

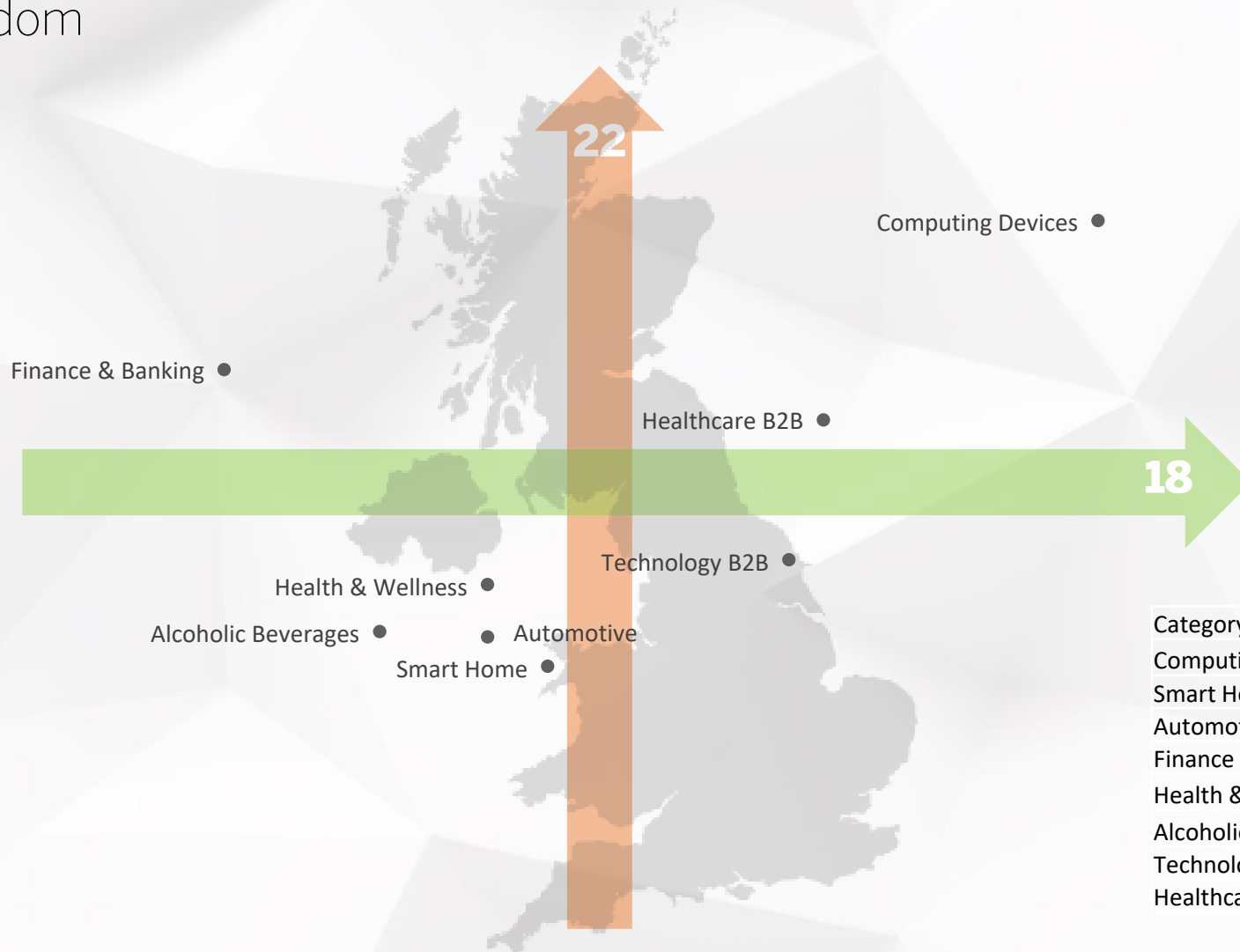
# BRANDS IN ***MOTION***

United Kingdom



# CATEGORIES IN *MOTION*

United Kingdom



Category	Emotional	Rational
Computing Devices	32.6	36.7
Smart Home	16.5	14.8
Automotive	14.8	16.2
Finance & Banking	7.1	29.4
Health & Wellness	14.8	18.8
Alcoholic Beverages	11.6	16.5
Technology B2B	23.6	20.0
Healthcare B2B	24.6	26.9

U.K. Adjusted Axis Points: 22 Rational, 18 Emotional based on average responses to category level drivers.



