

Marketing

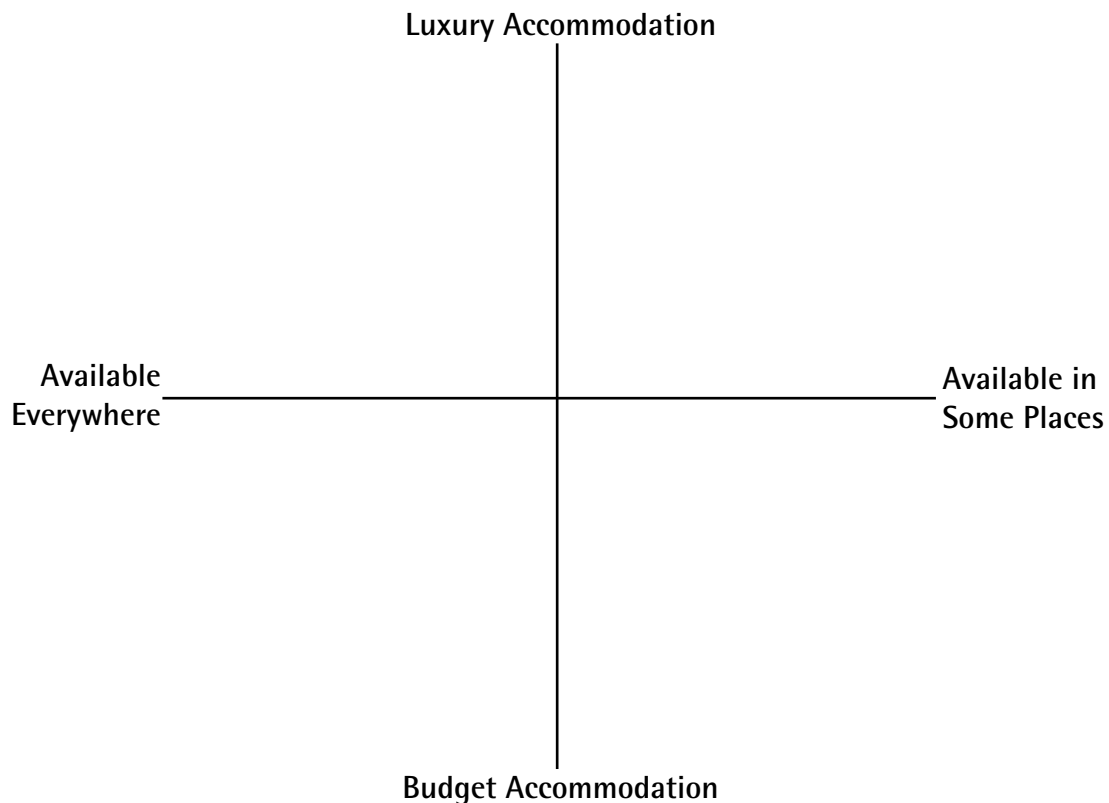
Branding

Positioning, Positioning, Positioning

Perceptual Brand Map

Complete the perceptual brand map for Best Western Hotels. Before plotting Best Western and its direct competitors on the grid, you must answer the following questions. In order to answer these questions, a secondary research exercise would be beneficial.

- What is the brand for?
- Who is the brand for?
- When is the brand for?
- Who is the brand competing directly with?



Consider other dimensions that might also be useful for describing hotel brands and plot these on other perceptual maps.

Activity

Compare your perceptual maps with your colleague's. Have you positioned Best Western Hotels the same way? If so, discuss the reasons why. If not, speculate on reasons why not. Decide amongst the group which maps would be most useful to marketers.