
Instructions for Filling Out Your First Perceptual Map

1 Define Key Attributes

Choose two relevant and distinctive attributes for the map. These should be important to consumers, like price, quality, level of innovation, style, customer service, etc.

2 Select Competitors

Identify the brands or products you want to include on the map. Ideally, these should be direct or indirect competitors in your market.

3 Conduct an Analysis

Analyze and place yourself in the quadrant you believe best fits your position.

4 Analyze and Adjust Strategy

Observe how brands cluster on the map. This can reveal market opportunities or areas where your product might differentiate itself.