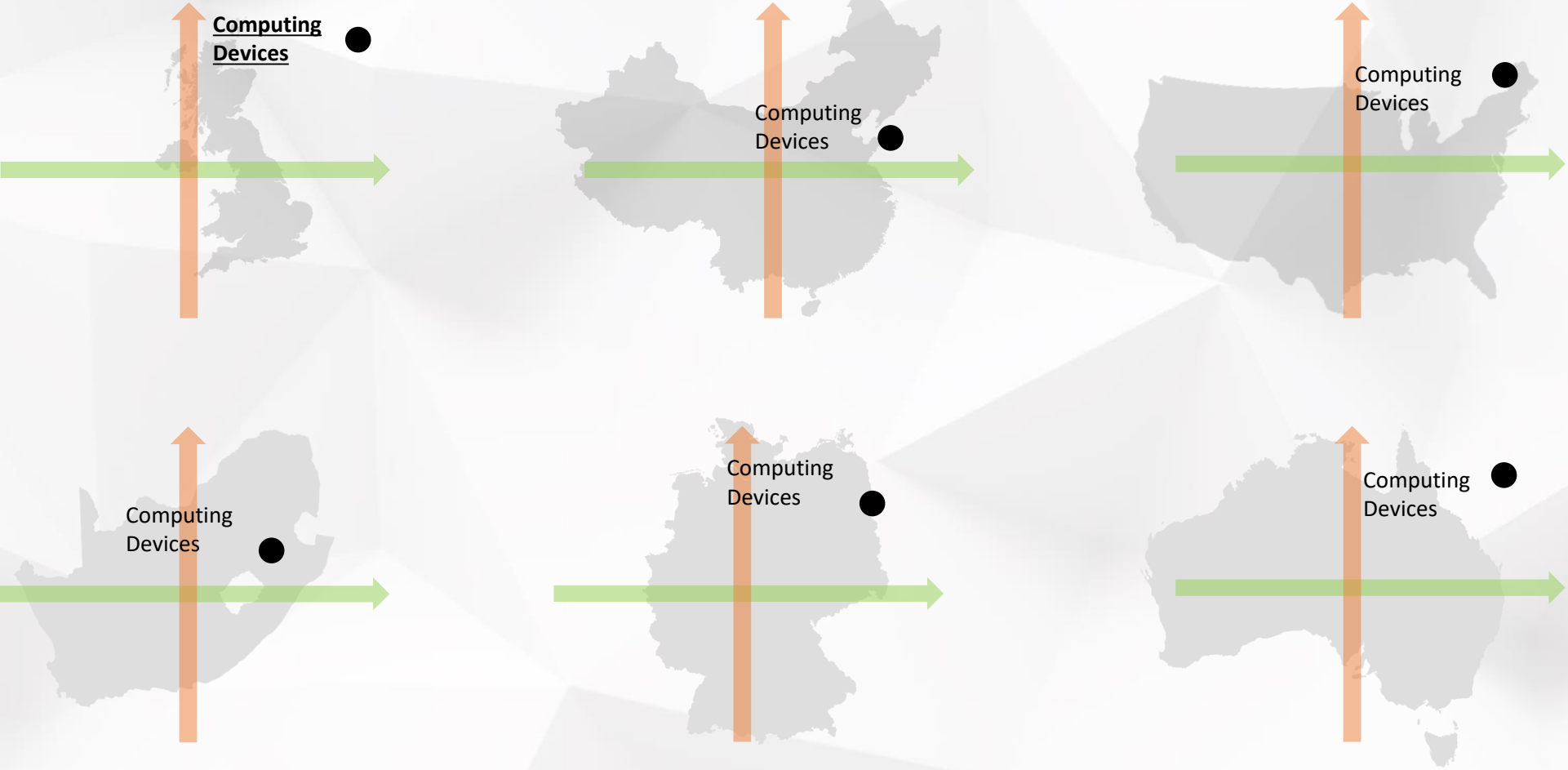
# COMPUTING DEVICES

## CATEGORY DEFINED

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



# MOVER IN UNITED KINGDOM

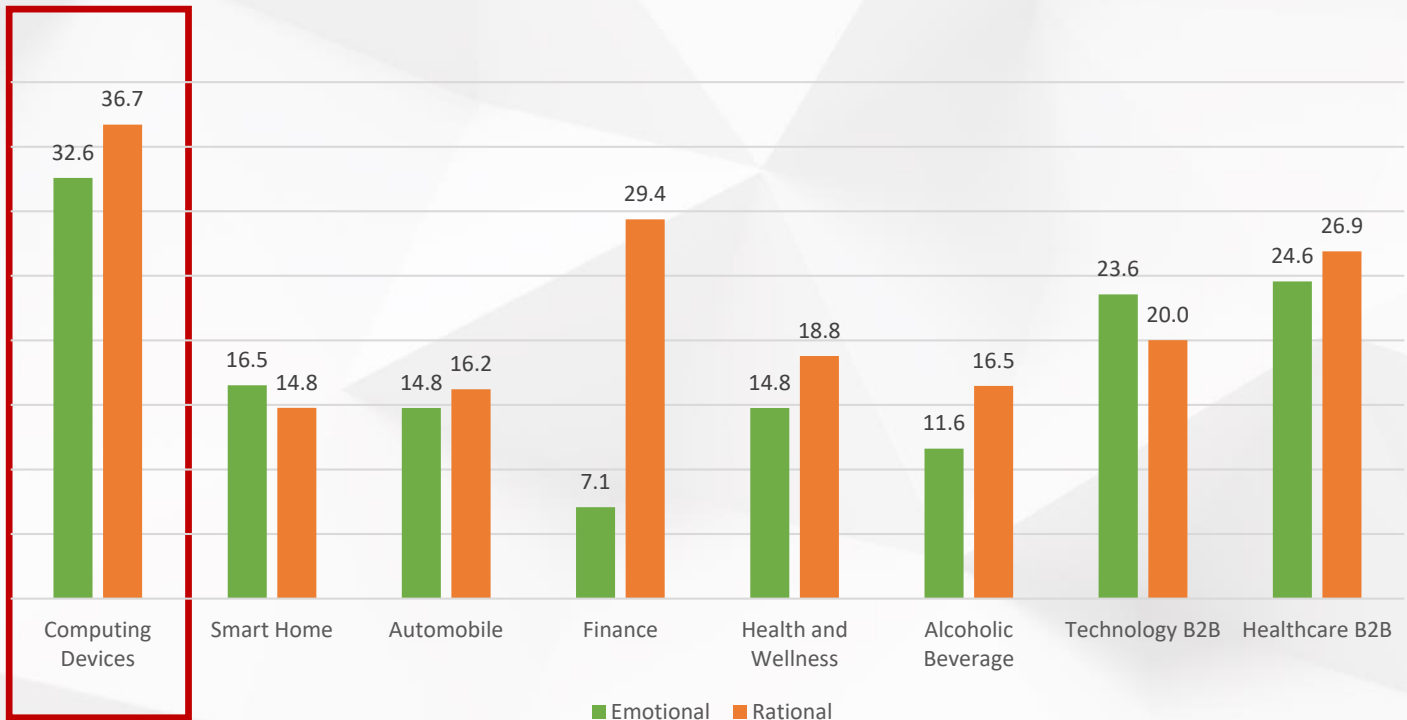


# COMPUTING DEVICES

## CATEGORY COMPARISON

### Observations:

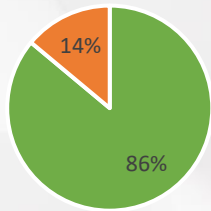
- Computing Devices Category had an average emotional response of 32.6, which received the highest emotional response nearly double of Smart Home.
- Computing Devices Category had an average rational response of 36.7, which is the highest of the rational responses coming in close second to Finance.



# COMPUTING DEVICES

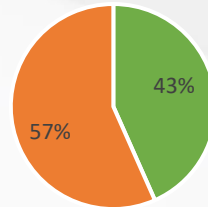
## EMOTIONAL DRIVERS

Defend/Shame



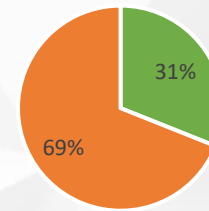
■ Join in the public shaming ■ Defend to the bitter end

Experience



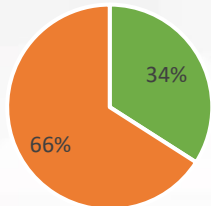
■ Completely miserable ■ It's a pleasure

Disappeared



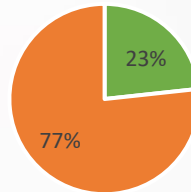
■ Good Riddance ■ I need it back!

