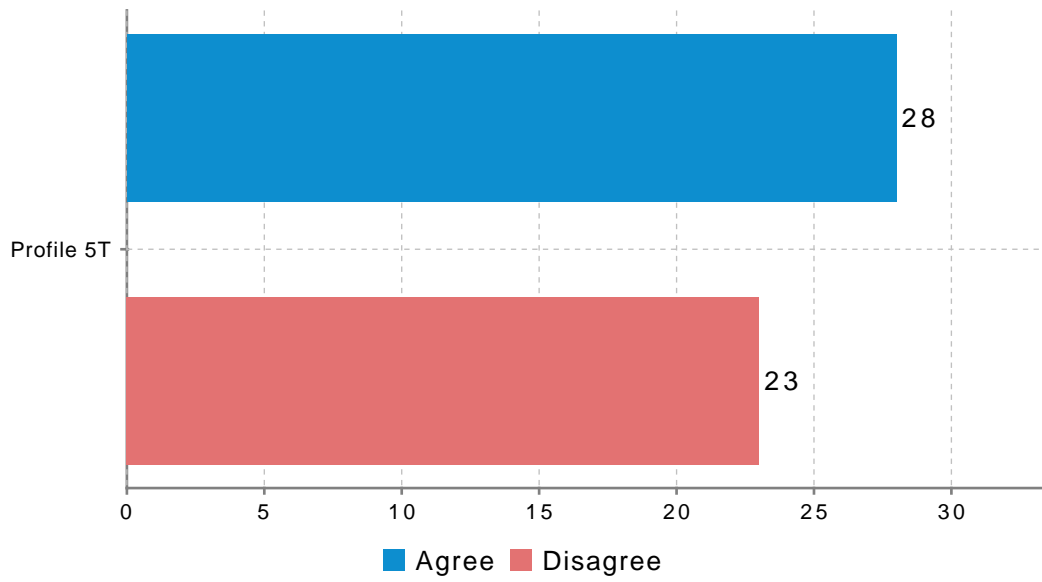
# Profile Histogram

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## Profile Scores



# Group Consensus



54.9% or 28 out of 51 respondents all agreed on the same highest scoring profile

# Brand Antithesis

## 8T - Lowest Scoring Profile %

8T was the highest scoring profile with a score of 53.4%.

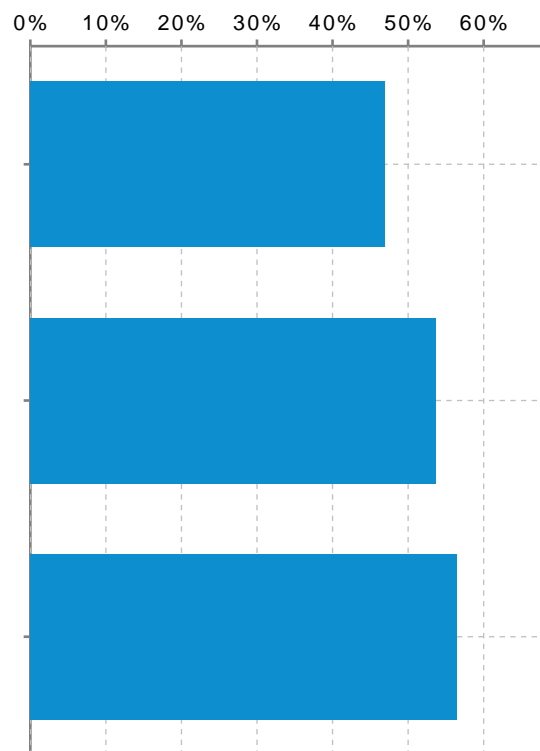
## 8T Profile Characteristics

This brand is calm, tasteful and restrained and it has a finely tuned sense of form and function. This is a brand that prefers to stay away from the limelight, yet it has a very strong sense of purpose and commitment to other people. This brand lives a well balanced life and it may also be drawn towards situations and ideas that can stray from the mainstream. There is also likely to be a hidden quirkiness or willingness to try new and innovative things.

This brand has strong communication skills and is adept at fostering a positive and calm environment. This brand is open and transparent and will not behave in a manner that is cunning or deceitful. This brand takes a holistic approach and financial considerations, achievement or status may not appear to be the most important motivator for the brand. It is important for this brand to have a sense of balance and proportion, so not being seen as wasteful or over confident are key considerations.

