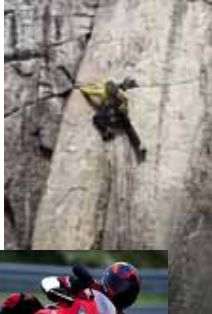


AFFINITY BRAND TEST

- Mapping -

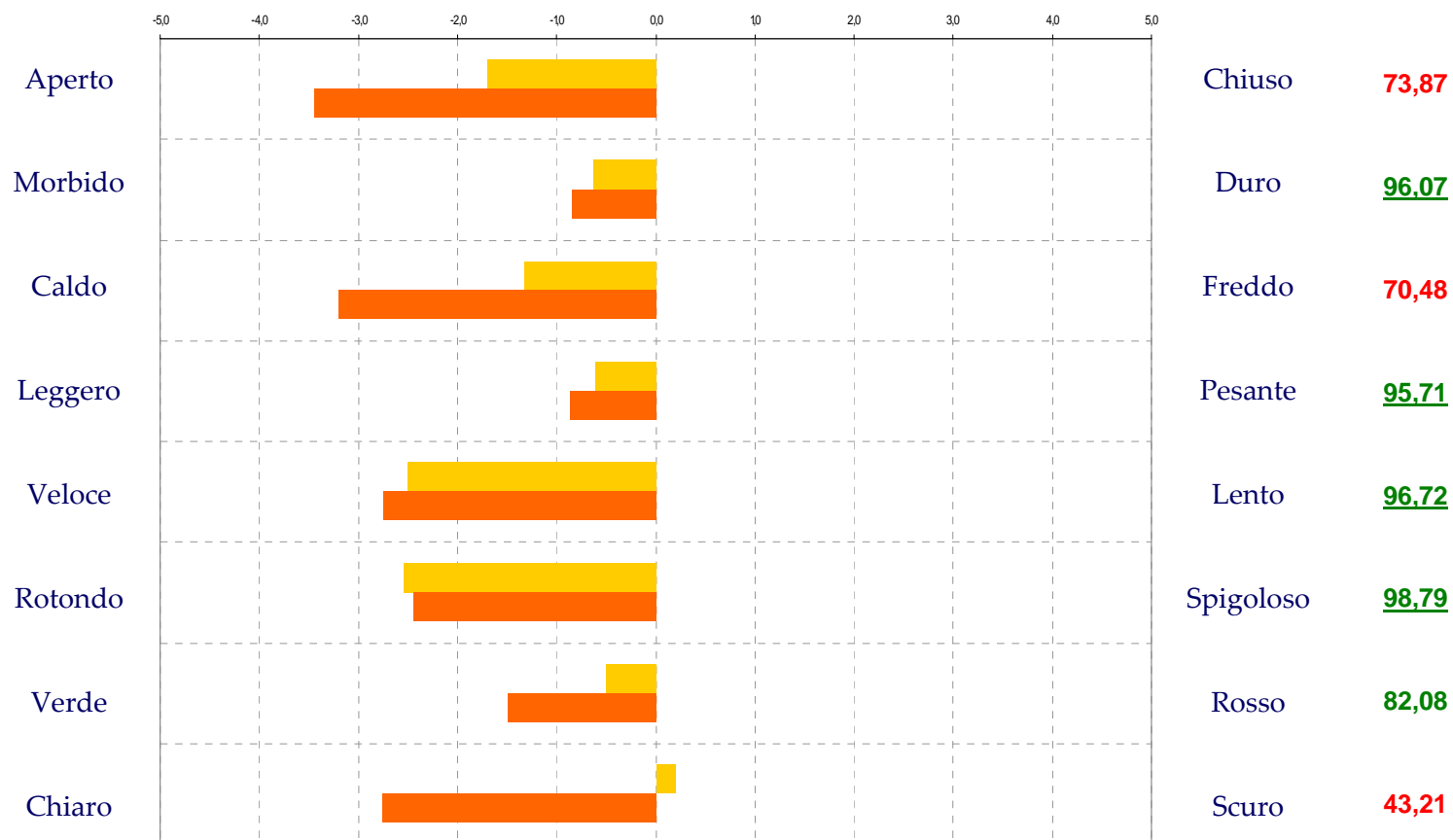


DIFFERENZIALE SEMANTICO

MARCA X VS BEACH VOLLEY (Valori medi)

