

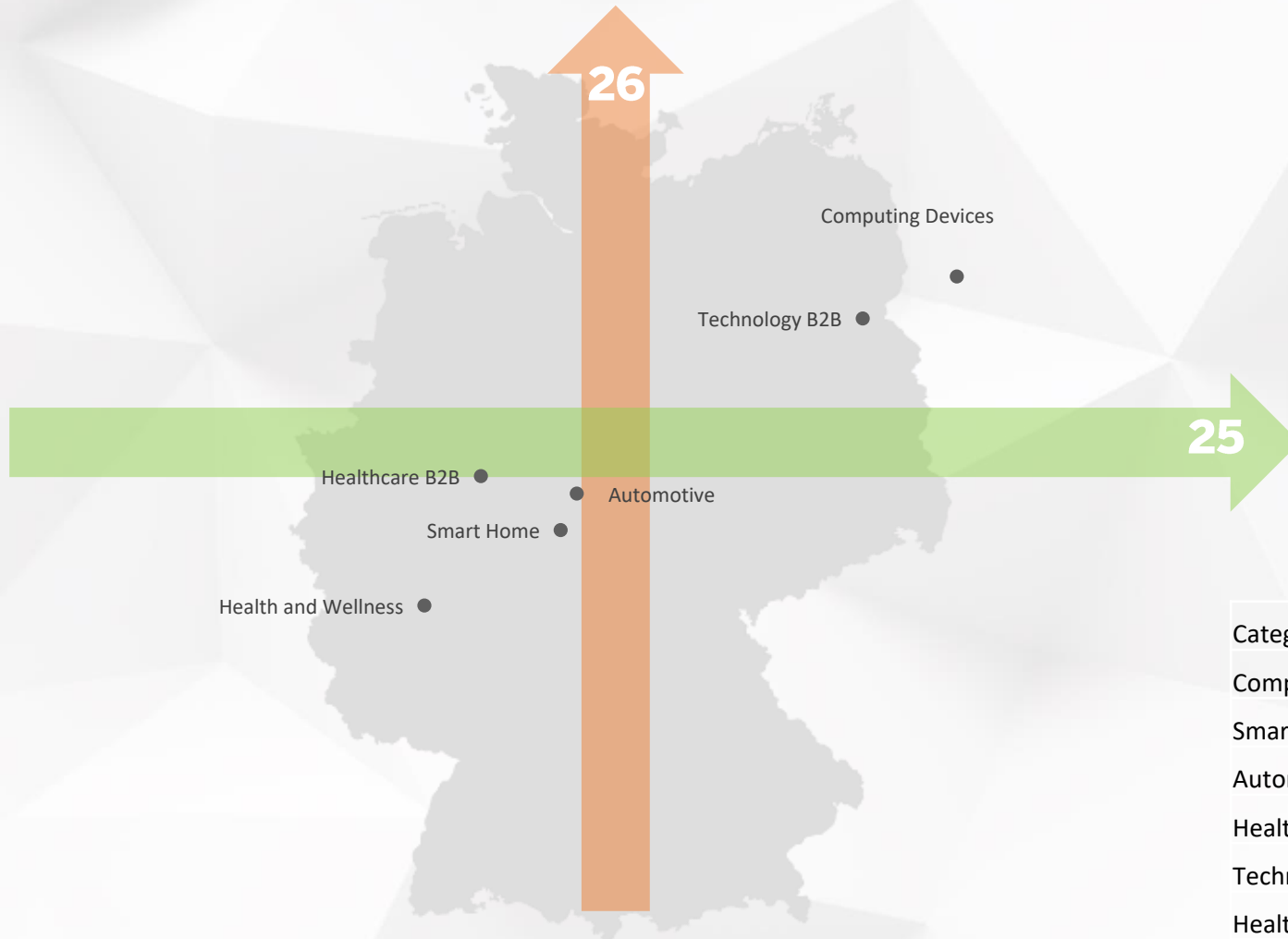
BRANDS IN **MOTION**

Germany



CATEGORIES IN *MOTION*

Germany



Category	Emotional	Rational
Computing Devices	34.4	34.9
Smart Home	22.6	21.8
Automotive	23.0	23.7
Health and Wellness	18.5	17.9
Technology B2B	31.6	32.7
Healthcare B2B	20.2	24.6

Germany Adjusted Axis Points: 25.9 Rational, 25 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 GERMANY

