

# BRANDS IN **MOTION**

China



# CATEGORIES IN *MOTION*

CHINA



Category	Emotional	Rational
Computing Devices	51.9	54.9
Smart Home	49.3	52.7
Automotive	41.1	44.2
Finance & Banking	43.0	51.6
Health & Wellness	39.8	46.6
Alcoholic Beverages	30.5	35.4
Technology B2B	56.0	58.9
Healthcare B2B	43.2	49.2

China Adjusted Axis Points: 49 Rational, 44 Emotional based on average responses to category level drivers.



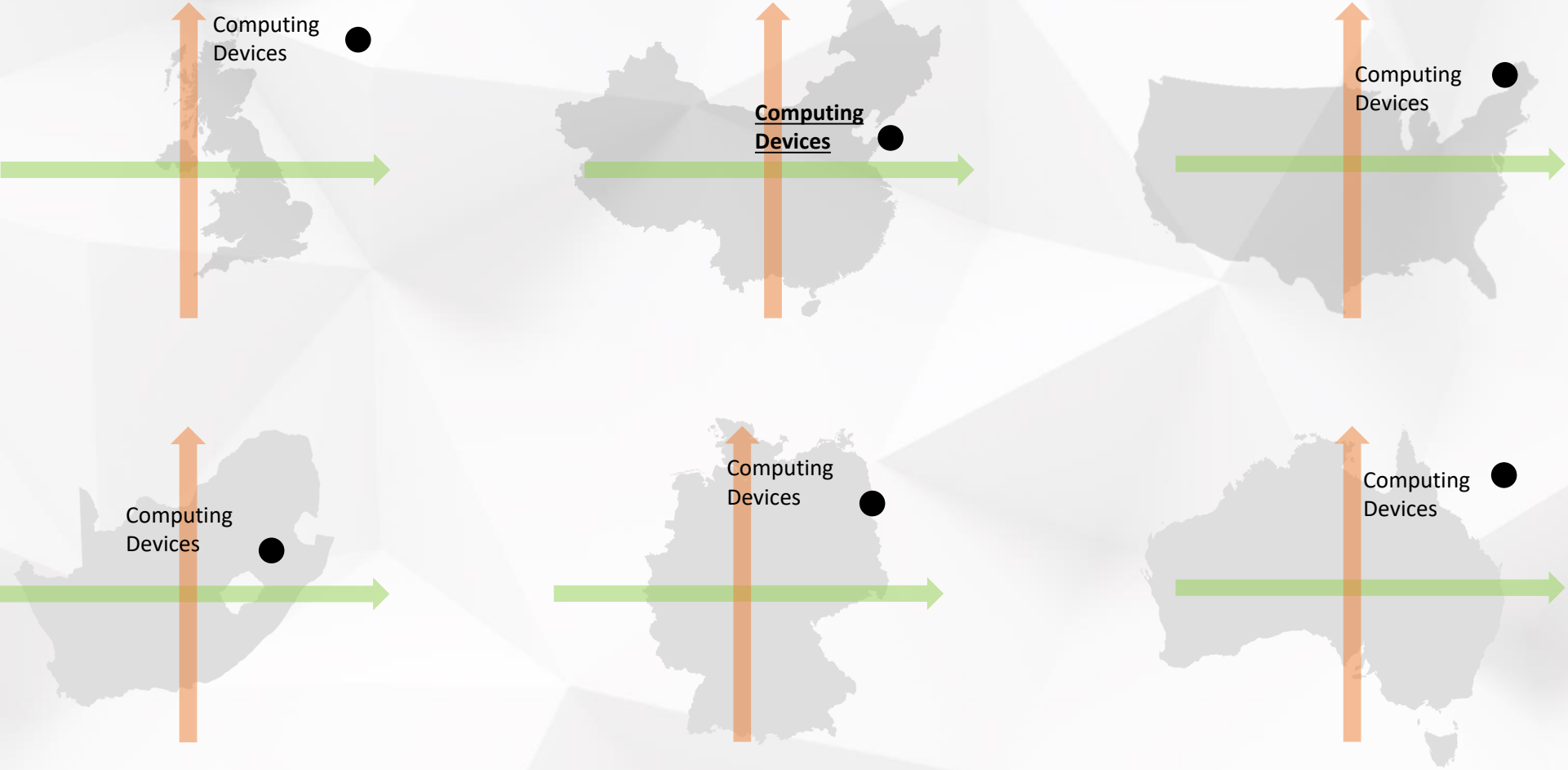
# COMPUTING DEVICES

## CATEGORY DEFINED

**Computing Devices:** Including laptop or desktop computers, tablets, smartphones, 2-in-1 convertible laptops, and related software or hardware.



# MOVER IN CHINA

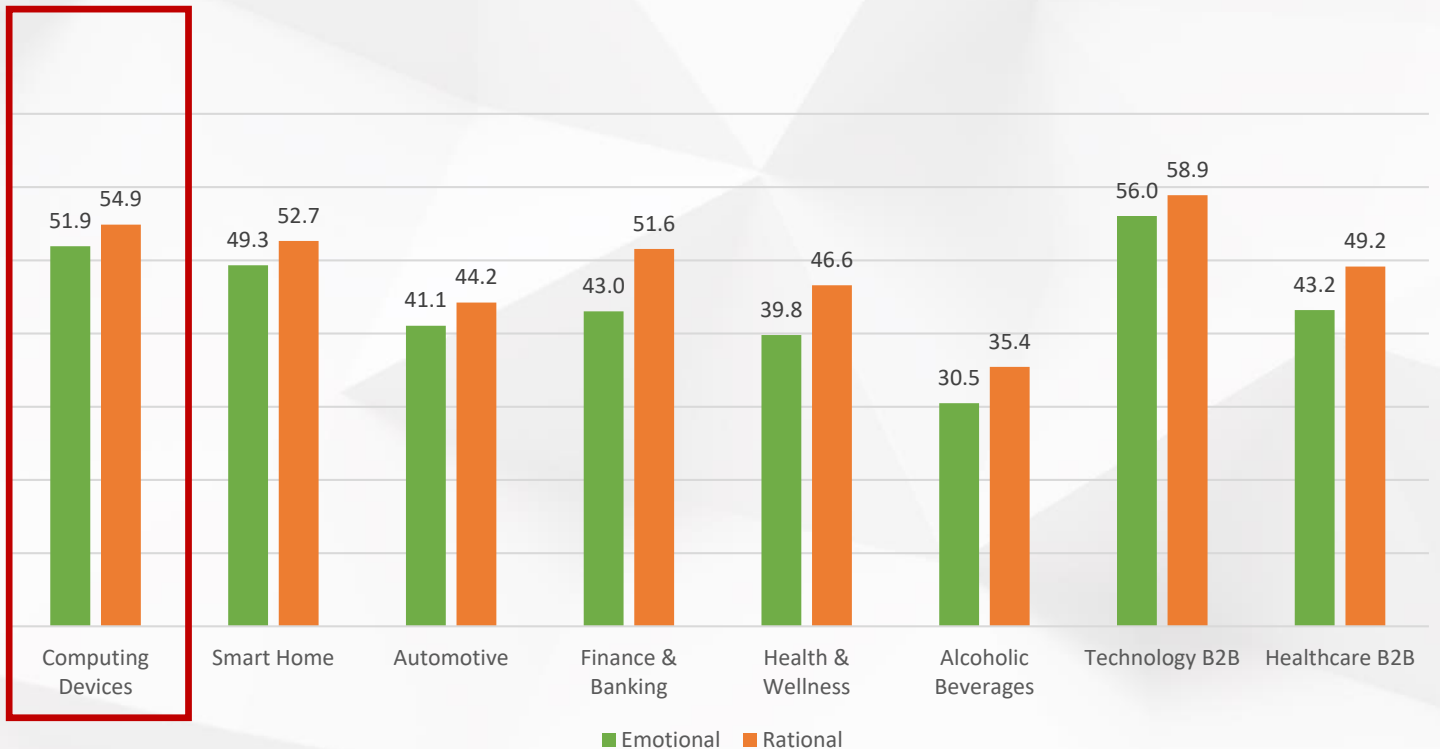


# COMPUTING DEVICES

## CATEGORY COMPARISON

### Observations:

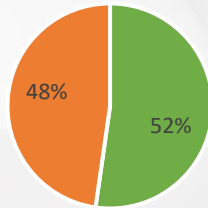
- Computing Devices Category had an average emotional response of 51.9, which received the second highest emotional response after Technology B2B.
- Computing Devices Category had an average rational response of 54.9, which received the second highest rational response after Technology B2B.