■ MARCA X
■ BEACH VOLLEY

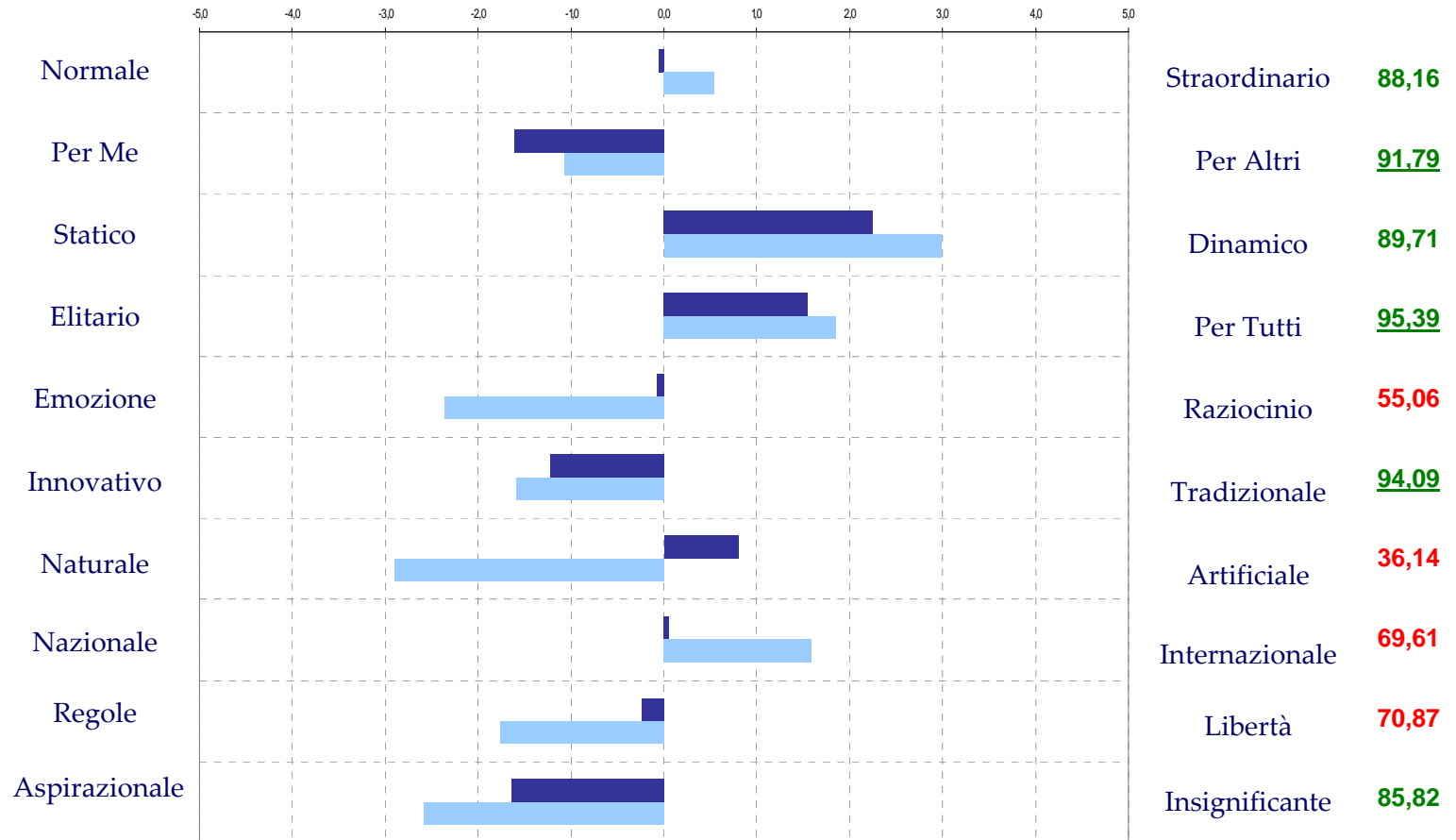
*Indice di efficacia: **80,59***



DIFFERENZIALE SEMANTICO

MARCA X VS BEACH VOLLEY (Valori medi)