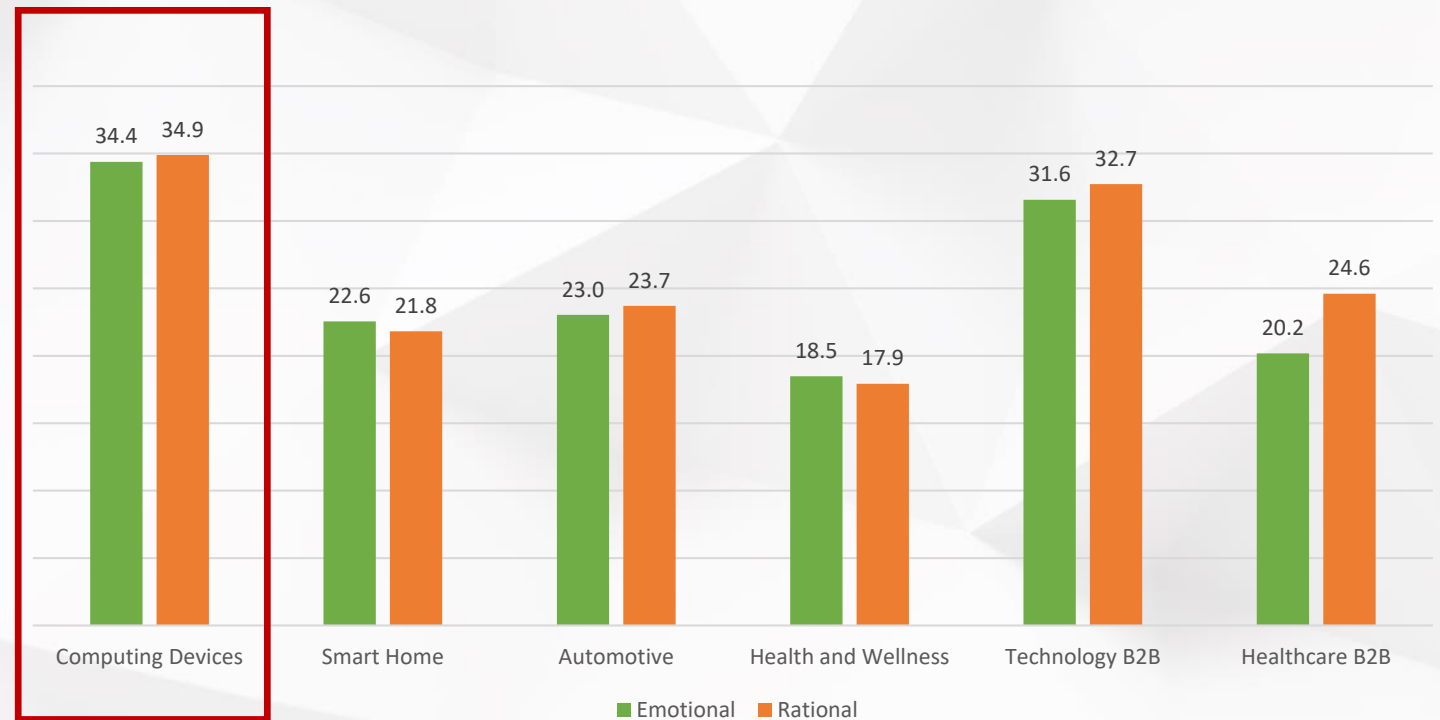


COMPUTING DEVICES

CATEGORY COMPARISON

Observations:

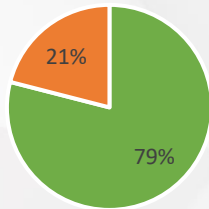
- Computing Devices Category had an average emotional response of 34.4, which received the highest emotional response out of the categories compared.
- Computing Devices Category had an average rational response of 34.9, which received the highest rational response out of the categories compared.



COMPUTING DEVICES

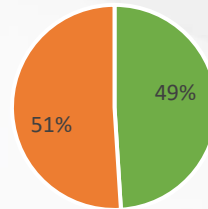
EMOTIONAL DRIVERS

Defend/Shame



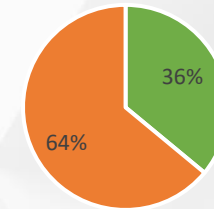
■ Join in the public shaming ■ Defend to the bitter end

Experience



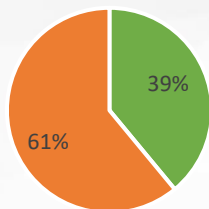
■ Completely miserable ■ It's a pleasure

Disappeared



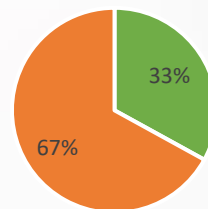
■ Good Riddance ■ I need it back!

Love/Hate



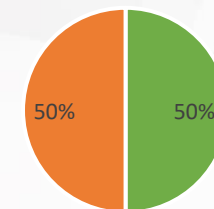
■ Hate them ■ Love them

Overall Impression



■ It is the worst ever ■ It is amazing

Social Impact



■ Does harm ■ Out for Common good

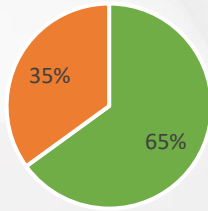
*Percentages represent the percent of respondents who responded above or below the average emotional score by category driver.



COMPUTING DEVICES

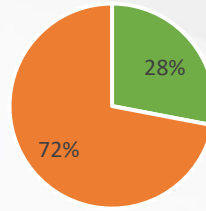
RATIONAL DRIVERS

Executive Behaviour



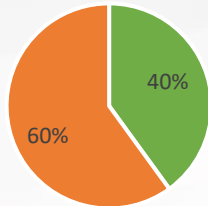
■ Strong influence ■ Not influence at all

Innovation



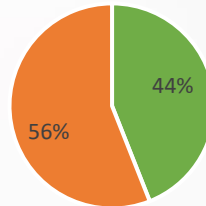
■ Stuck in the stone age ■ Cutting Edge

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.