Love/Hate



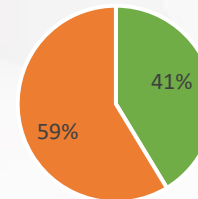
■ Hate them ■ Love them

Overall Impression



■ It is the worst ever ■ It is amazing

Social Impact



■ Does harm ■ Out for Common good

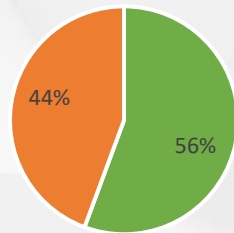
\*Percentages represent the percent of respondents who responded above or below the average emotional score by category driver.



# COMPUTING DEVICES

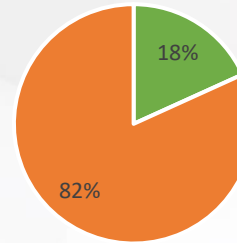
## RATIONAL DRIVERS

### Executive Behaviour



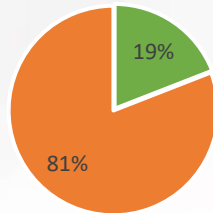
■ Strong influence ■ Not influence at all

### Innovation



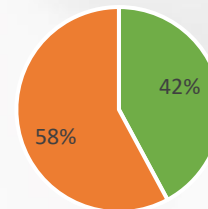
■ Stuck in the stone age ■ Cutting Edge