# COMPUTING DEVICES

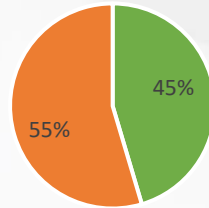
## EMOTIONAL DRIVERS

### Defend/Shame



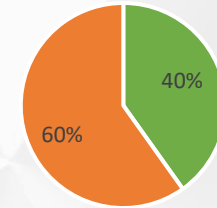
■ Join in the public shaming ■ Defend to the bitter end

### Experience



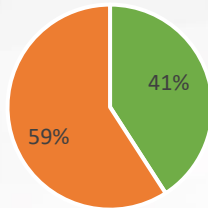
■ Completely miserable ■ It's a pleasure

### Disappeared



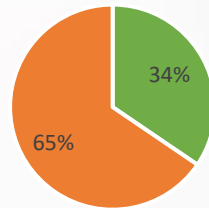
■ Good Riddance ■ I need it back!

### Love/Hate



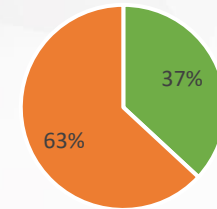
■ Hate them ■ Love them

### Overall Impression



■ It is the worst ever ■ It is amazing

### Social Impact



■ Does harm ■ Out for Common good

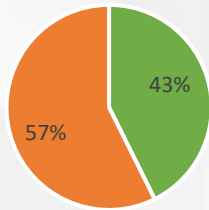
\*Percentages represent the percent of respondents who responded above or below the average emotional score by category driver.



# COMPUTING DEVICES

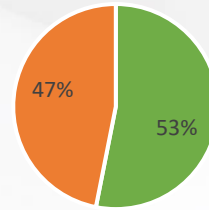
## RATIONAL DRIVERS

### Executive Behaviour



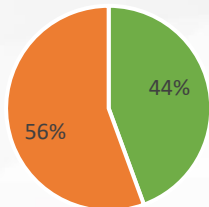
■ Strong influence ■ Not influence at all

### Innovation



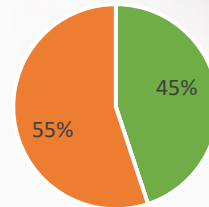
■ Stuck in the stone age ■ Cutting Edge

### Necessary



■ Have no need for them ■ Can't live without them

### Purchase Intent



■ No way ■ Absolutely plan to purchase

\*Percentages represent the percent of respondents who responded above or below the average rational score by category driver.



# SMART HOME

## CATEGORY DEFINED

**Smart Home:** Including devices and subscription related hubs, smart appliances (fitness, washer/dryer, baby monitors), smart entertainment (gaming, TVs), utility management (thermostats, light switches) and safety and security (security cameras, door and window locks)





# MOVER IN CHINA

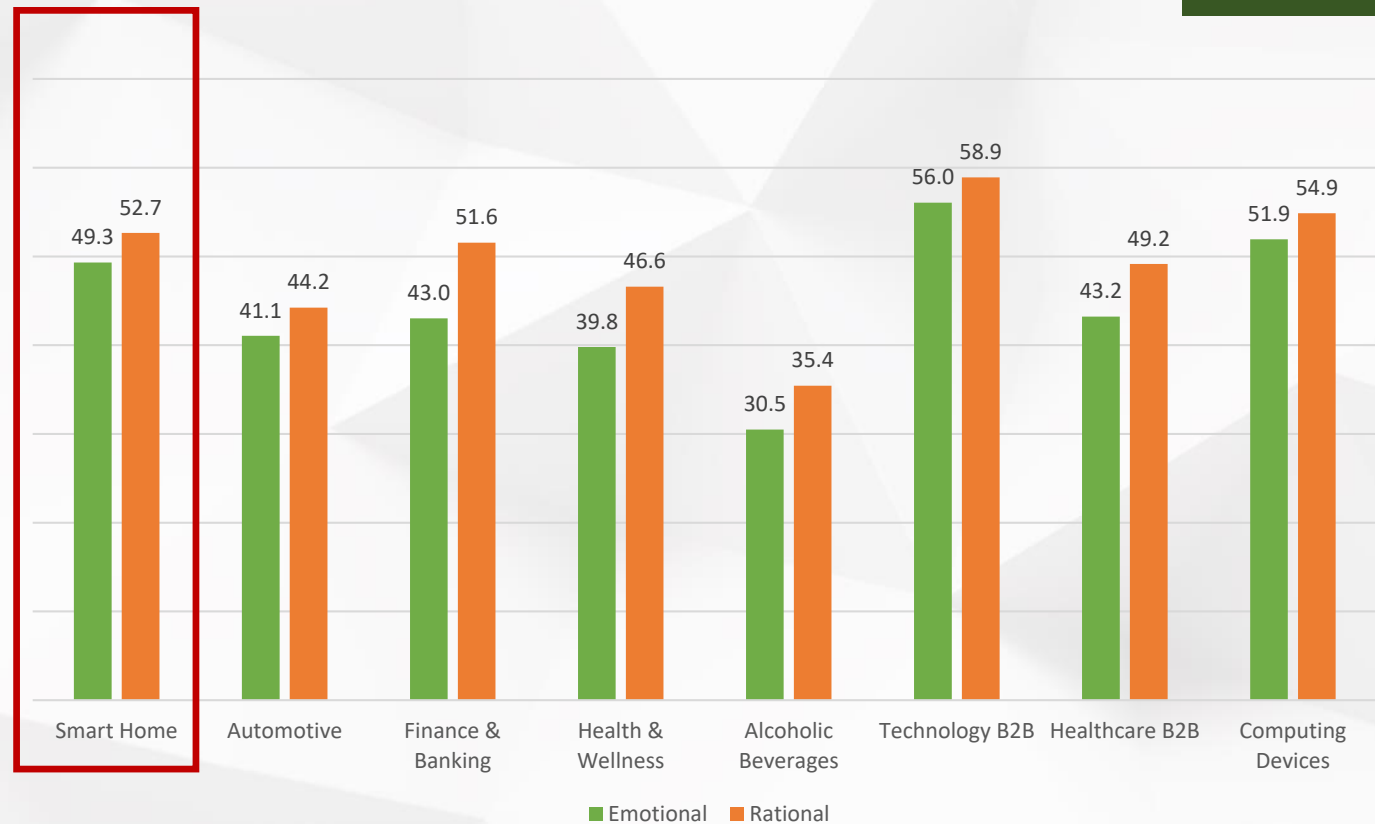


# SMART HOME

## CATEGORY COMPARISON

### Observations:

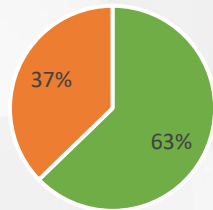
- Smart Home Category had an average emotional response of 49.3, which received the third highest emotional response after Technology B2B and Computing Devices.
- Smart Home Category had the second highest average rational response of 52.7 after Technology B2B and Computing Devices.



# SMART HOME

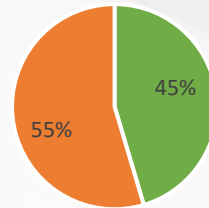
## EMOTIONAL DRIVERS

### Defend/Shame



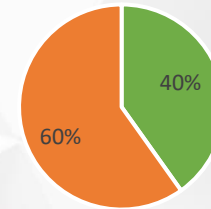
■ Join in the public shaming ■ Defend to the bitter end

### Experience



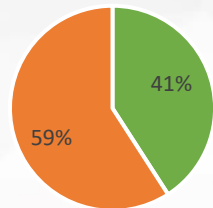
■ Completely miserable ■ It's a pleasure

### Disappeared



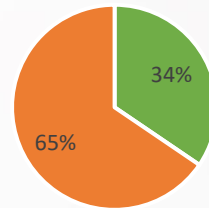
■ Good Riddance ■ I need it back!