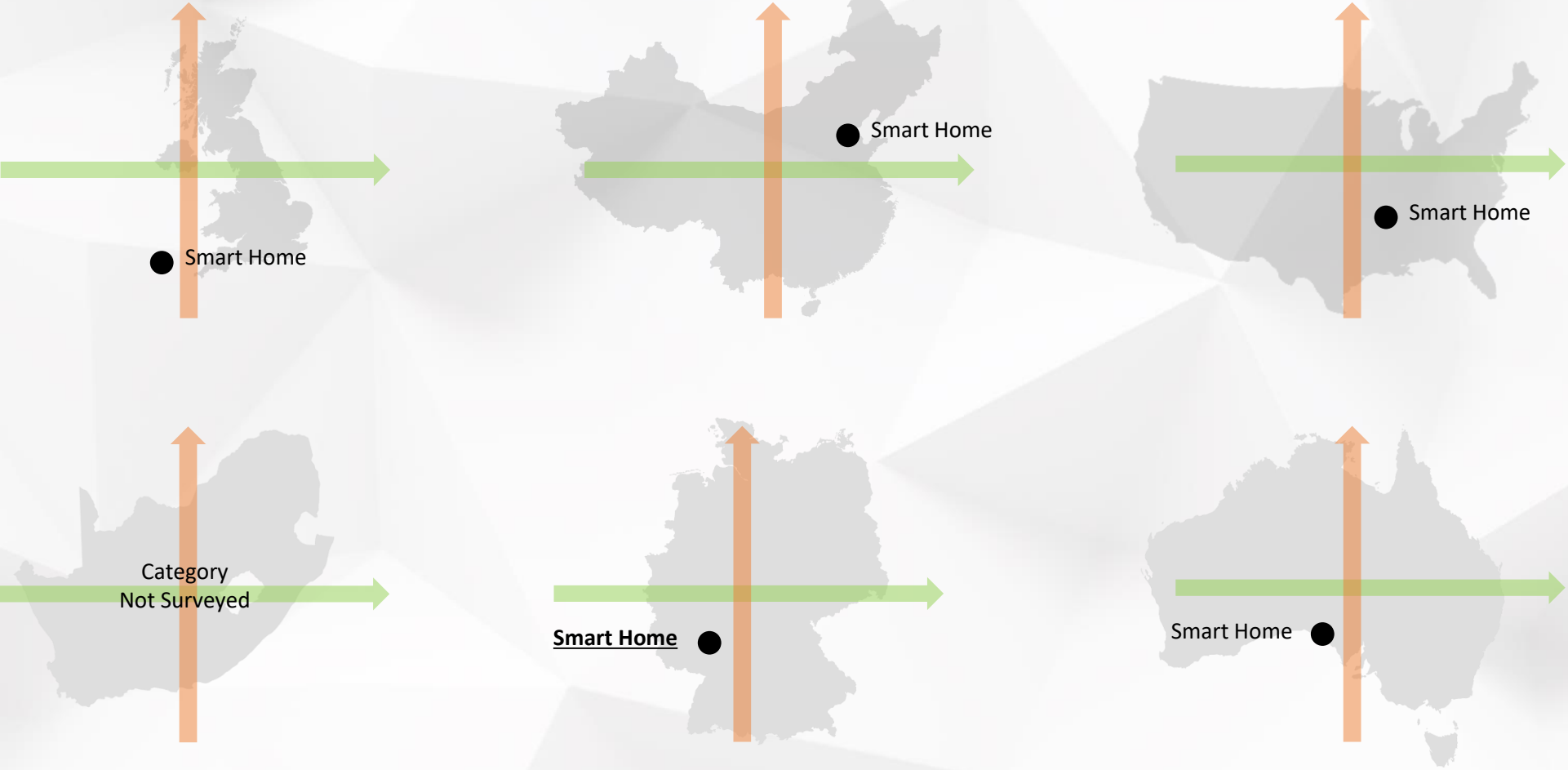
SMART HOME

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)



SURVIVOR IN GERMANY



SMART HOME

CATEGORY COMPARISON

Observations:

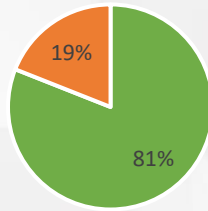
- Smart Home Category had an average emotional response of 22.6 which received the third highest emotional response after Automotive, Technology B2B and Computing Devices.
- Smart Home Category had an average rational response of 21.8 nearly matching Automotive rational response of 23.7.



SMART HOME

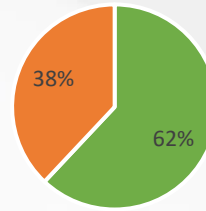
EMOTIONAL DRIVERS

Defend/Shame



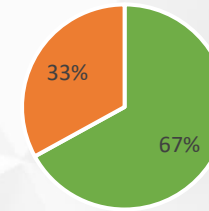
■ Join in the public shaming ■ Defend to the bitter end

Experience



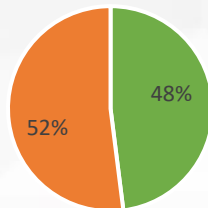
■ Completely miserable ■ It's a pleasure

Disappeared



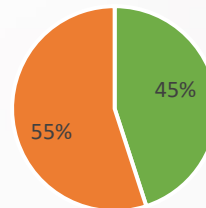
■ Good Riddance ■ I need it back!

Love/Hate



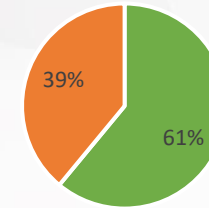
■ Hate them ■ Love them

Overall Impression



■ It is the worst ever ■ It is amazing

Social Impact



■ Does harm ■ Out for Common good

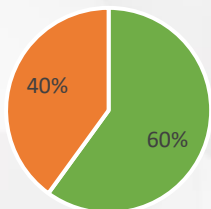
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SMART HOME

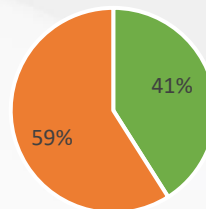
RATIONAL DRIVERS

Executive Behaviour



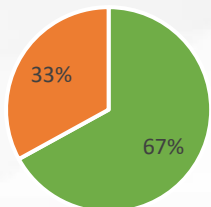
■ Strong influence ■ Not influence at all

Innovation



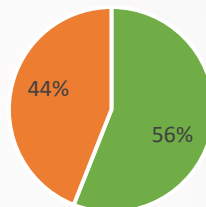
■ Stuck in the stone age ■ Cutting Edge

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.



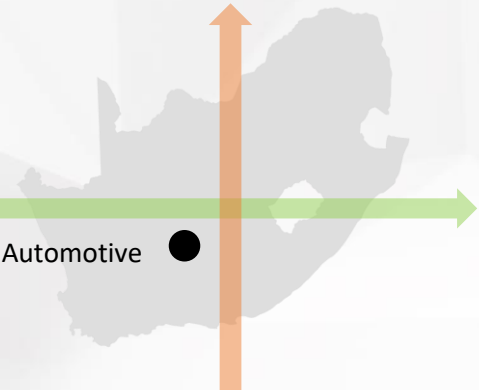
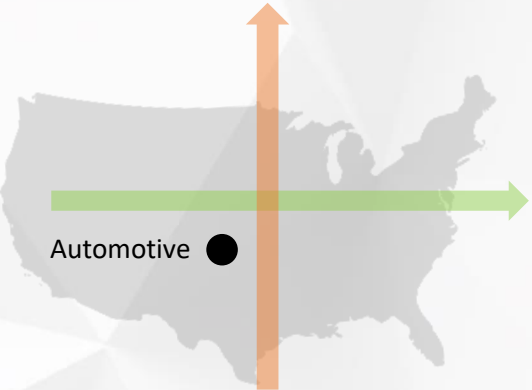
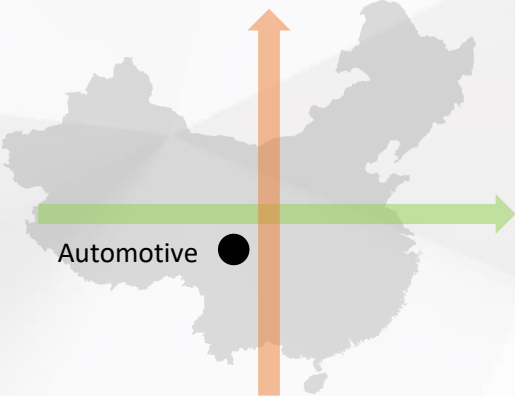
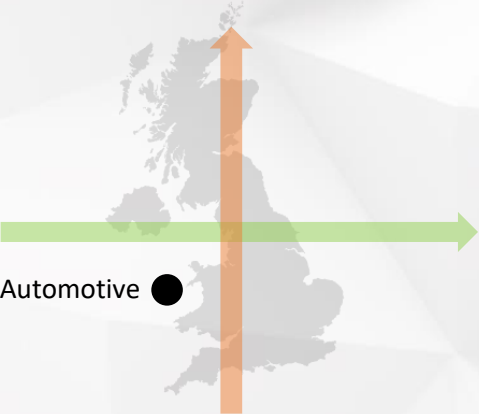
AUTOMOTIVE