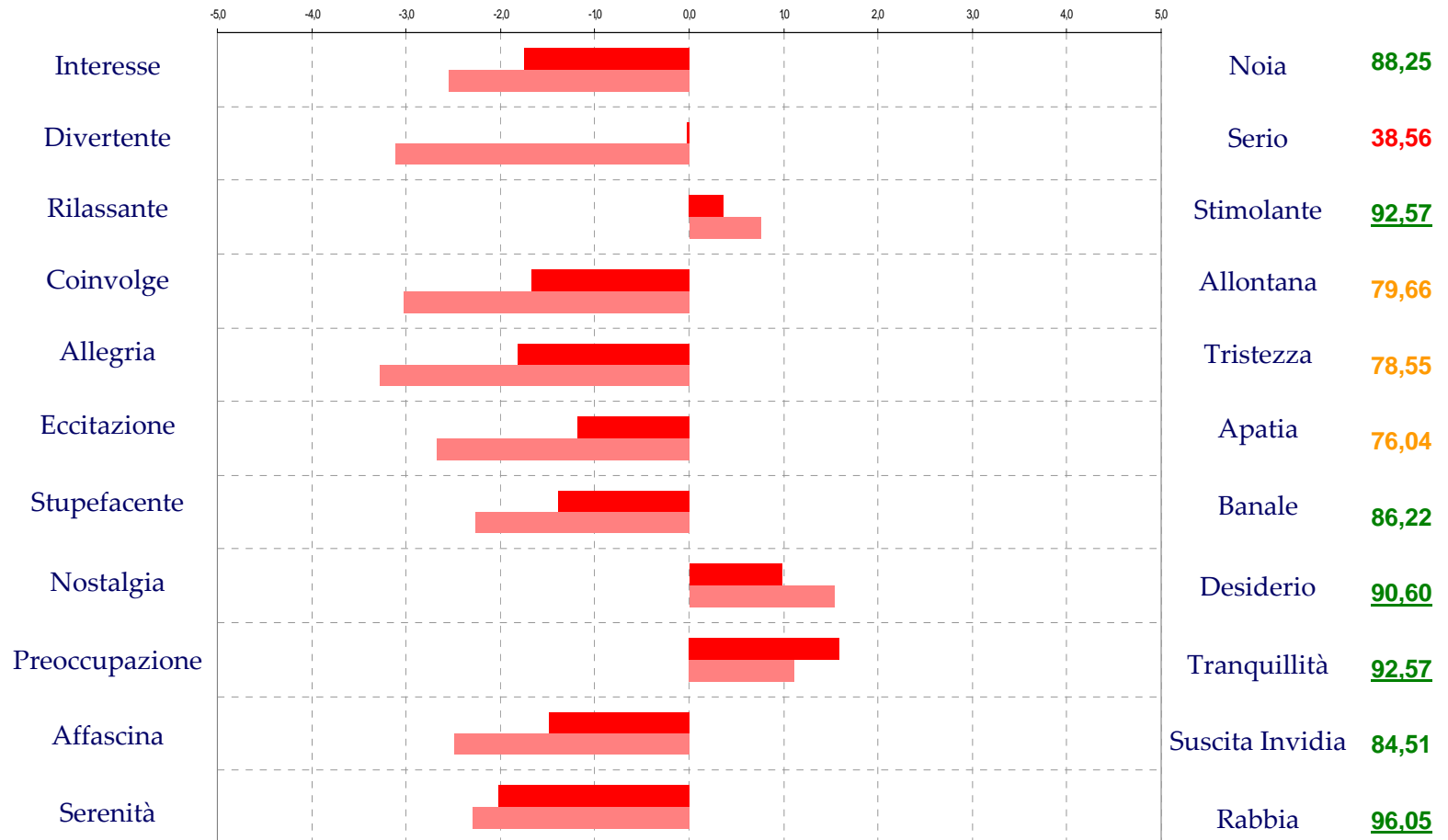
■ MARCA X
■ BEACH VOLLEY



DIFFERENZIALE SEMANTICO