### Love/Hate



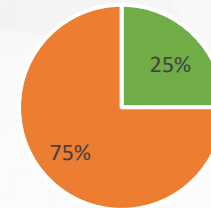
■ Hate them ■ Love them

### Overall Impression



■ It is the worst ever ■ It is amazing

### Social Impact



■ Does harm ■ Out for Common good

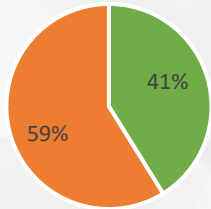
\*Percentages represent the percent of respondents who responded above or below the average emotional score by category driver.



# SMART HOME

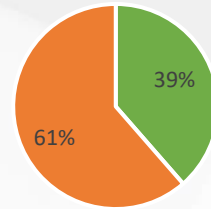
## RATIONAL DRIVERS

### Executive Behaviour



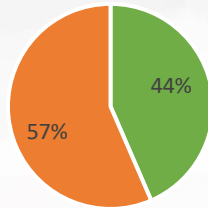
■ Strong influence ■ Not influence at all

### Innovation



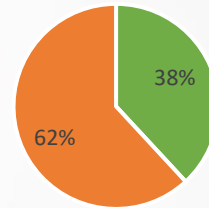
■ Stuck in the stone age ■ Cutting Edge

### Necessary



■ Have no need for them ■ Can't live without them

### Purchase Intent



■ No way ■ Absolutely plan to purchase

\*Percentages represent the percent of respondents who responded above or below the average rational score by category driver.



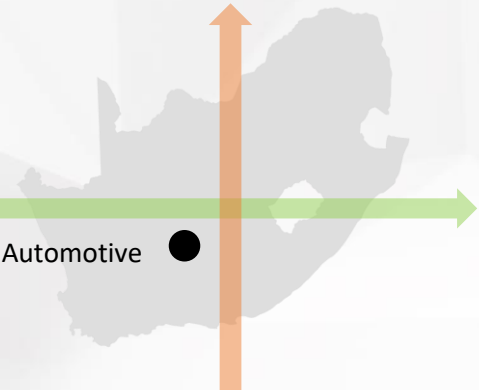
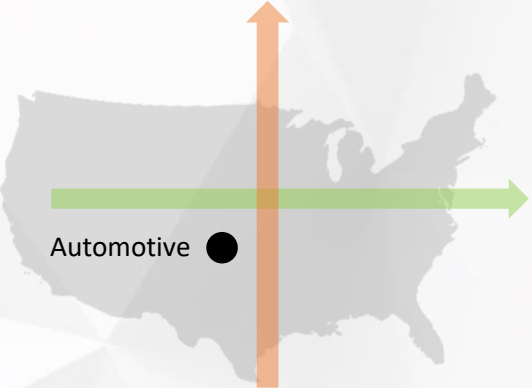
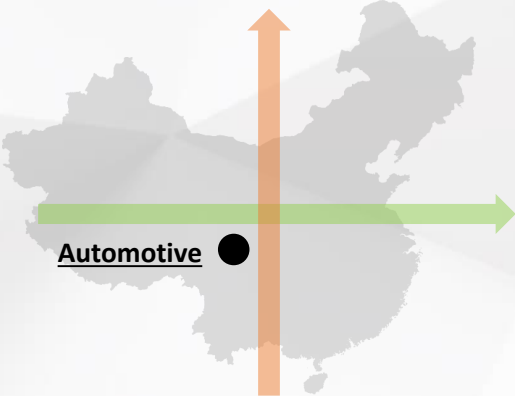
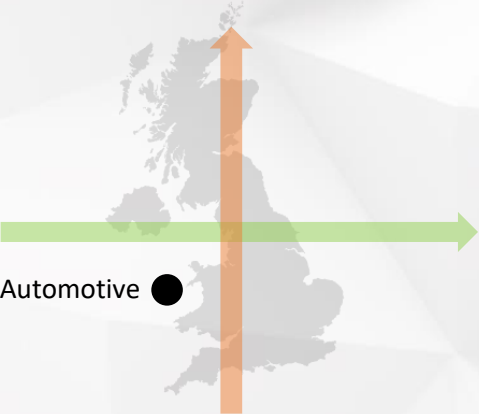
AUTOMOTIVE

## CATEGORY DEFINED

**Automotive:** Including cars, trucks, motorcycles, or other motorized mode of transportation as well as the technologies and in-dash services within the vehicle



# SURVIVOR IN CHINA

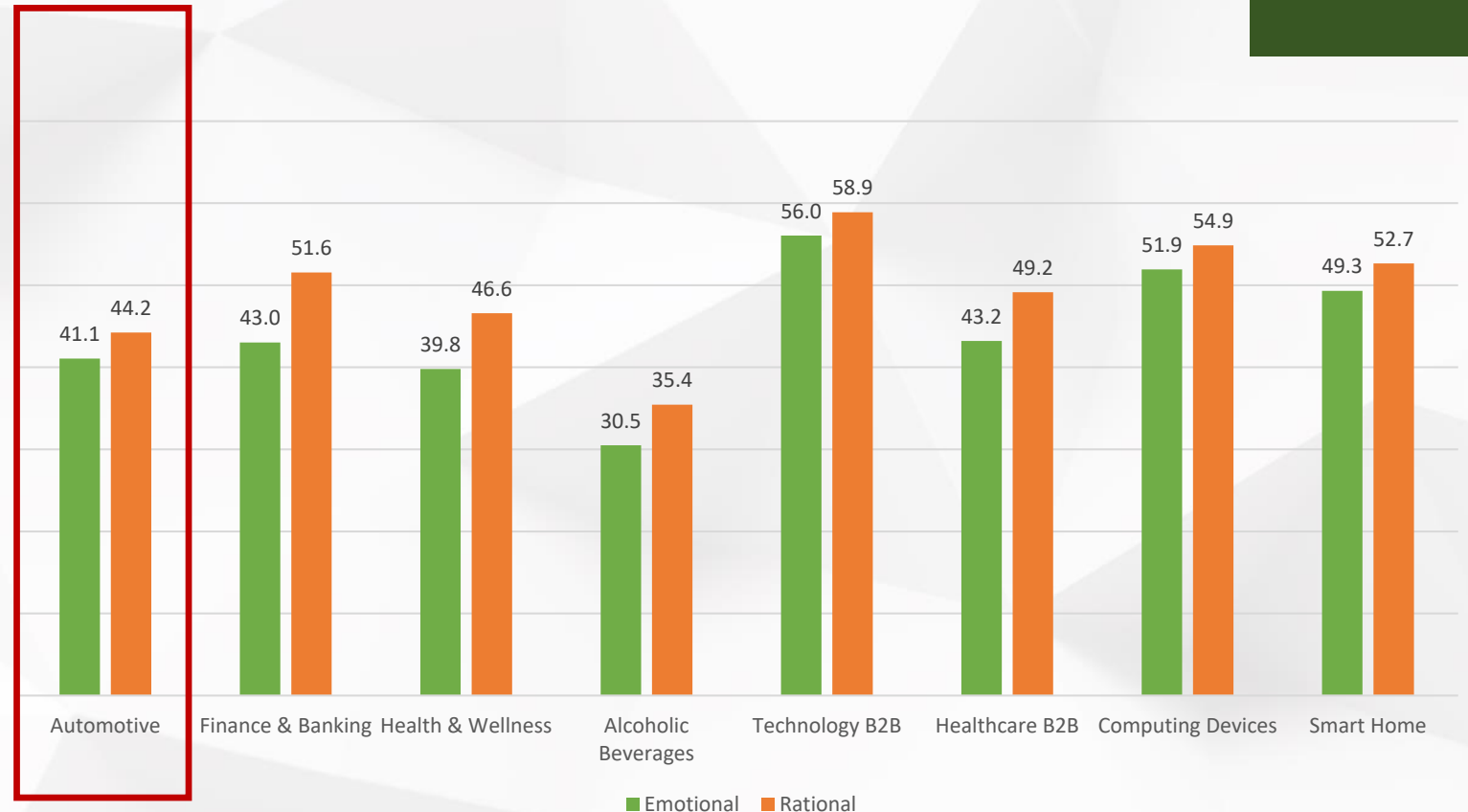


# AUTOMOTIVE

## CATEGORY COMPARISON

### Observations:

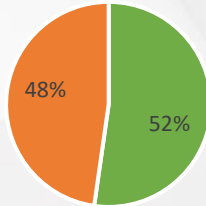
- Automotive Category had an average emotional response of 41.1, which ranked higher than Health & Wellness and Alcoholic Beverages.
- Automotive Category had the second lowest average rational response of 44.2 before Alcoholic Beverages.