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 GERMANY

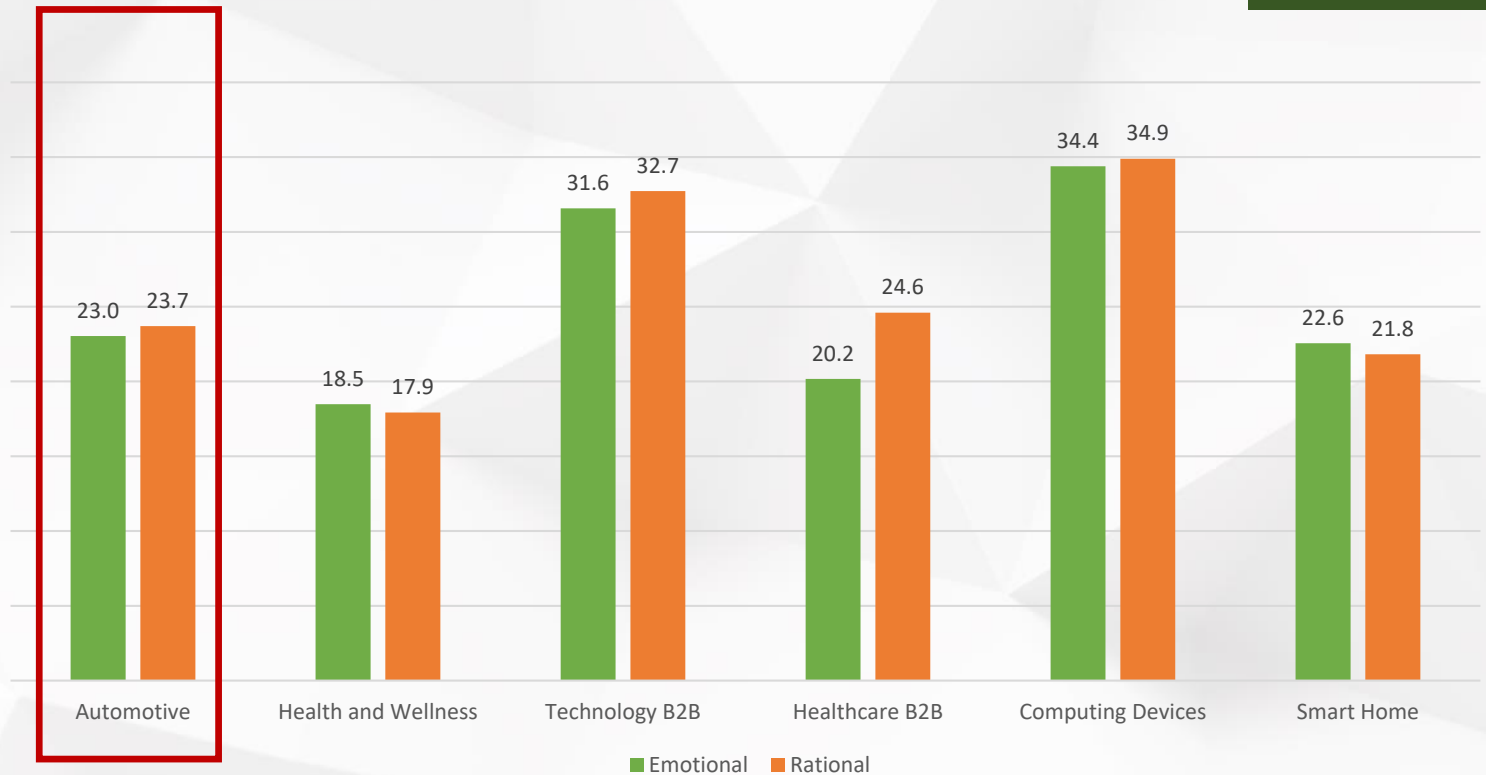


AUTOMOTIVE

CATEGORY COMPARISON

Observations:

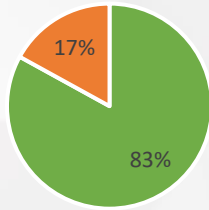
- Automotive Category had an average emotional response of 23, nearly scoring equally as Smart Home Category.
- Automotive Category had an average rational response of 23.7 closely aligning rationally with Healthcare B2B.



AUTOMOTIVE

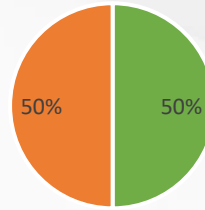
EMOTIONAL DRIVERS

Defend/Shame



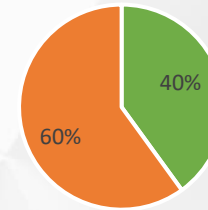
■ Join in the public shaming ■ Defend to the bitter end

Experience



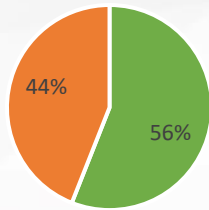
■ Completely miserable ■ It's a pleasure

Disappeared



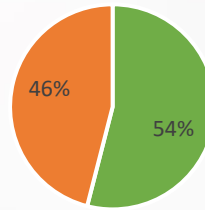
■ Good Riddance ■ I need it back!

