

Force de Marque Système[®]

● *Objective*

Previous qualitative research has enabled all the image attributes likely to contribute to developing the image of a brand to be listed.

The objective of the Force de Marque Système method is to specify:

- what is the value, the usefulness of each attribute.
- what is the relative association of each attribute with the brand and with rival brands.

Knowledge of this data enables brand executives to choose the attributes that it should be associated with (or better associated with) in order to optimise its image.

A synthesis of these strategic attributes describes the Brand's optimal positioning.

● *Methodology*

Force de Marque Système[®] is an original method designed to meet the objective being pursued. This method is based on the calculation of two values brought by each attribute associated with a brand: singularity and positivity.

• **Singularity**

What matters is not the association of an attribute with a brand, but the information brought to the brand by the presence of this attribute in its imagery (one can effectively understand that an attribute associated with all brands does not provide any information).

• **Positivity**

Certain attributes are more positive, more useful than others. These are the ones that correspond to strong needs on the part of consumers. We know how to calculate the positivity brought by each attribute for each public identified. The calculation is made by means of variance analyses

● **Application**

The application of this method implies:

- **Drawing up a list of relevant attributes**

The compilation of the results of the qualitative phase enables an assessment of all the values, all the character traits, all the relational modes, all the characteristics and all the benefits likely to participate in the description of the imagery of one or several of the brands under study.

The relevant attributes are selected within this inventory.

- **Ascertain the relative association of each attribute with each brand under study**

In other words, for a given attribute, with what brand(s) is it associated and with what brand(s) is it not associated ?

- **Calculate the "singularity" and the "positivity" brought to each brand, by each attribute**

This calculation is carried out using an exclusive Repères-Sociologiques program.

- **Create a graphic representation of the image of each brand**

The image of a brand is determined by the position of each attribute in a two-dimensional space. The abscissa of the attribute corresponds to its "singularity" and its ordinate corresponds to its "positivity".

These representations are given for the whole of the public concerned and for each useful sub-population; for example, loyal purchasers of each brand.