### Necessary



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

### Purchase Intent

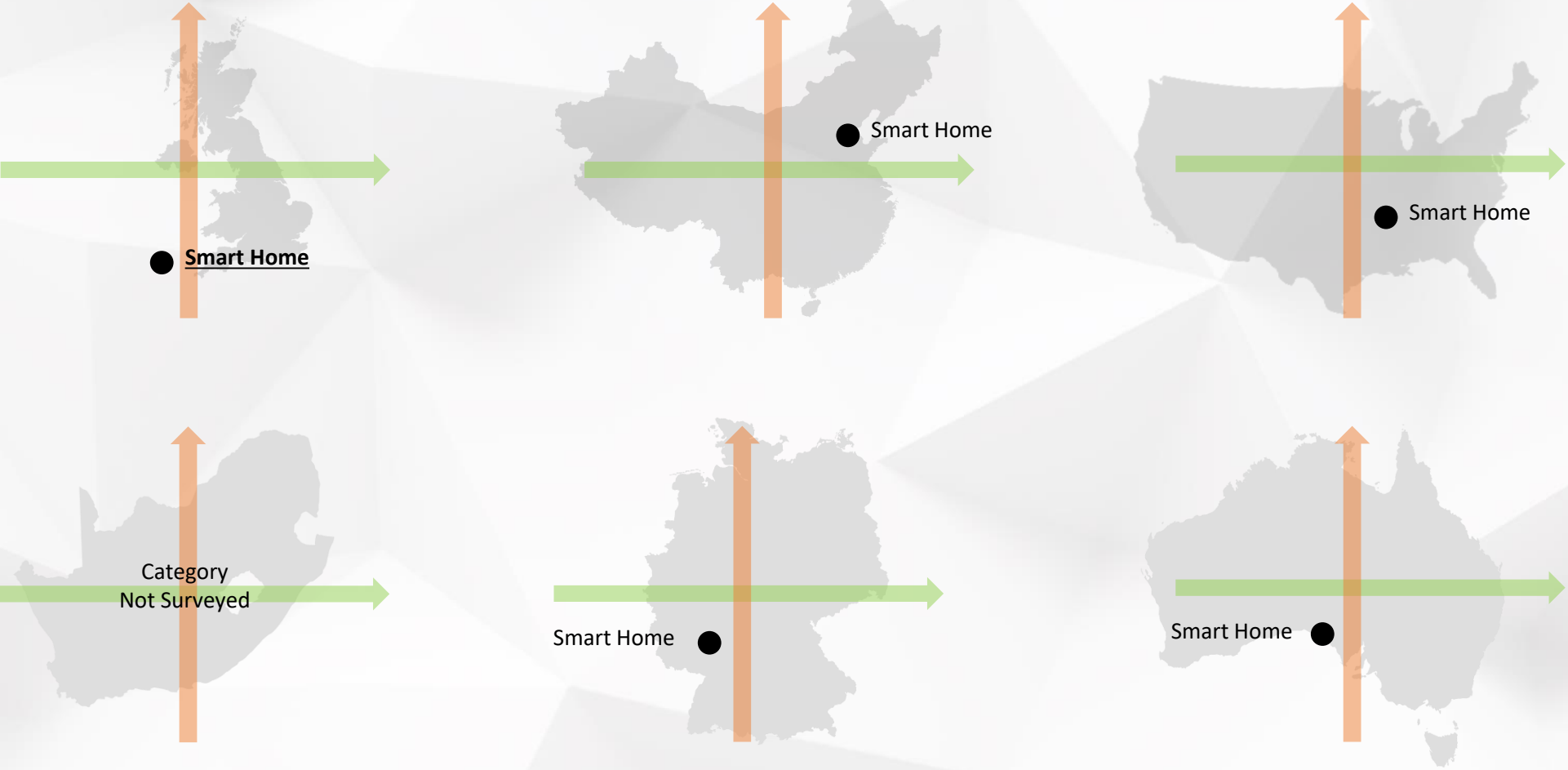


■ No way ■ Absolutely plan to purchase

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



# SURVIVOR IN UNITED KINGDOM



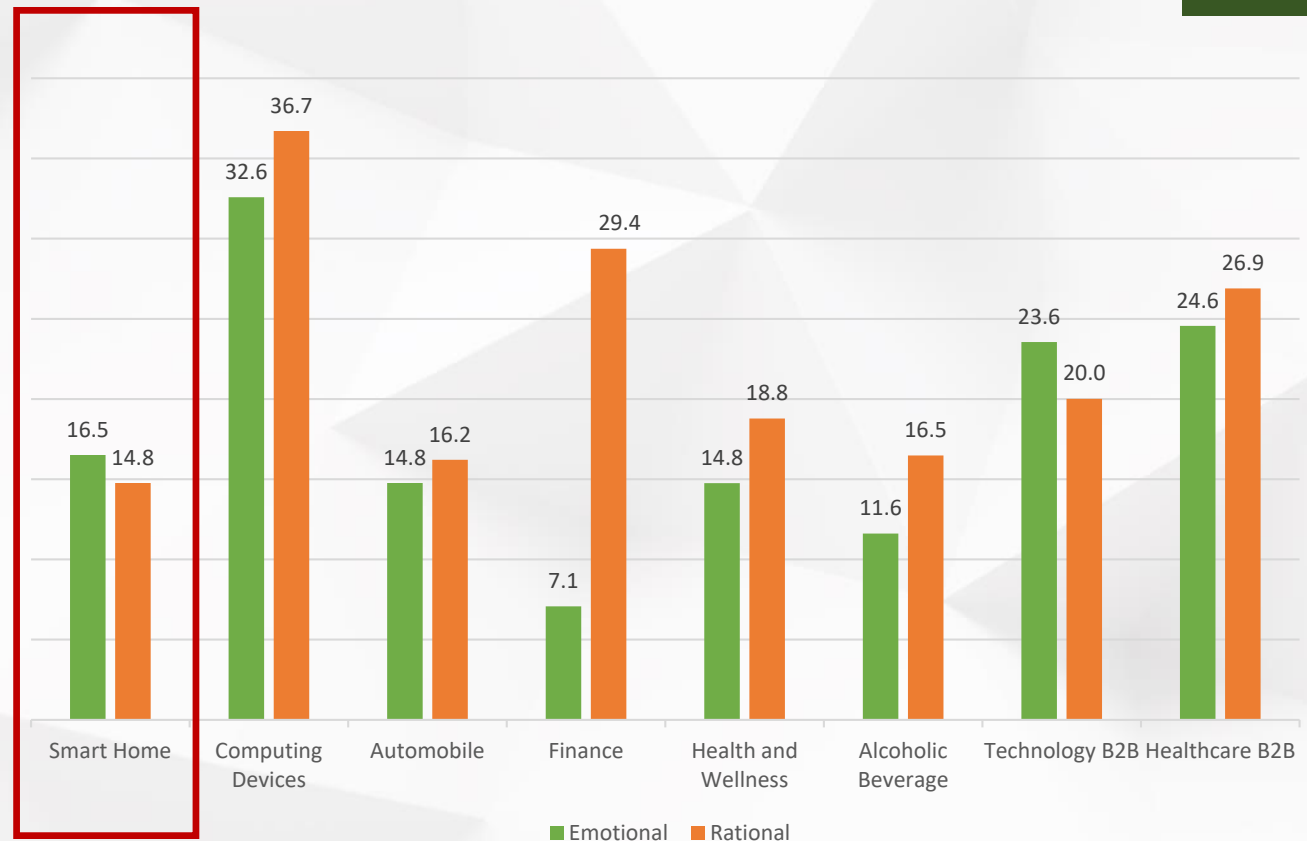


# SMART HOME

## CATEGORY COMPARISON

### Observations:

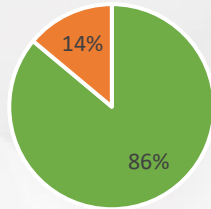
- Smart Home Category had an average emotional response of 16.5. Computing Devices, Technology B2B and Healthcare B2B ranked higher emotionally than Smart Home in the U.K.
- Smart Home Category had the lowest average rational response of 14.8.