# AUTOMOTIVE

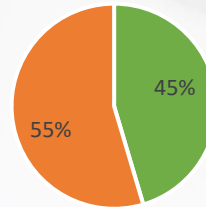
# EMOTIONAL DRIVERS

### Defend/Shame



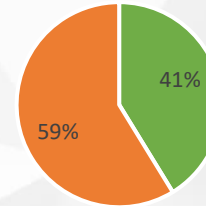
■ Join in the public shaming ■ Defend to the bitter end

### Experience



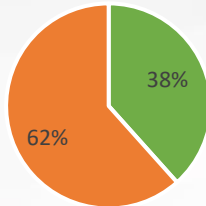
■ Completely miserable ■ It's a pleasure

### Disappeared



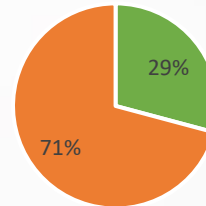
■ Good Riddance ■ I need it back!

### Love/Hate



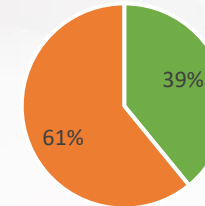
■ Hate them ■ Love them

### Overall Impression



■ It is the worst ever ■ It is amazing

### Social Impact



■ Does harm ■ Out for Common good

\*Percentages represent the percent of respondents who responded above or below the average emotional score by category driver.

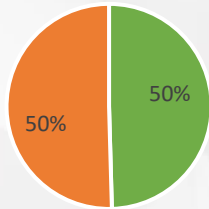




# AUTOMOTIVE

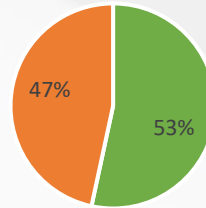
# RATIONAL DRIVERS

### Executive Behaviour



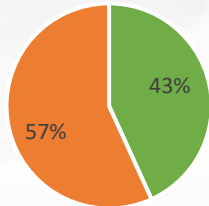
■ Strong influence ■ Not influence at all

### Innovation



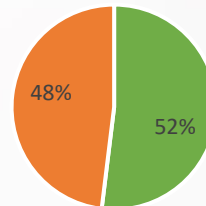
■ Stuck in the stone age ■ Cutting Edge

### Necessary



■ Have no need for them ■ Can't live without them

### Purchase Intent



■ No way ■ Absolutely plan to purchase

\*Percentages represent the percent of respondents who responded above or below the average rational score by category driver.



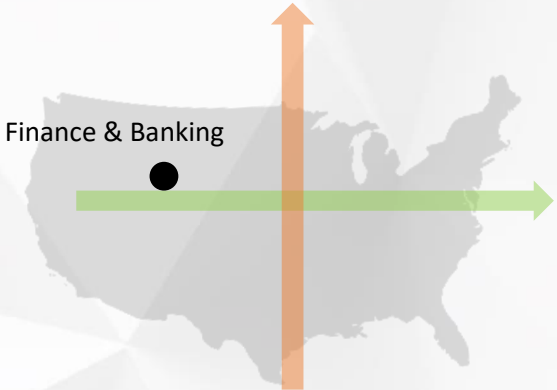
# FINANCE & BANKING

## CATEGORY DEFINED

**Finance/Banking Products:** Financial products and services including bank accounts, credit cards, money management, investments, mortgages, personal loans and mobile payment methods.



# DEFENDER IN CHINA

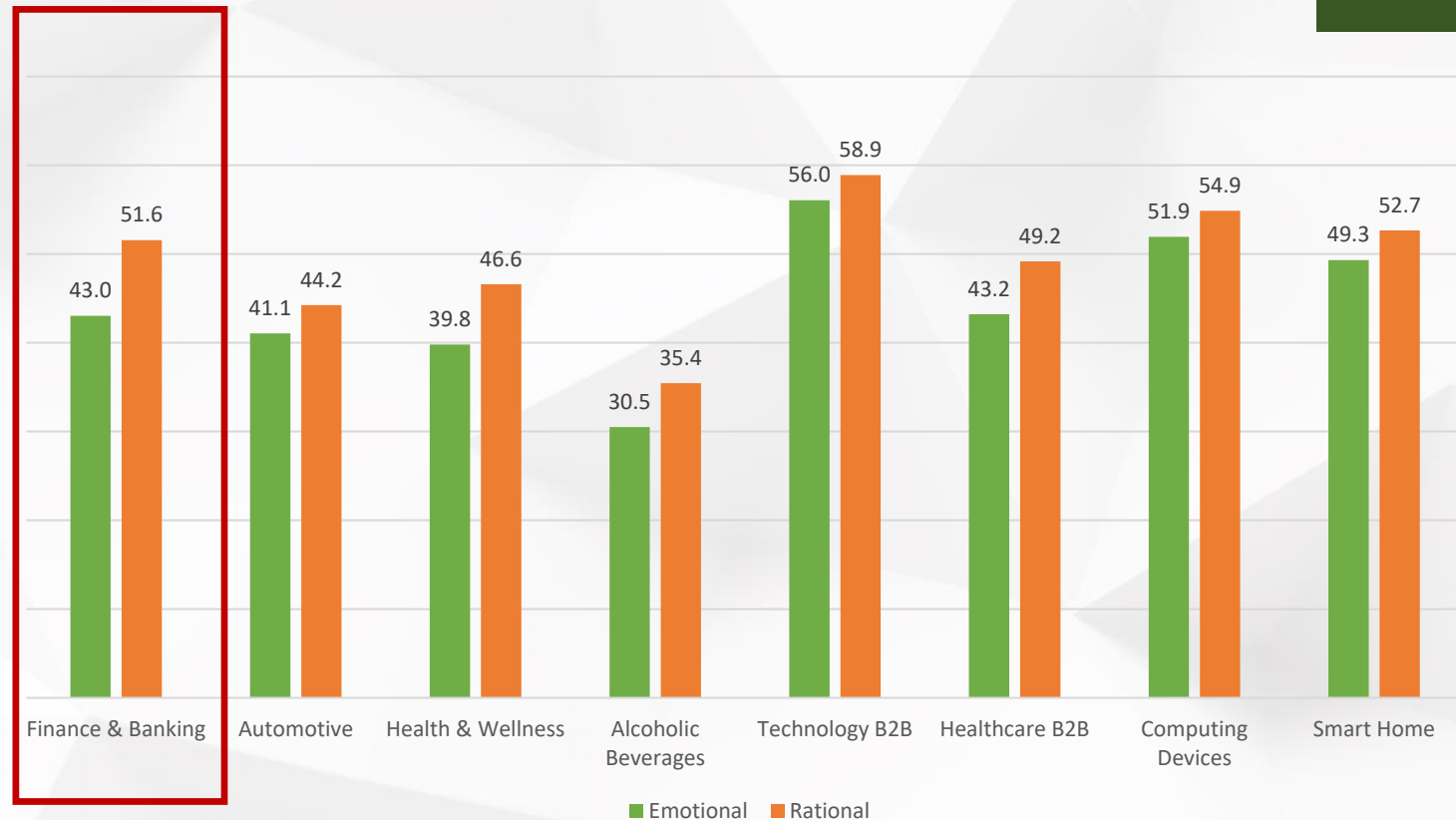


# FINANCE & BANKING

## CATEGORY COMPARISON

### Observations:

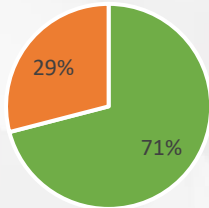
- Finance and Banking Category had an average emotional response of 43.0, which received the fourth lowest emotional response before Automotive, Health & Wellness and Alcoholic Beverages.
- Finance and Banking Category had an average rational response of 51.6, closely matching rational of Smart Home.