Love/Hate



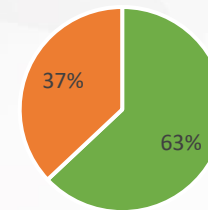
■ Hate them ■ Love them

Overall Impression



■ It is the worst ever ■ It is amazing

Social Impact



■ Does harm ■ Out for Common good

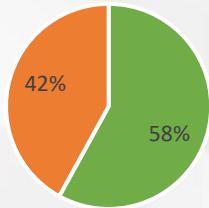
*Percentages represent the percent of respondents who responded above or below the average emotional score by category driver.



AUTOMOTIVE

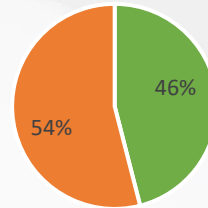
RATIONAL DRIVERS

Executive Behaviour



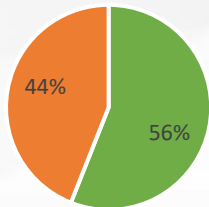
■ Strong influence ■ Not influence at all

Innovation



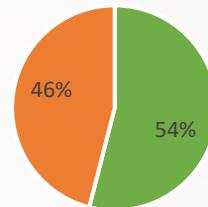
■ Stuck in the stone age ■ Cutting Edge

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.



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 GERMANY

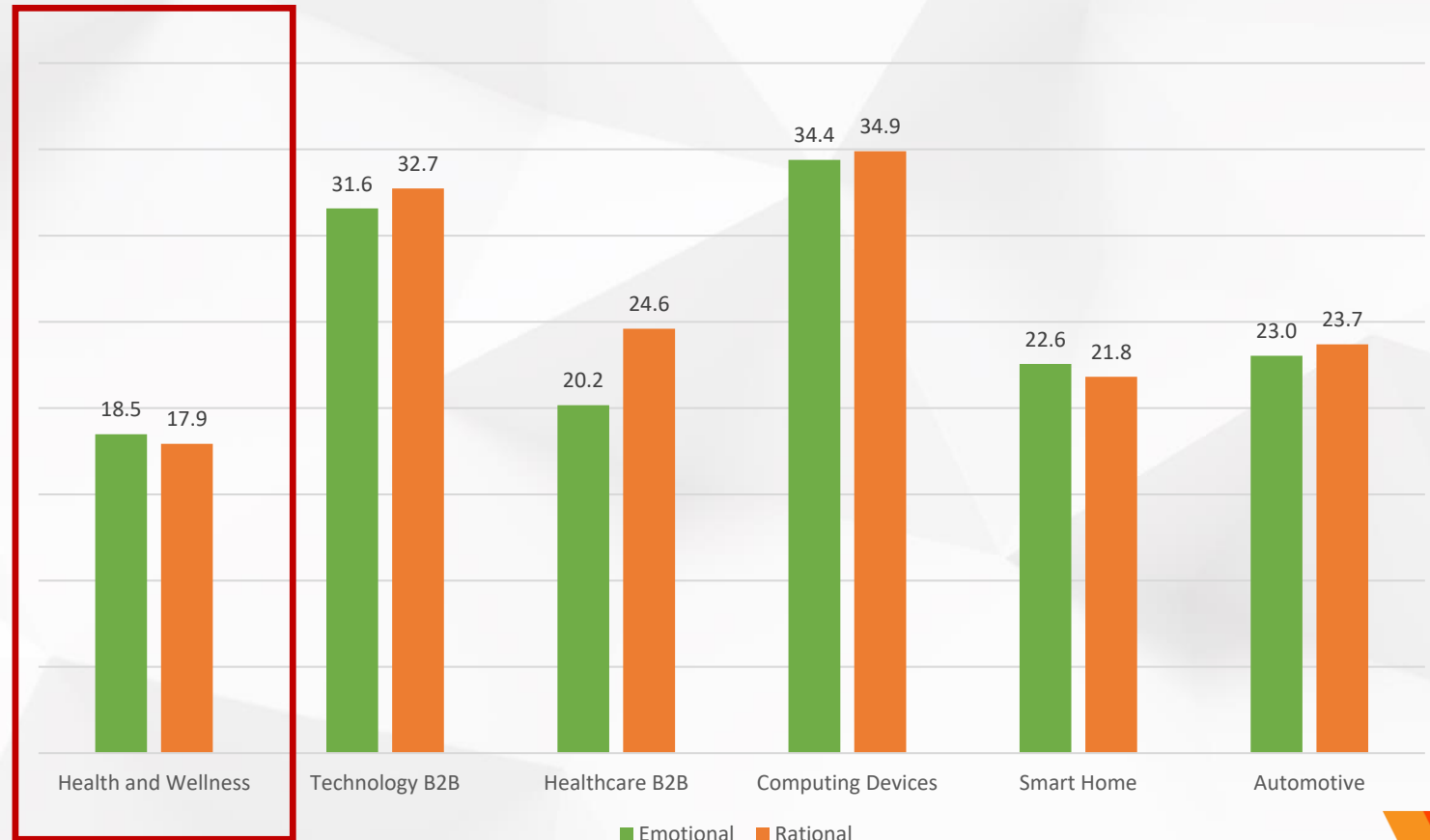


HEALTH & WELLNESS

CATEGORY COMPARISON

Observations:

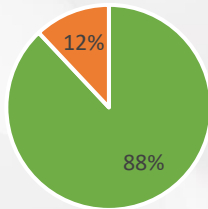
- Health and Wellness Category had an average emotional response of 18.5, which received the lowest response out of the categories compared.
- Health and Wellness Category had an average rational response of 17.9, which received the lowest response out of the categories compared.



HEALTH & WELLNESS

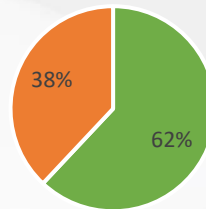
EMOTIONAL DRIVERS

Defend/Shame



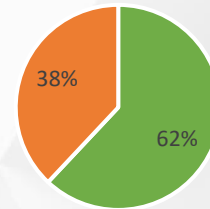
■ Join in the public shaming ■ Defend to the bitter end

Experience



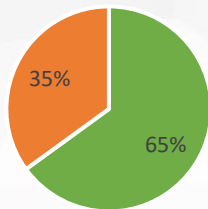
■ Completely miserable ■ It's a pleasure

Disappeared



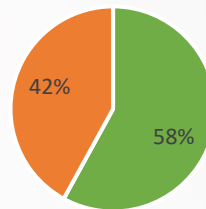
■ Good Riddance ■ I need it back!