# SMART HOME

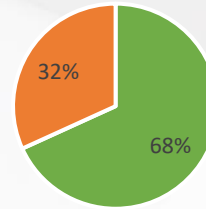
## EMOTIONAL DRIVERS

### Defend/Shame



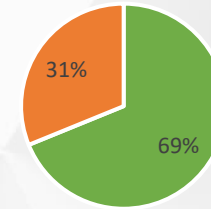
■ Join in the public shaming ■ Defend to the bitter end

### Experience



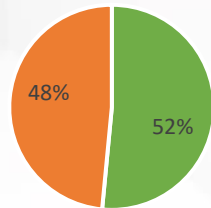
■ Completely miserable ■ It's a pleasure

### Disappeared



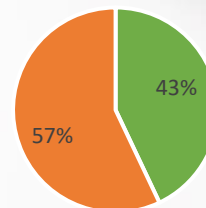
■ Good Riddance ■ I need it back!

### Love/Hate



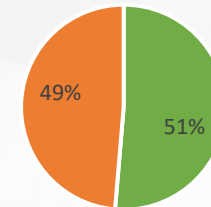
■ Hate them ■ Love them

### 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.

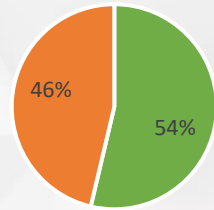


# SMART HOME

## RATIONAL DRIVERS

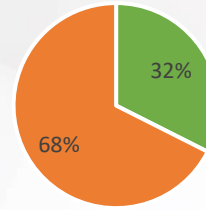


### Executive Behaviour



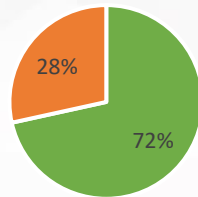
■ Strong influence ■ Not influence at all

### Innovation



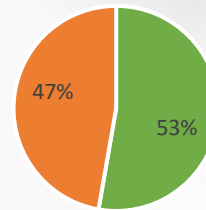
■ Stuck in the stone age ■ Cutting Edge

### 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.



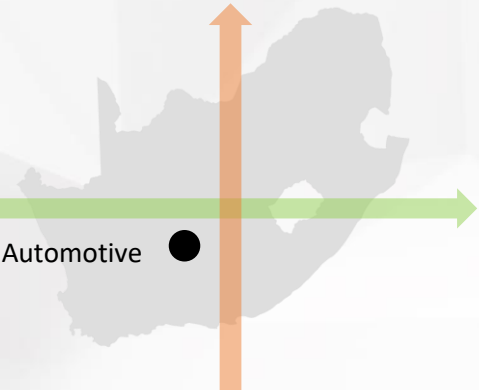
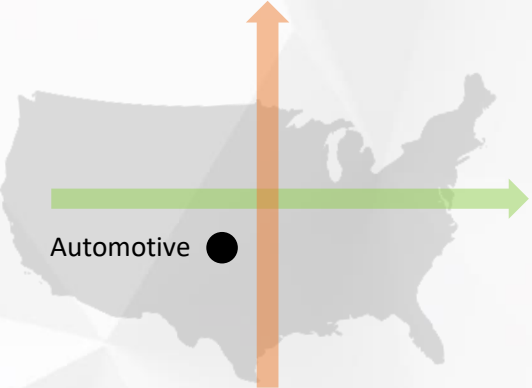
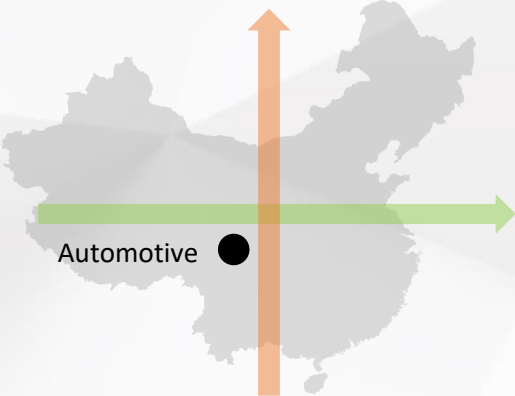
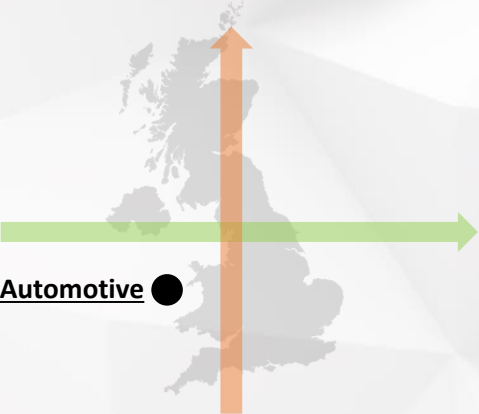
AUTOMOTIVE