# FINANCE & BANKING

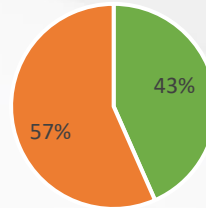
## EMOTIONAL DRIVERS

### Defend/Shame



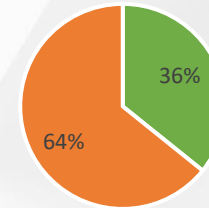
■ Join in the public shaming ■ Defend to the bitter end

### Experience



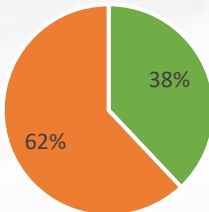
■ Completely miserable ■ It's a pleasure

### Disappeared



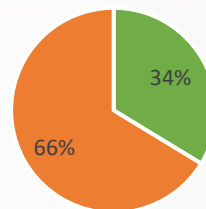
■ Good Riddance ■ I need it back!

### Love/Hate



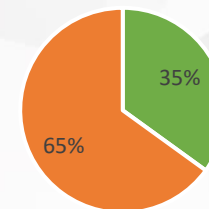
■ Hate them ■ Love them

### Overall Impression



■ It is the worst ever ■ It is amazing

### Social Impact



■ Does harm ■ Out for Common good

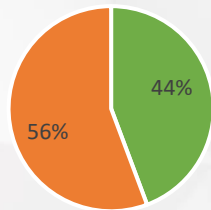
\*Percentages represent the percent of respondents who responded above or below the average emotional score by category driver.



# FINANCE & BANKING

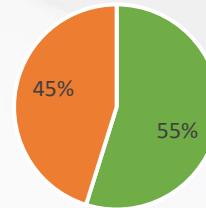
## RATIONAL DRIVERS

Executive Behaviour



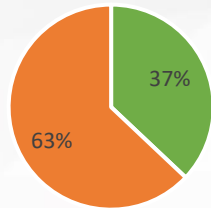
■ Strong influence ■ Not influence at all

Innovation



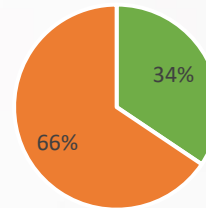
■ Stuck in the stone age ■ Cutting Edge

Necessary



■ Have no need for them ■ Can't live without them

Purchase Intent



■ No way ■ Absolutely plan to purchase

\*Percentages represent the percent of respondents who responded above or below the average rational score by category driver.



# HEALTH & WELLNESS

## CATEGORY DEFINED

**Health and Wellness Products:** Products and services that protect, enhance, help to regain or maintain health and wellness. This includes prescription drugs and over-the-counter treatments, vitamins, supplements, health, nutrition and fitness services and devices



# SURVIVOR IN CHINA



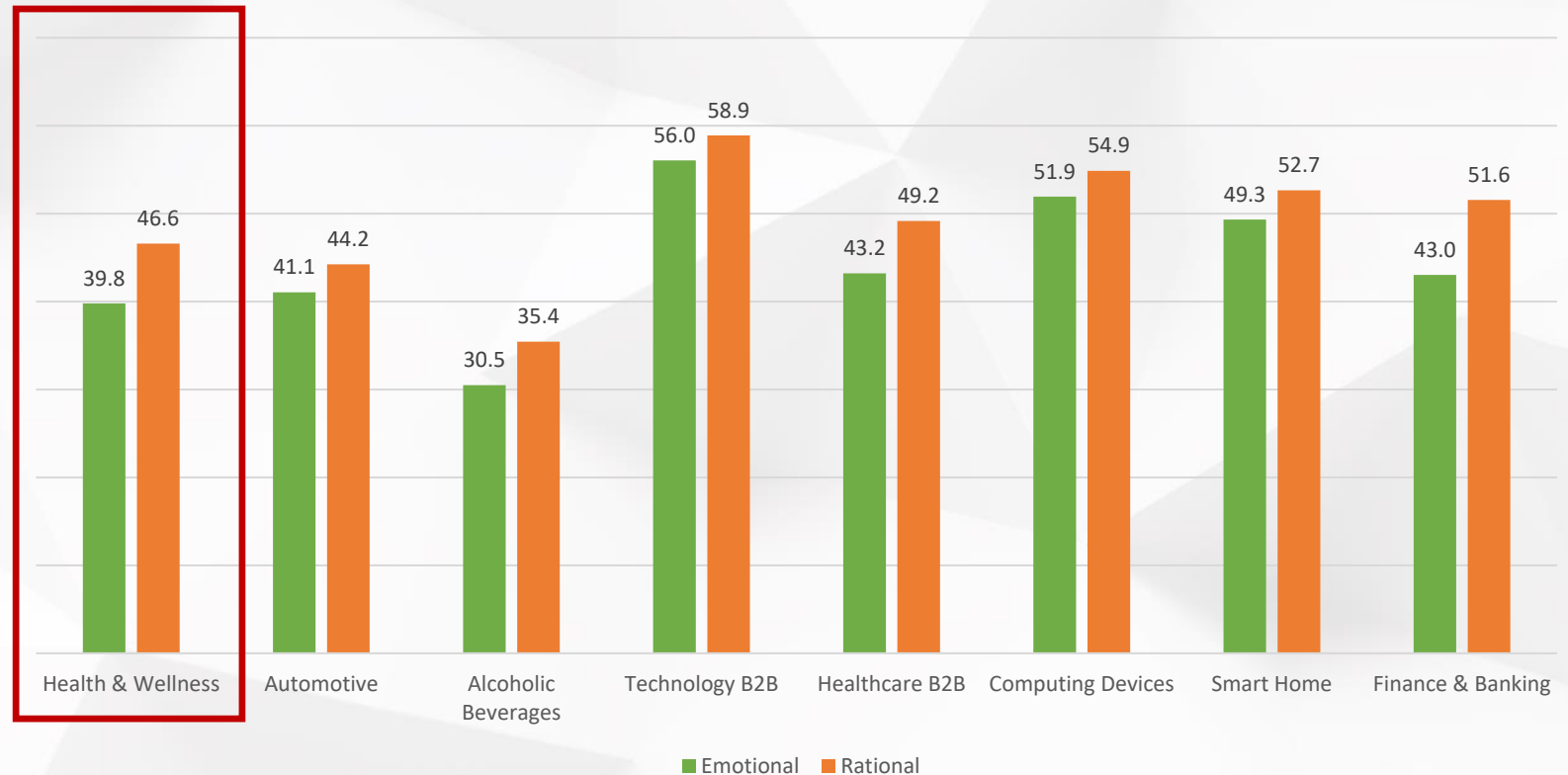


# HEALTH & WELLNESS

## CATEGORY COMPARISON

### Observations:

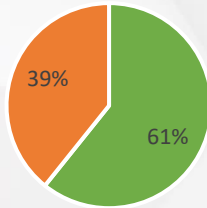
- Health and Wellness Category had an average emotional response of 39.8, which received the second lowest response before Alcoholic Beverages.
- Health and Wellness Category had an average rational response of 46.6, which ranked higher than Automotive and Alcoholic Beverages.



# HEALTH & WELLNESS

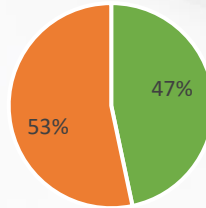
## EMOTIONAL DRIVERS

### Defend/Shame



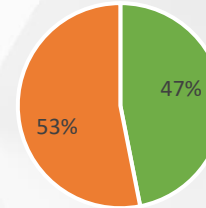
■ Join in the public shaming ■ Defend to the bitter end

### Experience



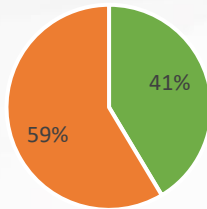
■ Completely miserable ■ It's a pleasure

### Disappeared



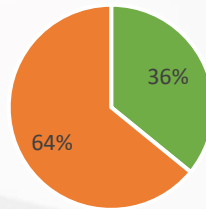
■ Good Riddance ■ I need it back!