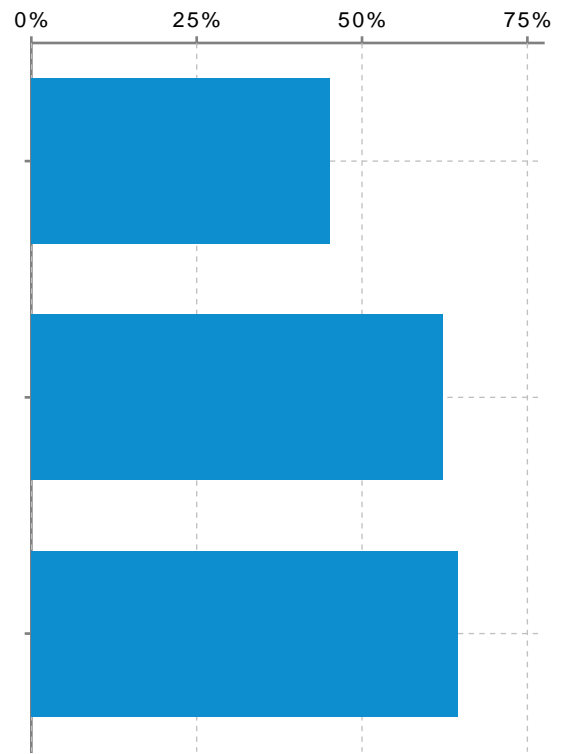
## 8T - Primary Adjectives

TS - Harmonious	46.9%
TS - Elegant	53.7%
TS - In Good Taste	56.5%



## 8T - Secondary Adjectives

EO - Passionate	45.1%
EO - Lively	62.2%
EO - Enthusiastic	64.5%





# 8T - Brand Profile Description

## Characteristics

This brand is calm, tasteful and restrained and it has a finely tuned sense of form and function. This is a brand that prefers to stay away from the limelight, yet it has a very strong sense of purpose and commitment to other people. This brand lives a well balanced life and it may also be drawn towards situations and ideas that can stray from the mainstream. There is also likely to be a hidden quirkiness or willingness to try new and innovative things.

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## Customer Interaction

“Under promise and over deliver” is a good motto for this brand. The brand is unlikely to make grandiose statements or brag about its abilities. The brand is likely to focus heavily on the needs of its users and as long as there is open and direct feedback, the brand will go to great lengths to ensure that a high quality service is delivered. The brand is holistic in nature and values inner well-being as well as external signs of good health. Furthermore, this brand will be keen to surprise and delight its customers with the unexpected or unusual.

This brand won't come across as prescriptive or try to dictate the actions of the customer. Instead, it will make suggestions, provide advice or feedback and try to establish a two way dialogue. This brand is likely to be very good at identifying areas of compromise or consensus.

## Uncertainties

Behaviour that is loud, rude or self aggrandising is the antithesis of this brand. The brand is also unlikely to sell itself as boasting about its great technical or specialist expertise. It is capable of working in this manner but it does not like to shout about it. This brand will also not behave in a materialistic or status conscious manner.

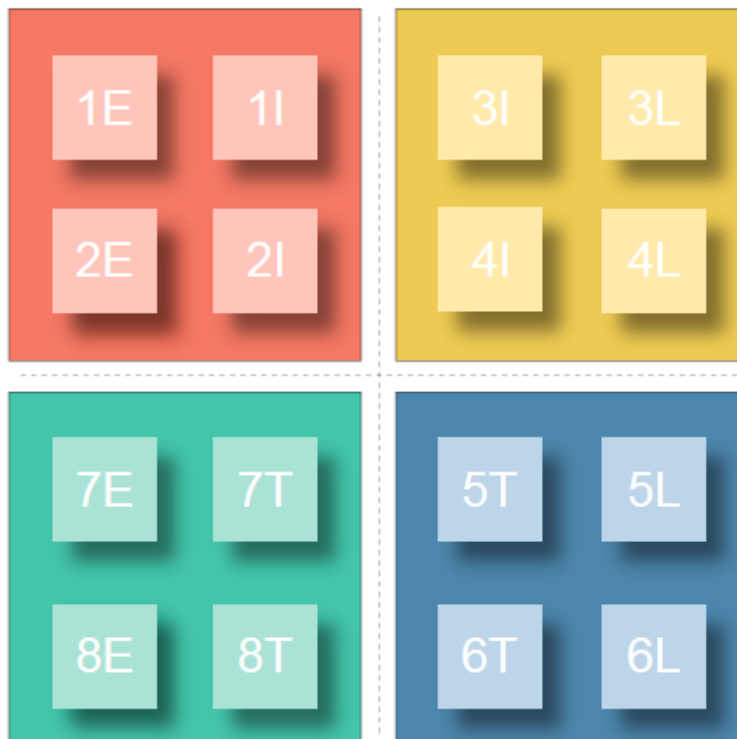
This brand will rarely seek to upstage its clients or seek attention just for the sake of it. In fact, any form or extreme or radical behaviour are inconsistent with this brand's identity.

# The Brand Reflections Framework and Quadrants

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Brands in the bottom right quadrant (Logical & Tangible) are often seen as reliable, pragmatic and efficient. Such brands have strengths in their determination, clear structure and their resourcefulness. Additionally, a mixture of goal achievement and operational effectiveness can serve as key differentiators.