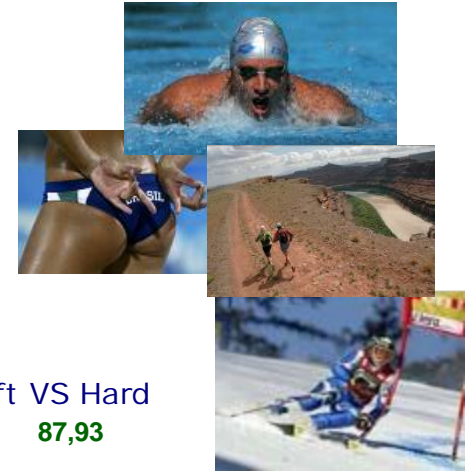
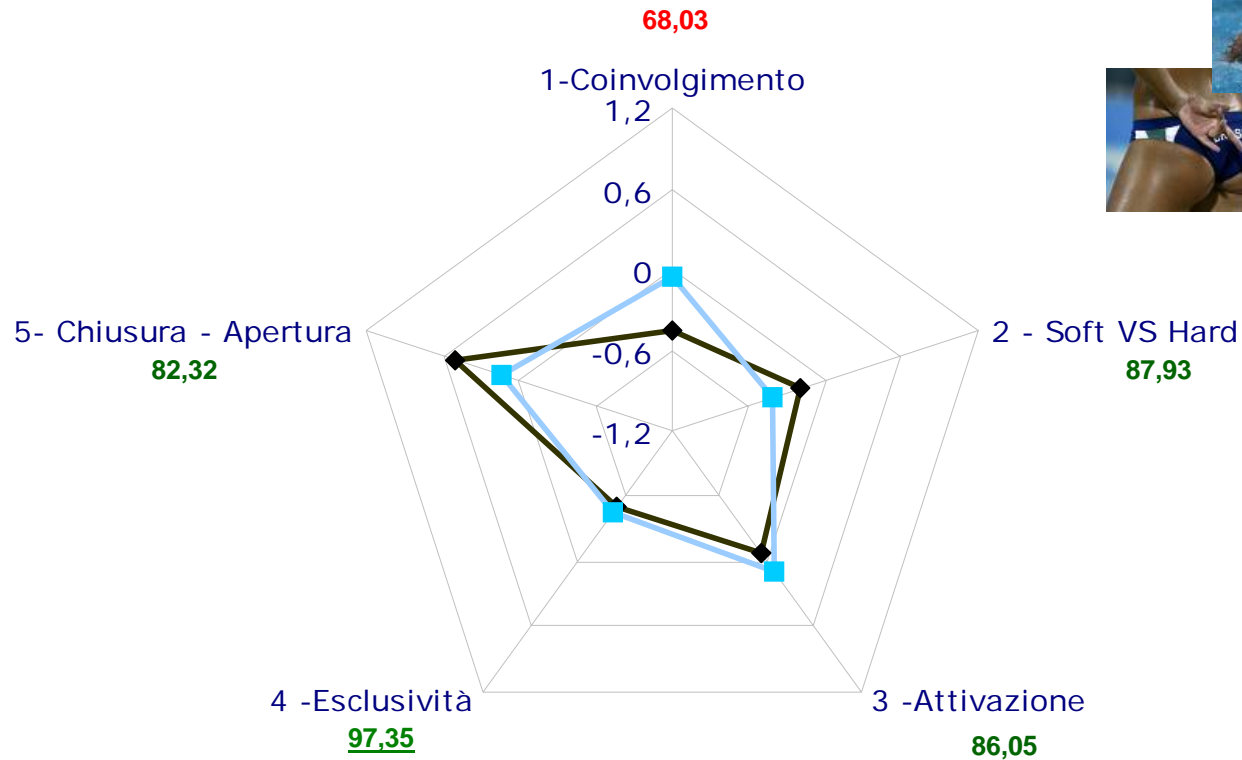
MARCA X VS BEACH VOLLEY (Valori medi)