### Love/Hate



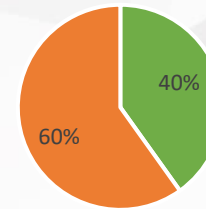
■ Hate them ■ Love them

### Overall Impression



■ It is the worst ever ■ It is amazing

### Social Impact



■ Does harm ■ Out for Common good

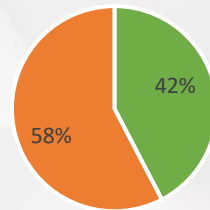
\*Percentages represent the percent of respondents who responded above or below the average emotional score by category driver.



# HEALTH & WELLNESS

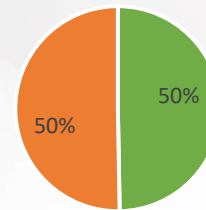
## RATIONAL DRIVERS

### Executive Behaviour



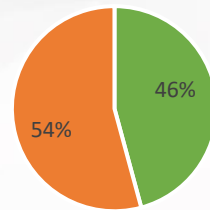
■ Strong influence ■ Not influence at all

### Innovation



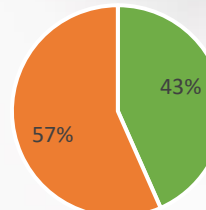
■ Stuck in the stone age ■ Cutting Edge

### Necessary



■ Have no need for them ■ Can't live without them

### Purchase Intent



■ No way ■ Absolutely plan to purchase

\*Percentages represent the percent of respondents who responded above or below the average rational score by category driver.



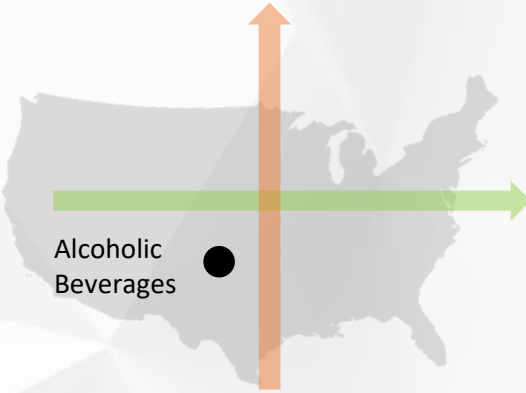
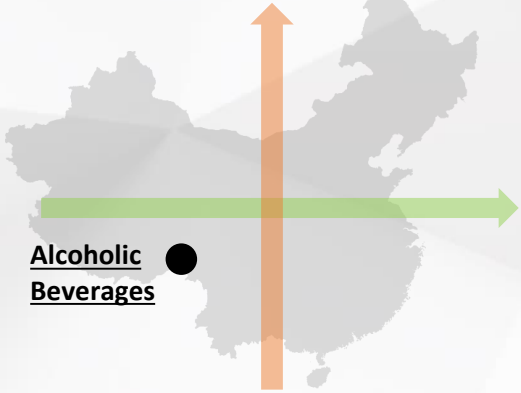
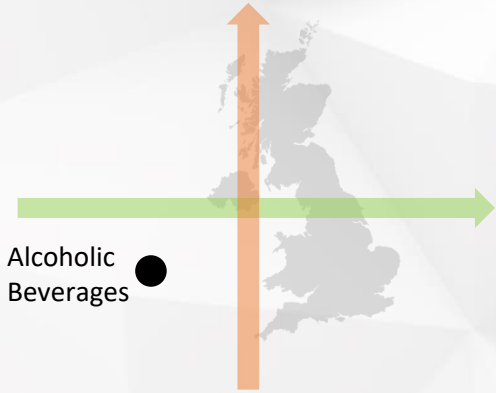
# ALCOHOLIC BEVERAGES

## **CATEGORY DEFINED**

**Alcoholic Beverages:** Including beer, wine, and spirits



# SURVIVOR IN CHINA

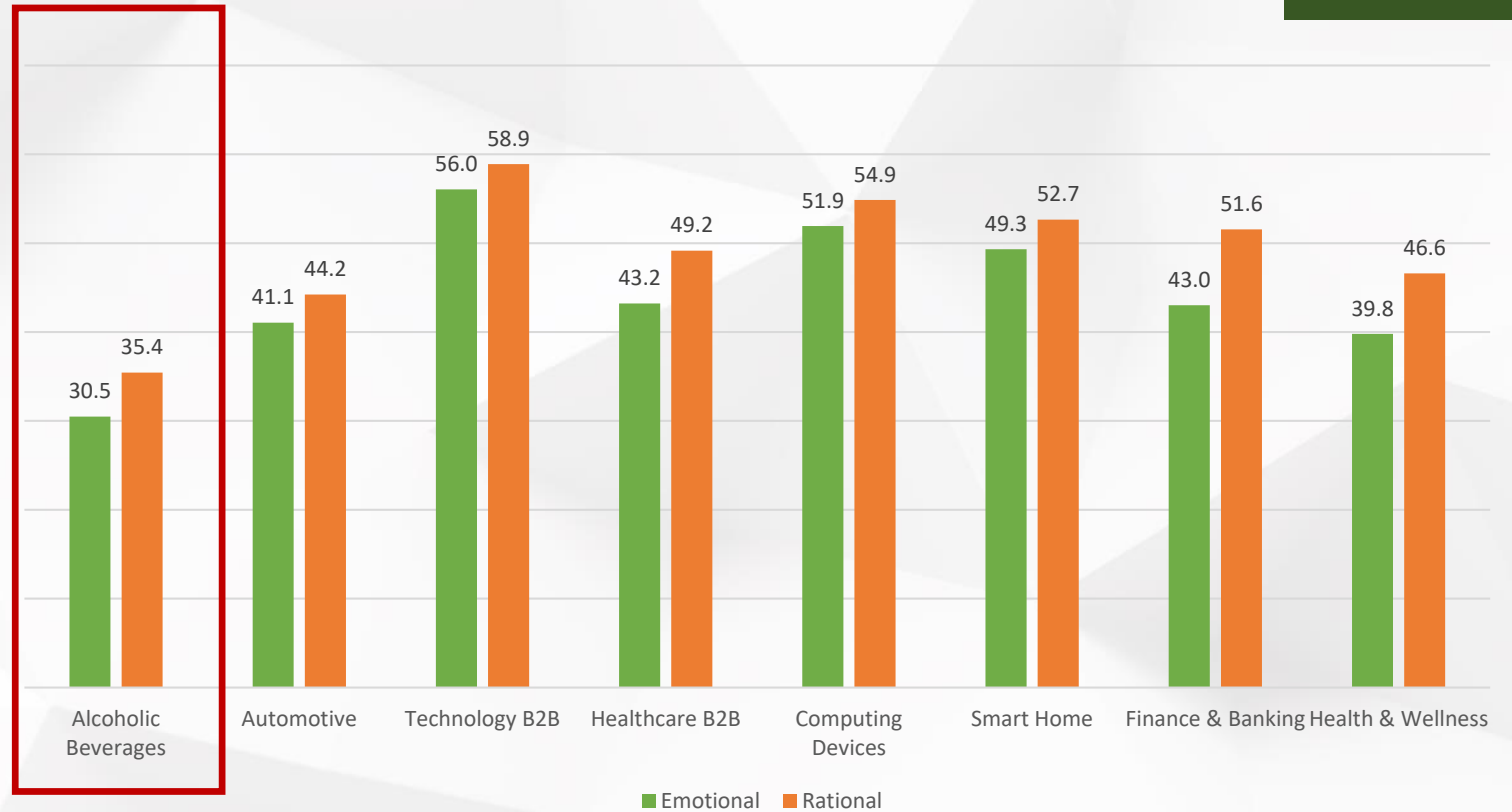


# ALCOHOLIC BEVERAGES

## CATEGORY COMPARISON

### Observations:

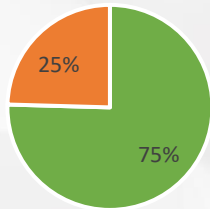
- Alcoholic Beverages Category had an average emotional response of 30.5, which received the lowest response out of the categories compared.
- Alcoholic Beverages Category had an average rational response of 35.4, which received the lowest response out of the categories compared.