Love/Hate



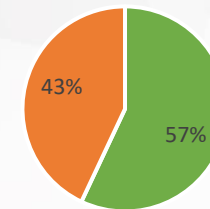
■ Hate them ■ Love them

Overall Impression



■ It is the worst ever ■ It is amazing

Social Impact



■ Does harm ■ Out for Common good

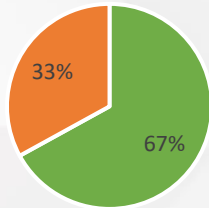
*Percentages represent the percent of respondents who responded above or below the average emotional score by category driver.



HEALTH & WELLNESS

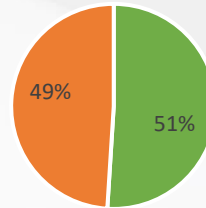
RATIONAL DRIVERS

Executive Behaviour



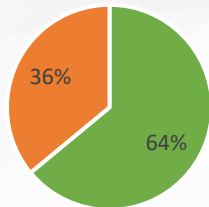
■ Strong influence ■ Not influence at all

Innovation



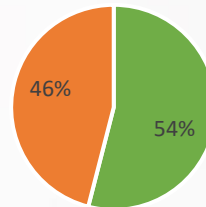
■ Stuck in the stone age ■ Cutting Edge

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.