■ MARCA X
■ BEACH VOLLEY



MARCA X VS CLUSTER 3: "NATURA... STIMOLANTE"

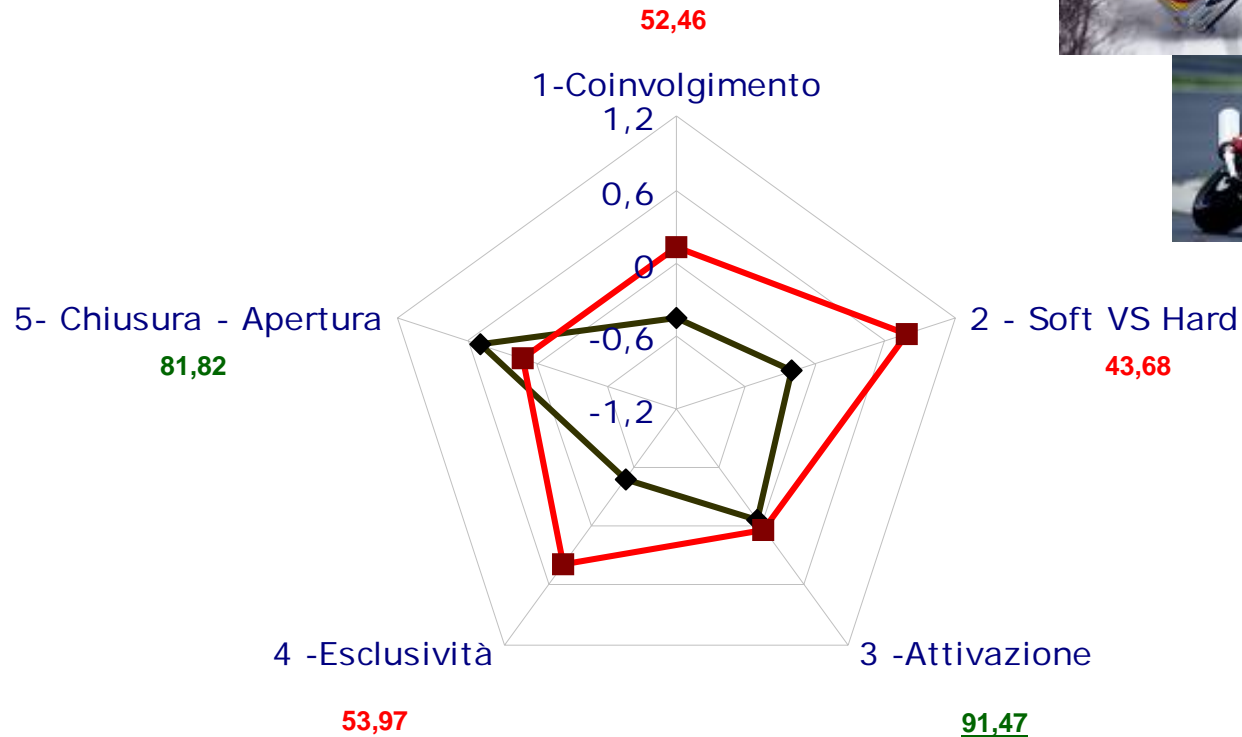
Indice di efficacia: 84,34



◆ Marca x ■ Clus3 = (Nuoto, Running: lunga distanza, Sci, Beach Volley)