# 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 UNITED KINGDOM

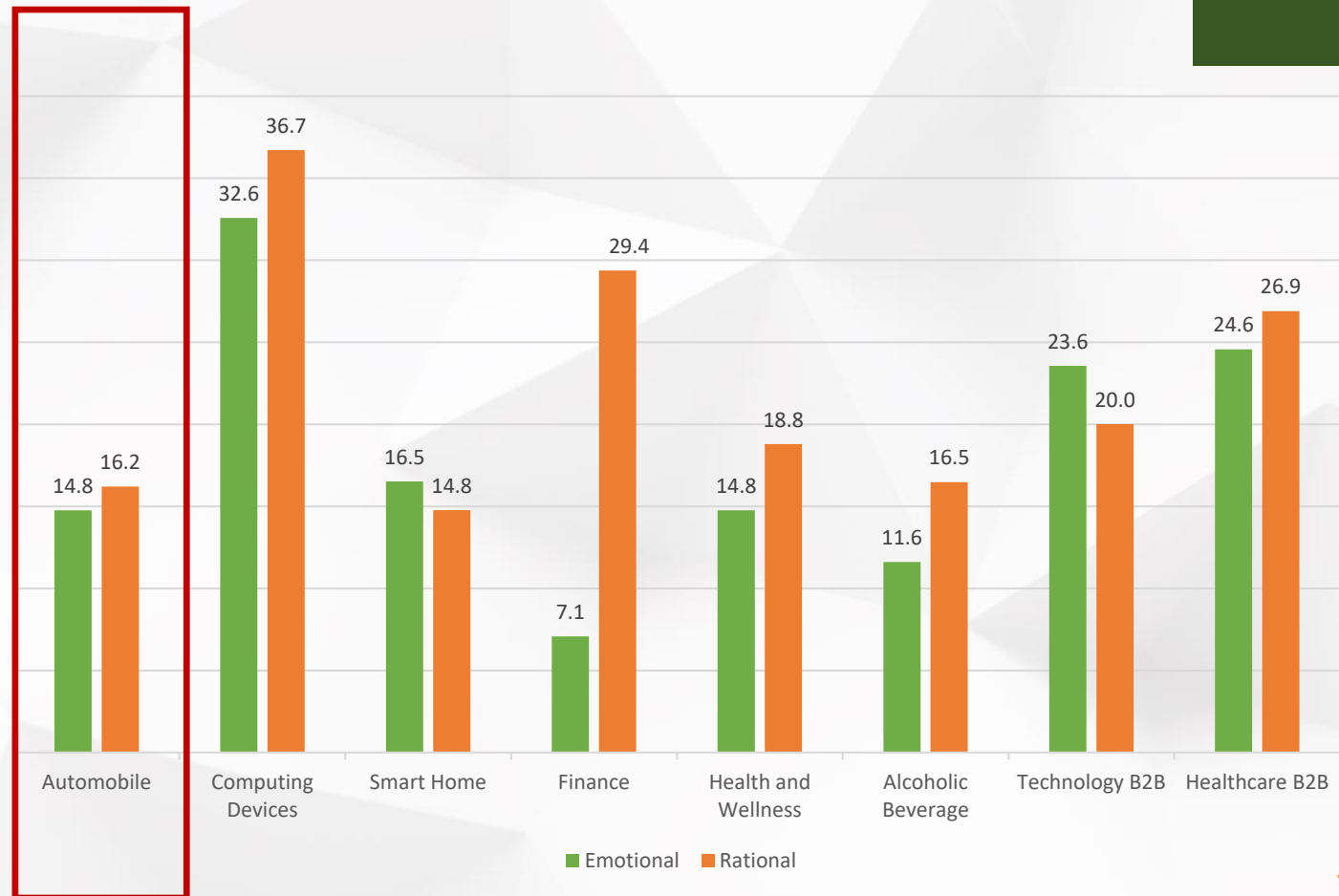


# AUTOMOTIVE

## CATEGORY COMPARISON

### Observations:

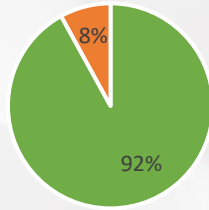
- Automotive Category had an average emotional response of 14.8, which received equal emotional response for Health and Wellness.
- Automotive Category had an average rational response of 16.2, coming in second from the lowest rational response of Smart Home.



# AUTOMOTIVE

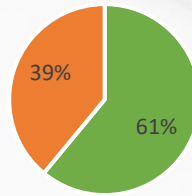
# EMOTIONAL DRIVERS

### Defend/Shame



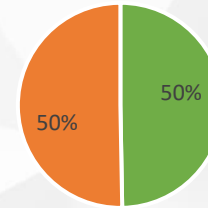
■ Join in the public shaming ■ Defend to the bitter end

### Experience



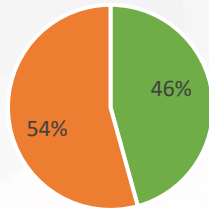
■ Completely miserable ■ It's a pleasure

### Disappeared



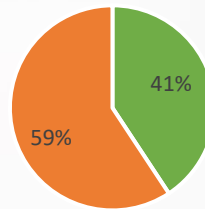
