

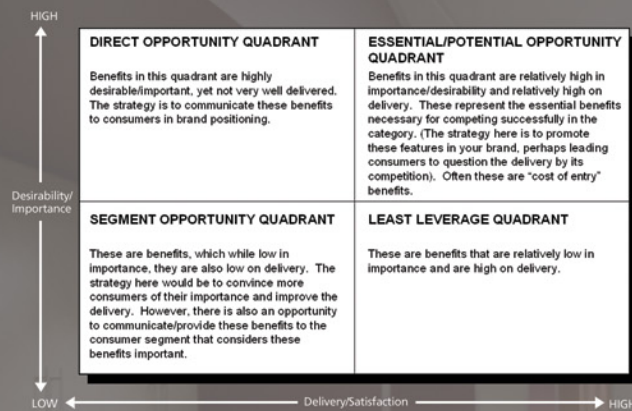
What is Quadrant Analysis?

Opportunity analysis is a quantitative technique that lets us determine the importance of possessing key benefits and the degree to which the current market set is delivering on these benefits. It clearly illustrates where there are open opportunities for positioning.

During the interview, consumers will be presented with a series of benefits. These benefits will have been identified through an exhaustive review of past research. Respondents will then be asked to provide importance scores for each benefit when selecting a brand within the category. Respondents will then be asked to rate various brands (based on prior experience or perceptions) in the competitive set on how well they are perceived to perform for each benefit. Consequently, the motivating strength of each benefit and the degree of competitive advantage / disadvantage is identified for each benefit.

The Opportunity Assessment Grid

The Opportunity Assessment Grid is developed by plotting each benefit on two dimensions: importance or motivating power of the benefit, and, the degree to which it is perceived to be delivered. An example of the grid and the explanation as to how to analyze each quadrant is outlined below. Through an analysis of how product benefits "fall out," brand management will be able to identify benefits that can be communicated which would be important and differentiating.



In addition to examining the current market, we will have the opportunity to assess how new entries might compete for these benefits. This assessment of strengths and weaknesses can be obtained by having the respondents rate any new brand concepts on the same benefits that current brands were rated on.

Example of Output