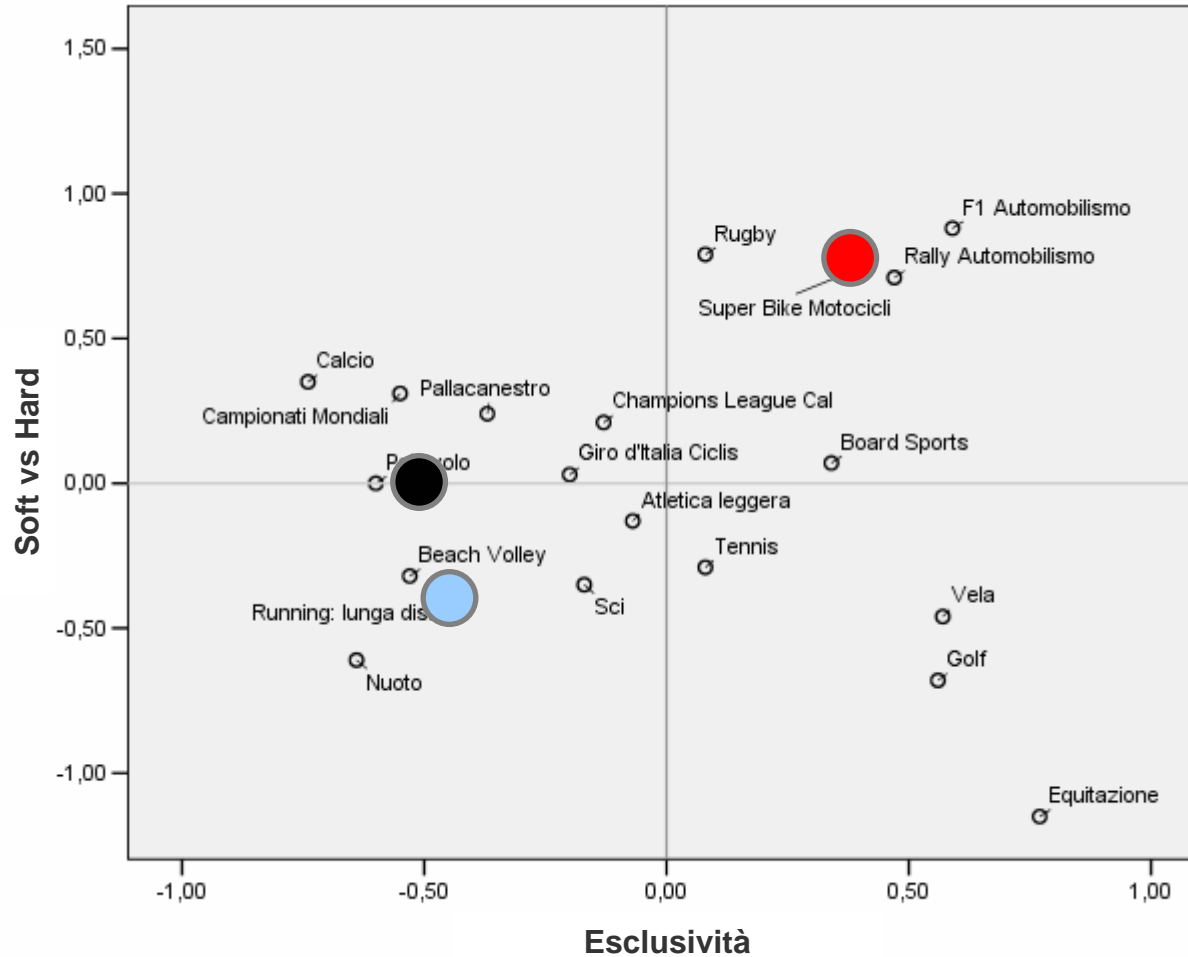
MARCA X VS CLUSTER 2: "QUANDO IL GIOCO SI FA DURO"

Indice di efficacia: 64,68



◆ Marca x ■ Clus2 = (Automobilismo Rally, Motociclismo Super Bike, Automobilismo Formula 1, Rugby)

FATTORE 2 (Soft vs Hard) VS FATTORE 4 (Esclusività)



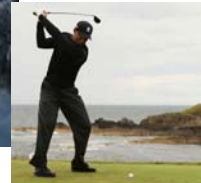
● = MARCA X

● = C. 3 "Natura ... stimolante"

● = C. 2 "Quando il gioco si fa duro ..."