# ALCOHOLIC BEVERAGES

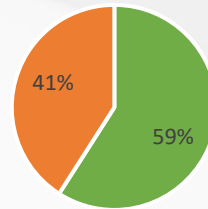
## EMOTIONAL DRIVERS

### Defend/Shame



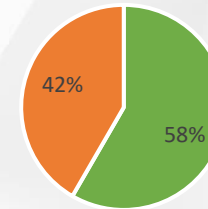
■ Join in the public shaming ■ Defend to the bitter end

### Experience



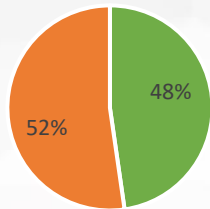
■ Completely miserable ■ It's a pleasure

### Disappeared



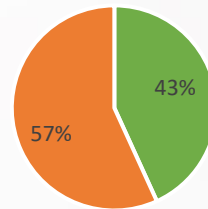
■ Good Riddance ■ I need it back!

### Love/Hate



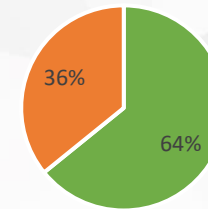
■ Hate them ■ Love them

### Overall Impression



■ It is the worst ever ■ It is amazing

### Social Impact



■ Does harm ■ Out for Common good

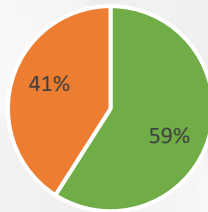
\*Percentages represent the percent of respondents who responded above or below the average emotional score by category driver.



# ALCOHOLIC BEVERAGES

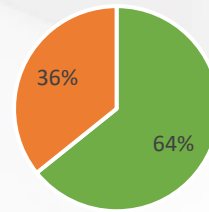
## RATIONAL DRIVERS

### Executive Behaviour



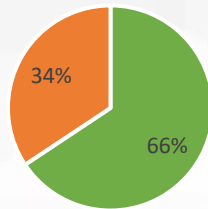
■ Strong influence ■ Not influence at all

### Innovation



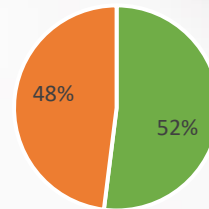
■ Stuck in the stone age ■ Cutting Edge

### Necessary



■ Have no need for them ■ Can't live without them

### Purchase Intent



■ No way ■ Absolutely plan to purchase

\*Percentages represent the percent of respondents who responded above or below the average rational score by category driver.





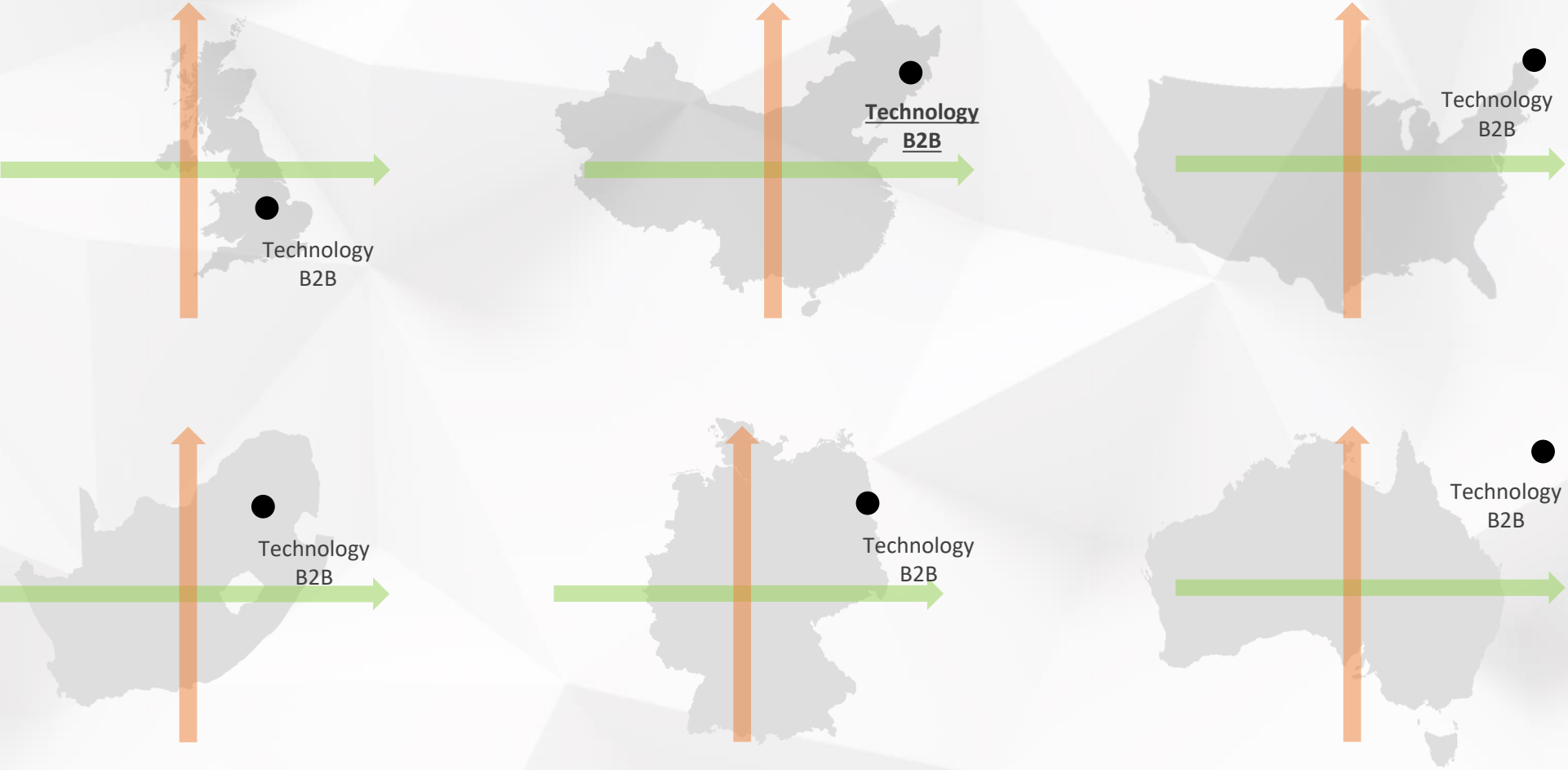
# TECHNOLOGY B2B

## CATEGORY DEFINED

**Business Technology Solutions:** Including server, networking, data or storage solutions; software; desktop or laptop computers; smartphones, tablets or other mobile devices; cybersecurity or identity management products and services; business analytics or data analysis solutions; and specialized industry technologies (programmable machines, networking solutions, Internet of Things).



# MOVER IN IN CHINA



# TECHNOLOGY B2B

## CATEGORY COMPARISON

### Observations:

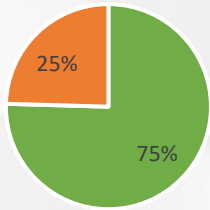
- Technology B2B Category had an average emotional response of 56.0, which received on average higher emotional scores than the category.
- Technology B2B Category had an average rational response of 58.9, which received on average higher emotional scores than the category.



# TECHNOLOGY B2B

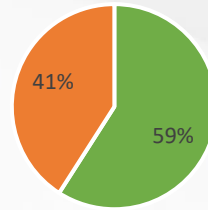
## EMOTIONAL DRIVERS

### Defend/Shame



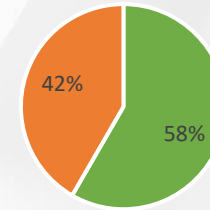
■ Join in the public shaming ■ Defend to the bitter end

### Experience



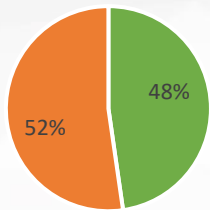
■ Completely miserable ■ It's a pleasure

### Disappeared



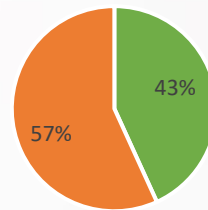
■ Good Riddance ■ I need it back!

### Love/Hate



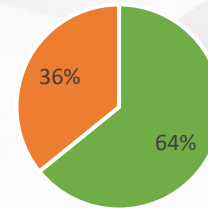
■ Hate them ■ Love them

### Overall Impression



■ It is the worst ever ■ It is amazing

### Social Impact



■ Does harm ■ Out for Common good

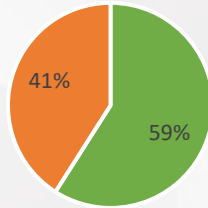
\*Percentages represent the percent of respondents who responded above or below the average emotional score by category driver.