# Frequently Asked Questions

## What is Brand Reflections and Brand Personality?

Central to the concept of Brand Reflections is the importance of Brand Personality. Brand Personality is generated in the mind of the customer through all of their associations with that brand or a particular part of that brand.

By using Brand Reflections, it is possible to quantify the consistency of a brand's personality among different groups of stakeholders such as contrasting customer segments, brand managers, agencies, different groups of employees within the brand's parent organisation and the relative positioning of competitive brands.

## How does Brand Reflections work?

The Brand Reflections survey is used to ask people's views about a brand and its personality. As personality can be applied to all aspects of a brand, the survey can be applied to any part of a brand or the product represented by the brand. For example, different customer groups might be asked to compare products sold under the same brand or to share their opinions on advertising, customer experiences, websites or logos and signage.

As the same survey is used every time, all of these different brand 'dimensions' can be easily quantified and compared to show consistencies, patterns and trends in buying behaviour and perception.

The Brand Reflections survey takes about 10 minutes to complete. There are 114 adjectives along with several other questions asking about customer behaviour and the brand as a person.

## What are the 16 Brand Profiles?

Brand Reflections consists of 16 Brand Profiles. Each of the 16 profiles provides a unique personality and personification of the brand in question. The 16 profiles can also be broken down into 4 Brand Quadrants which makes comparisons between different brands and different groups of respondents easy and straightforward.

## How does the Scoring work?

Each of the 114 adjectives is rated on a 1 - 10 scale where 10 is 'Strongly Agree' and 1 is 'Strongly Disagree'. The ratings are then turned into a percentage scale where the higher the score, the greater the level of agreement with a particular adjective or Brand Profile. As a 1 - 10 scale is used, the percentage scores range from 10% to 100%.

## How are the Brand Gender, Extroversion and Positivity scores calculated?

The scores for Brand Gender, Extroversion/Introversion and Positive/Negative are calculated by combining each pair of adjectives. Brand Gender uses the scores from Feminine and Masculine where the Female score is positive and the Masculine score is negative while the other two scores use the corresponding adjective pairs already listed. In the case of Extroversion and Introversion, the Extroversion score is positive.

Given the combined scores of each adjective pair, the percentages range from from -100% to +100% while a score of 0% is neutral.

## How is Brand Age calculated?

Brand Age is calculated via the 'What age is the brand?' question. Response options start with 'Child' and 'Teenager' and then rise through the decades from 'Twenties' through to 'Eighties'. To turn these responses into a number, the average age of each of the decades is combined based on the number of respondents.

For example, if three people rated the age of the brand as 'Teenager', 'Twenties' and 'Thirties', the score would be the average of '16', '24.5' and '34.5' giving a final figure of 25. Decimal places are deliberately not used when reporting this figure to increase readability and understanding.

## How are Brand Awareness, Buy/Use and Brand Choice calculated?

The questions regarding Brand Awareness, Brand Buying/Usage and Brand Choice are all scored on a 1 - 6 scale just like the adjectives. Although each question presents its own series of prose-based options, respondents are given 6 choices which are then converted into a percentage. The Brand Choice question also has a 'Not relevant' option which returns a score of 0.

## What are the Primary and Secondary Adjectives?

Primary Adjectives illustrate the most important element of the brand. These adjectives represent the core values of the brand's personality and the top scoring adjectives in this section are of greatest relevance.

Secondary Adjectives measure the elements of the brand that are secondary in nature to the brand's personality. These elements are also of importance but they play second fiddle to the Primary Adjectives.

## **What is the Consistency Score?**

The Consistency Score uses Standard Deviation to measure the uniformity and strength of the responses within the brand profile percentage scores. The higher the percentage score, the greater the consistency and figures around the 50% mark are considered good.

In rare instances, some responses will have a consistency score greater than 100%. This is due to the fact that the responses reflect very strong and consistently held views about more than one Brand Profile. Scores greater than 100% typically strike a balance between strong resonance on the one hand and multiple high scoring profiles on the other.

It is also worth remembering that the Consistency Score doesn't evaluate the individual adjectives within each of the profiles. In order to get a good measure of the consistency and homogeneity of specific adjectives or groups of adjectives, it is useful to build up a data set first from which to then conduct further analysis. The Consistency Score is calculated in the same way for both Group and Individual reports.

## **What is Brand Antithesis?**

Brand Antithesis is used to quantify and highlight what the brand isn't. Brand Antithesis might be thought of as the polar opposite to a brand's personality. Generally speaking, a brand's antithesis represents areas of the brand to avoid and areas of a brand that if communicated or highlighted, may well be seen by customers and clients as being incongruous, lacking authenticity or confusing.

# Contact Information

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Website : <http://brandreflections.com>

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