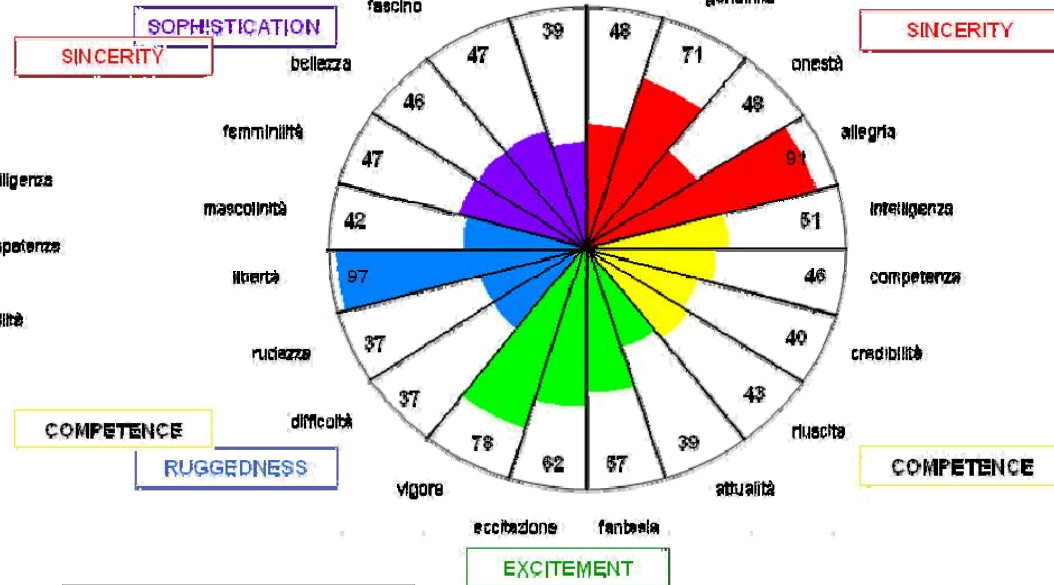
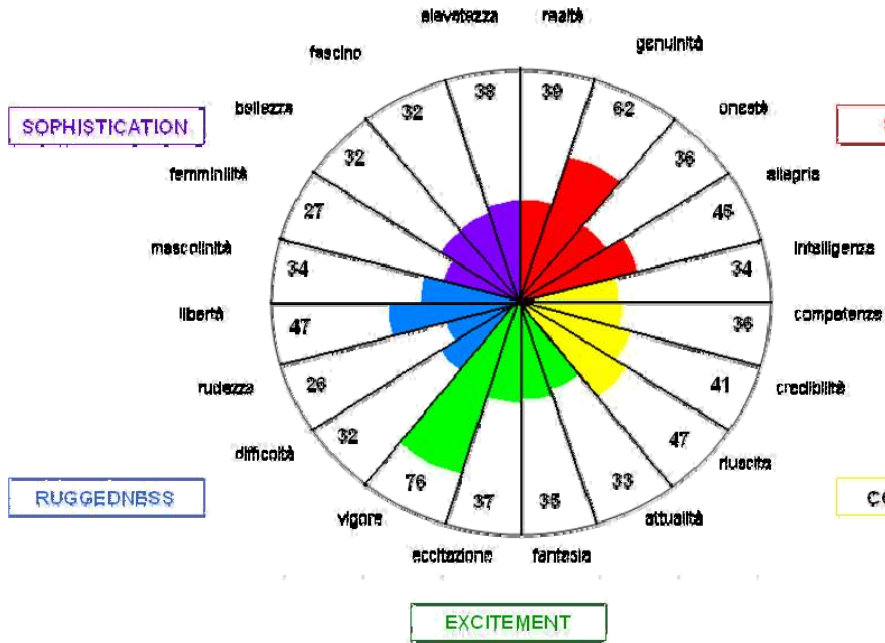
PERSONALITY WHEEL