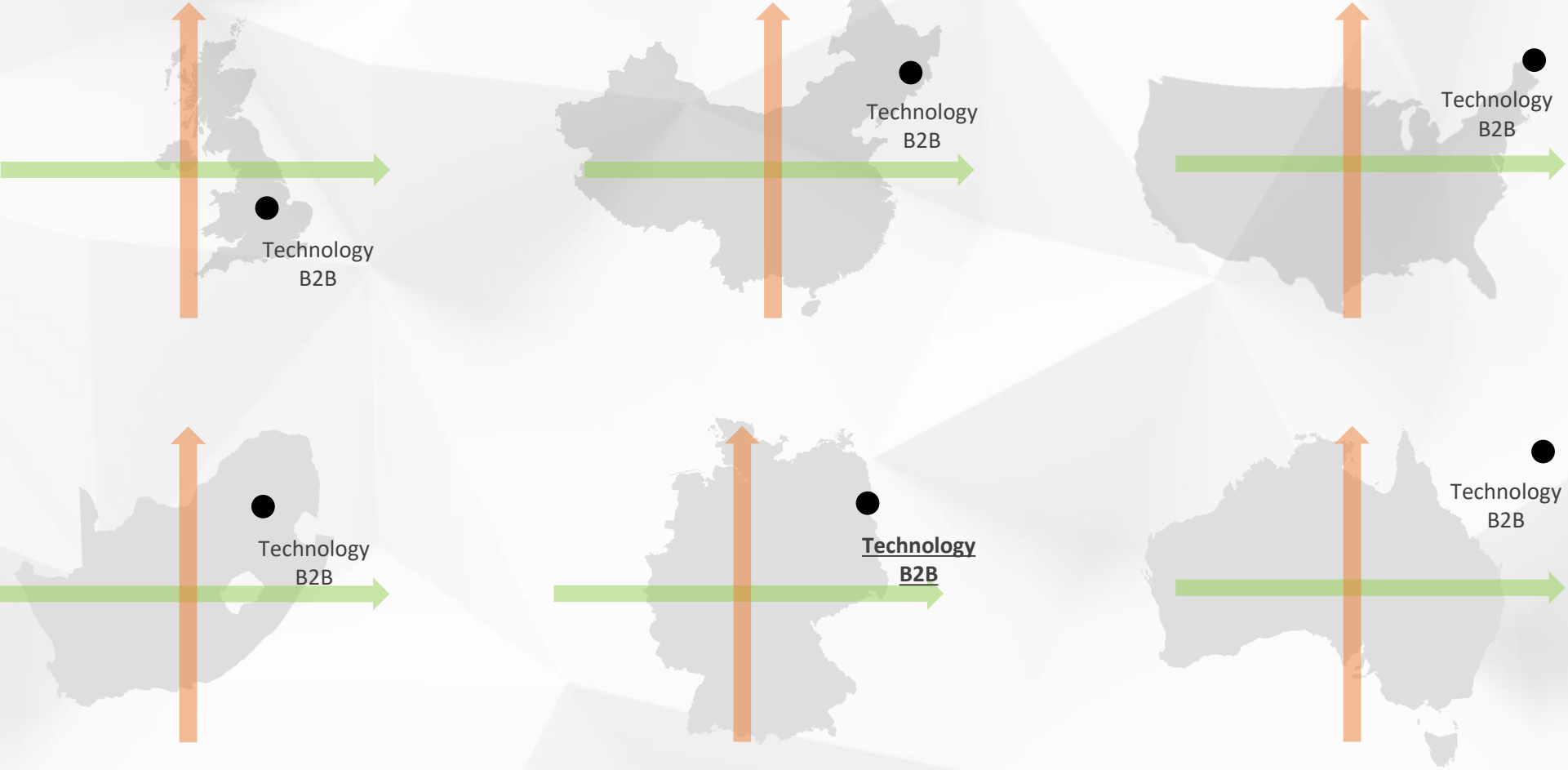
TECHNOLOGY B2B

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 GERMANY

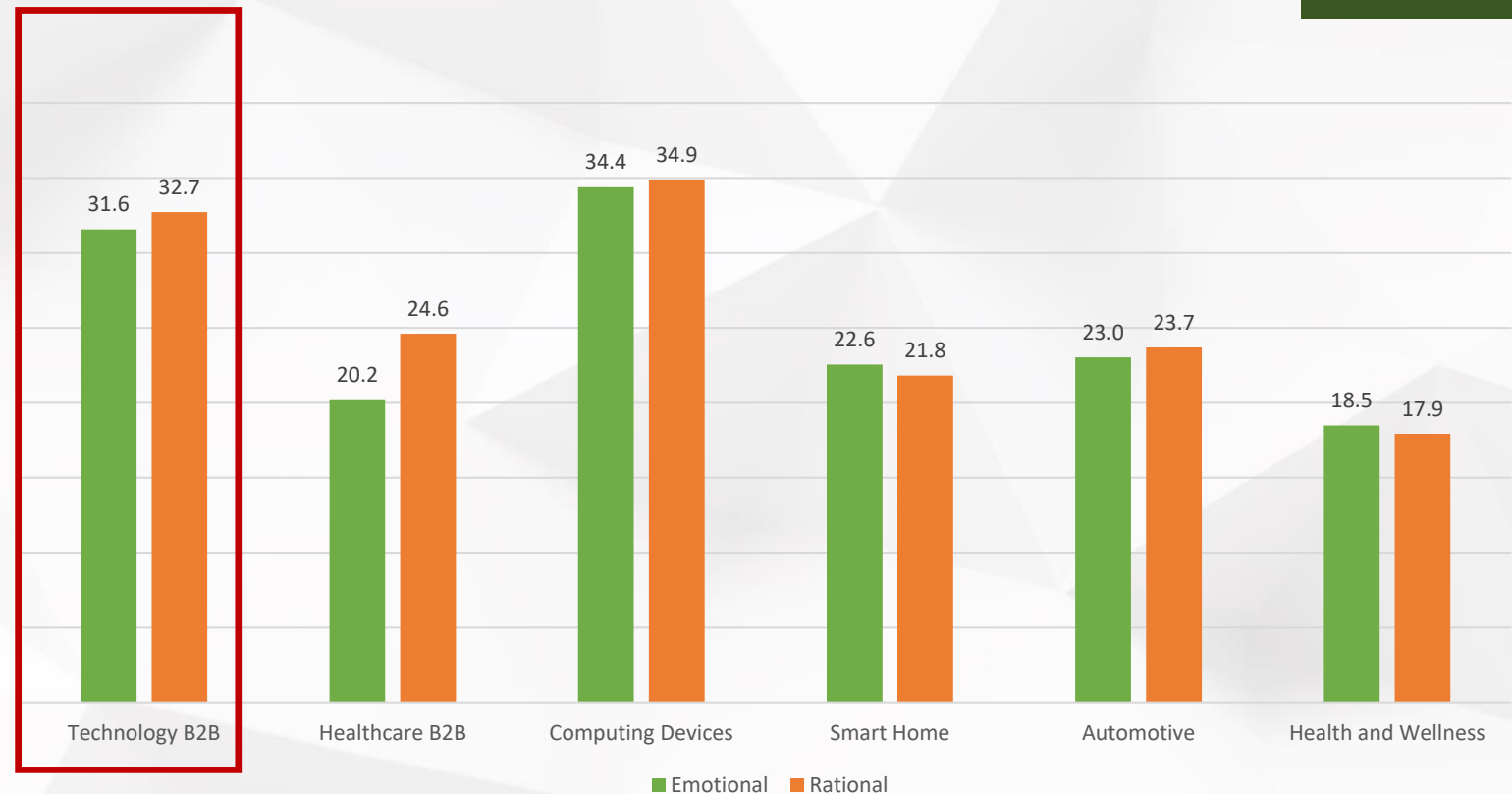


TECHNOLOGY B2B

CATEGORY COMPARISON

Observations:

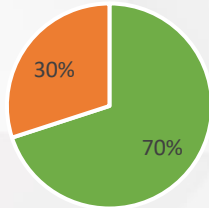
- Technology B2B Category had an average emotional response of 31.6, which received the second highest average emotional scores after Computing Devices Category.
- Technology B2B Category had an average rational response of 32.7, which the second highest average rational scores after Computing Devices Category.



TECHNOLOGY B2B

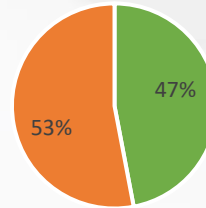
EMOTIONAL DRIVERS

Defend/Shame



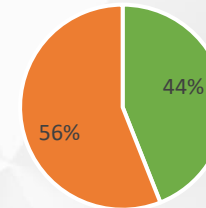
■ Join in the public shaming ■ Defend to the bitter end

Experience



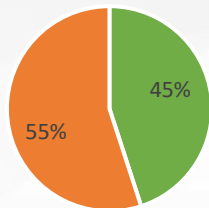
■ Completely miserable ■ It's a pleasure

Disappeared



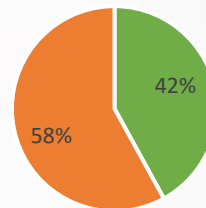
■ Good Riddance ■ I need it back!

Love/Hate



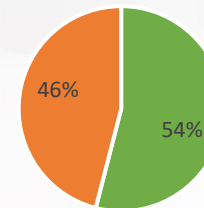
■ Hate them ■ Love them

Overall Impression



■ It is the worst ever ■ It is amazing

Social Impact



■ Does harm ■ Out for Common good

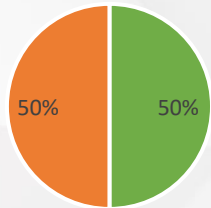
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TECHNOLOGY B2B

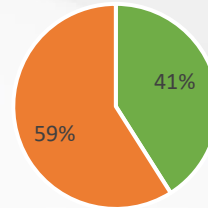
RATIONAL DRIVERS

Executive Behaviour



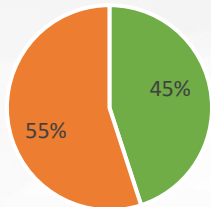
■ Strong influence ■ Not influence at all

Innovation



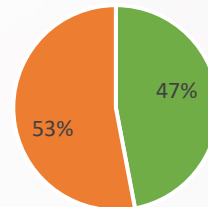
■ Stuck in the stone age ■ Cutting Edge

Necessary



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

Purchase Intent



■ No way ■ Absolutely plan to purchase

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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.