# TECHNOLOGY B2B

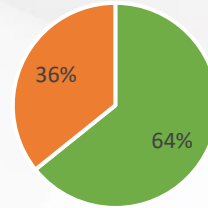
## RATIONAL DRIVERS

### Executive Behaviour



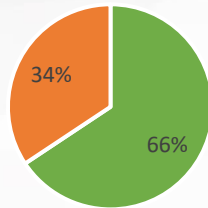
■ Strong influence ■ Not influence at all

### Innovation



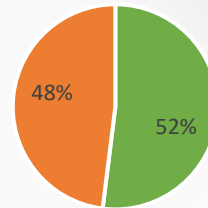
■ Stuck in the stone age ■ Cutting Edge

### Necessary



■ Have no need for them ■ Can't live without them

### Purchase Intent



■ No way ■ Absolutely plan to purchase

\*Percentages represent the percent of respondents who responded above or below the average rational score by category driver.



# HEALTHCARE B2B

## CATEGORY DEFINED

**Business Healthcare Solutions/Supplies:** Including employee healthcare plans, insurance, pharmaceuticals, machines, devices and supplies for hospitals and other healthcare-related industries.



# DEFENDER IN CHINA

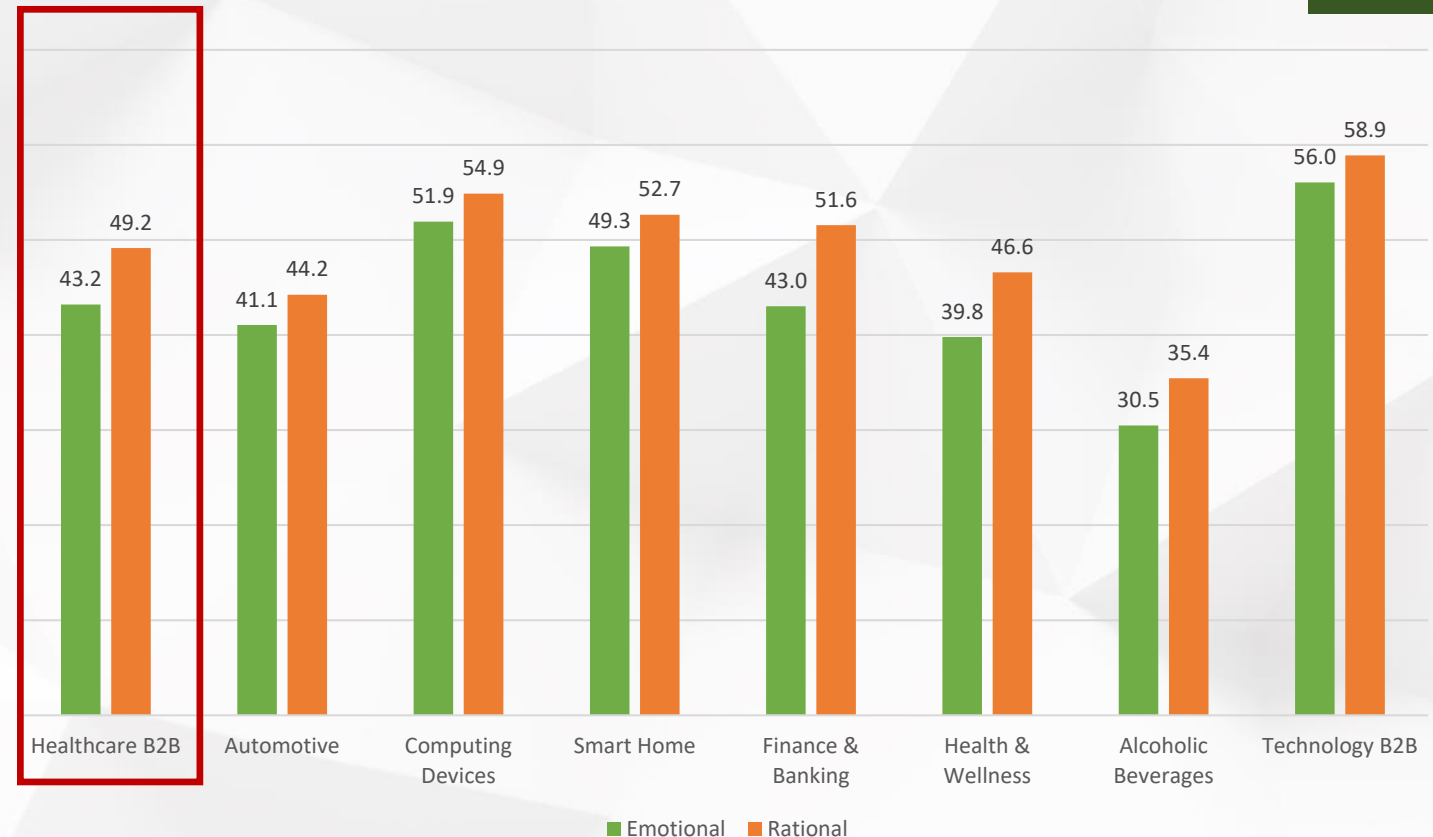


# HEALTHCARE B2B

## CATEGORY COMPARISON

### Observations:

- Healthcare B2B Category had an average emotional response of 43.2, closely matching the emotional response of Finance & Banking.
- Healthcare B2B Category had the third highest average rational response of 49.2, after Automotive, Health & Wellness and Alcoholic Beverages.

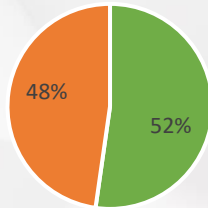




# HEALTHCARE B2B

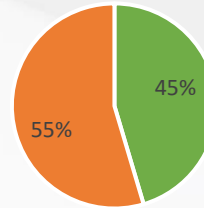
## EMOTIONAL DRIVERS

### Defend/Shame



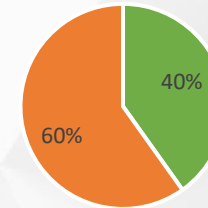
■ Join in the public shaming ■ Defend to the bitter end

### Experience



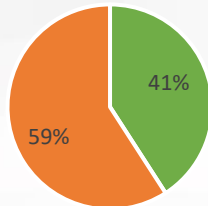
■ Completely miserable ■ It's a pleasure

### Disappeared



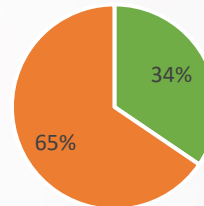
■ Good Riddance ■ I need it back!

### Love/Hate



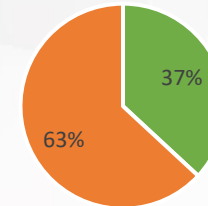
■ Hate them ■ Love them

### Overall Impression



■ It is the worst ever ■ It is amazing

### Social Impact



■ Does harm ■ Out for Common good

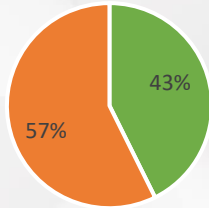
\*Percentages represent the percent of respondents who responded above or below the average emotional score by category driver.



# HEALTHCARE B2B

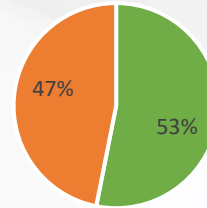
## RATIONAL DRIVERS

### Executive Behaviour



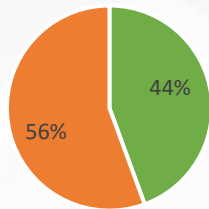
■ Strong influence ■ Not influence at all

### Innovation



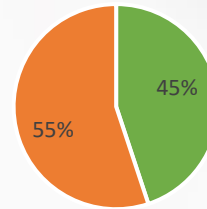
■ Stuck in the stone age ■ Cutting Edge

### Necessary



■ Have no need for them ■ Can't live without them

### Purchase Intent



■ No way ■ Absolutely plan to purchase

\*Percentages represent the percent of respondents who responded above or below the average rational score by category driver.