MARCA Y

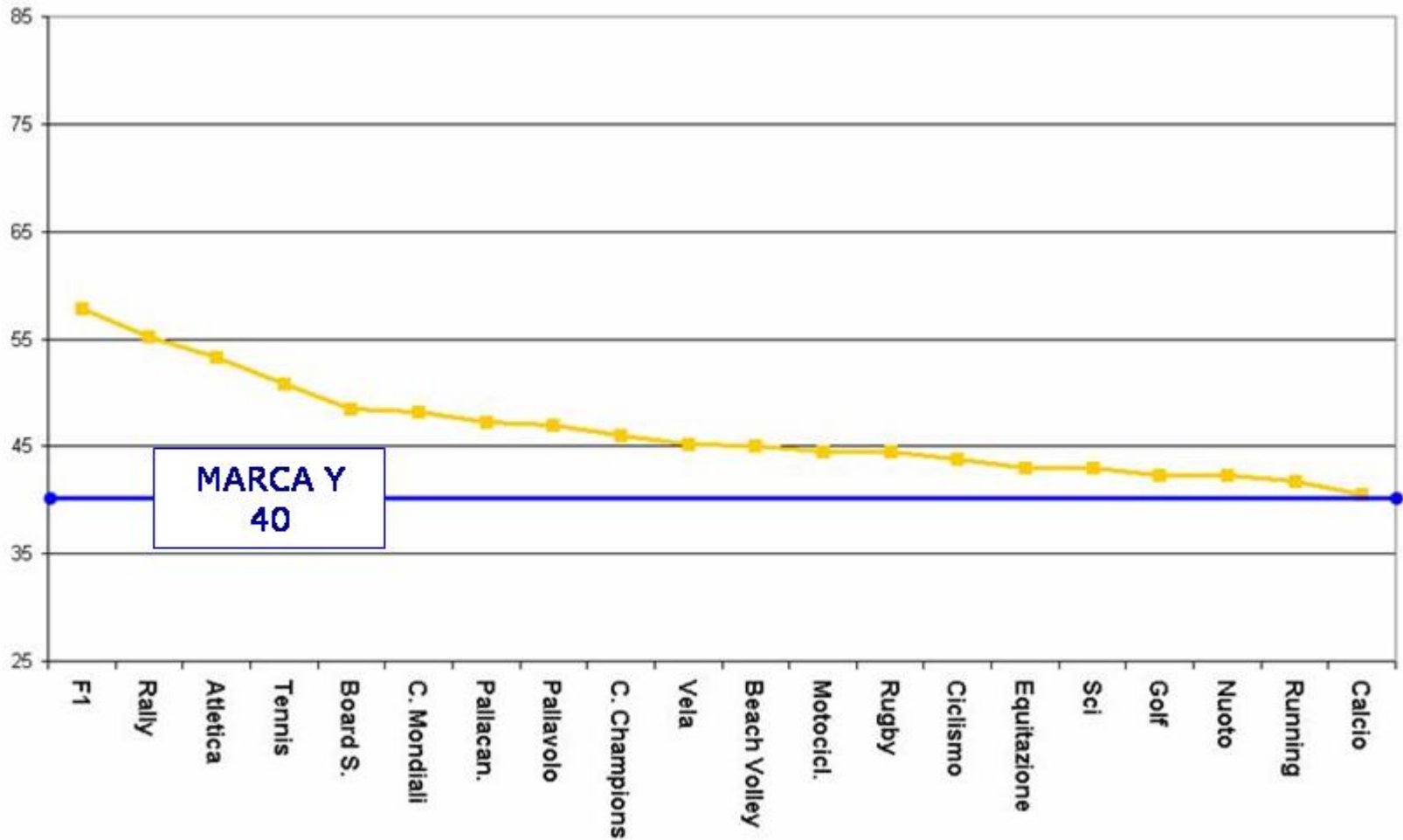
BEACH VOLLEY



	Indice di AFFINITA'
TOT	82,46
Sincerity	82,94
Competence	92,59
Excitement	77,79
Ruggedness	66,28
Sofistication	92,68

COMPETENCE: MARCA Y vs GLI SPORT

COMPETENCE (intelligenza, competenza, credibilità, riuscita)



RUGGEDNESS: MARCA Y vs GLI SPORT



RUGGEDNESS (difficoltà, rudezza, libertà, mascolinità)