SURVIVOR IN GERMANY

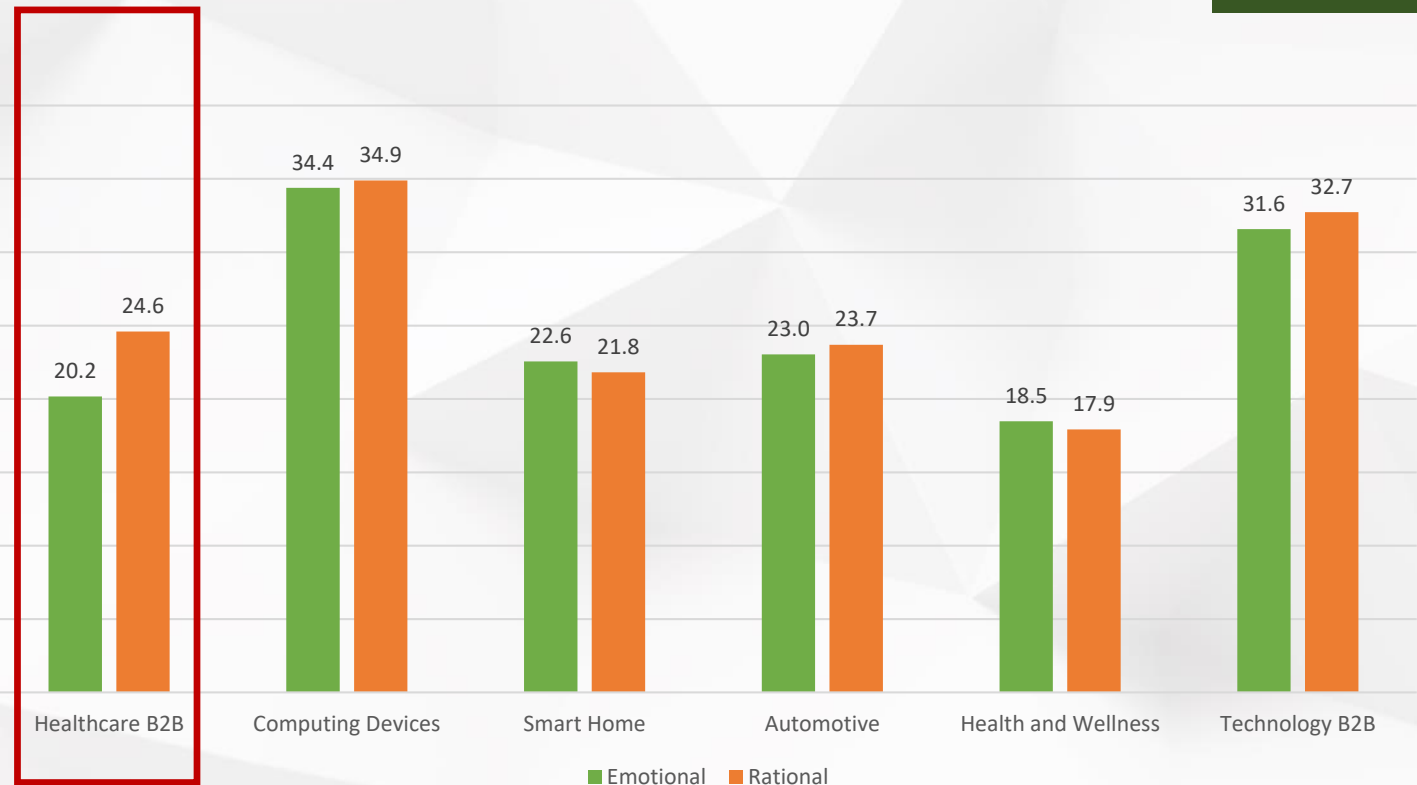


HEALTHCARE B2B

CATEGORY COMPARISON

Observations:

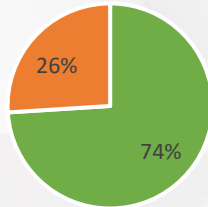
- Healthcare B2B Category had an average emotional response of 20.2, closely matching the emotional response of Health and Wellness.
- Healthcare B2B Category had an average rational response of 24.6, closely matching the rational response of Automotive.



HEALTHCARE B2B

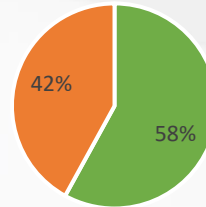
EMOTIONAL DRIVERS

Defend/Shame



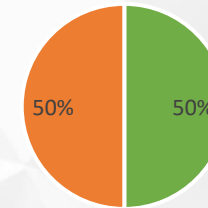
■ Join in the public shaming ■ Defend to the bitter end

Experience



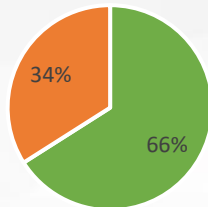
■ Completely miserable ■ It's a pleasure

Disappeared



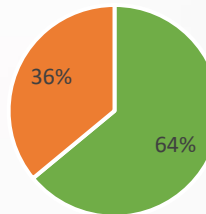
■ Good Riddance ■ I need it back!

Love/Hate



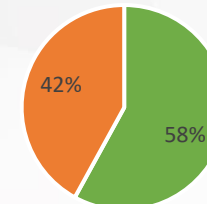
■ Hate them ■ Love them

Overall Impression



■ It is the worst ever ■ It is amazing

Social Impact



■ Does harm ■ Out for Common good

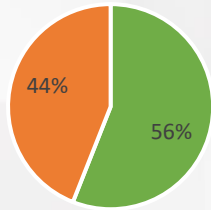
*Percentages represent the percent of respondents who responded above or below the average emotional score by category driver.



HEALTHCARE B2B

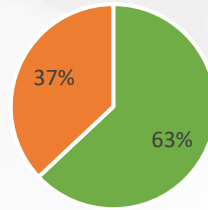
RATIONAL DRIVERS

Executive Behaviour



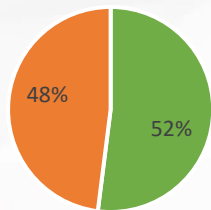
■ Strong influence ■ Not influence at all

Innovation



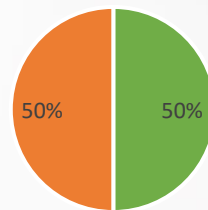
■ Stuck in the stone age ■ Cutting Edge

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.