■ Good Riddance ■ I need it back!

### Love/Hate



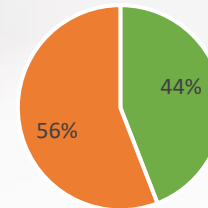
■ Hate them ■ Love them

### Overall Impression



■ It is the worst ever ■ It is amazing

### Social Impact



■ Does harm ■ Out for Common good

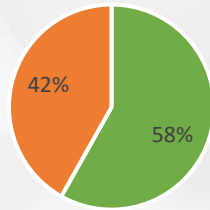
\*Percentages represent the percent of respondents who responded above or below the average emotional score by category driver.



# AUTOMOTIVE

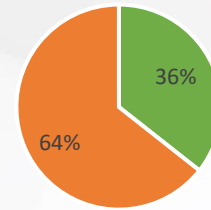
# RATIONAL DRIVERS

## Executive Behaviour



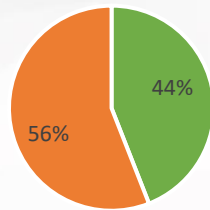
■ Strong influence ■ Not influence at all

## Innovation



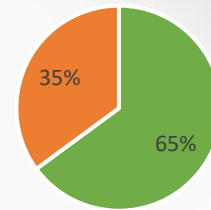
■ Stuck in the stone age ■ Cutting Edge

## 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.





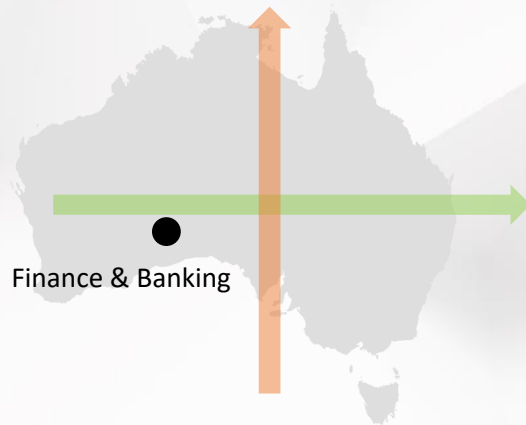
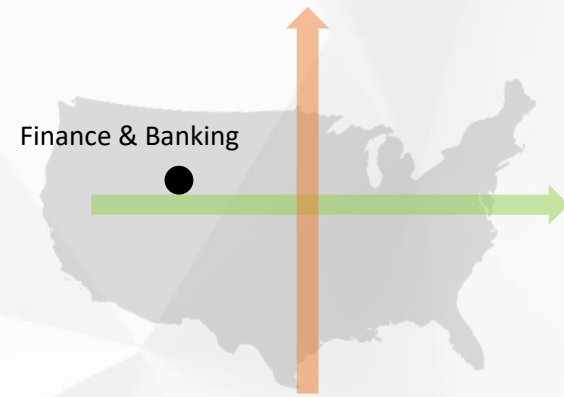
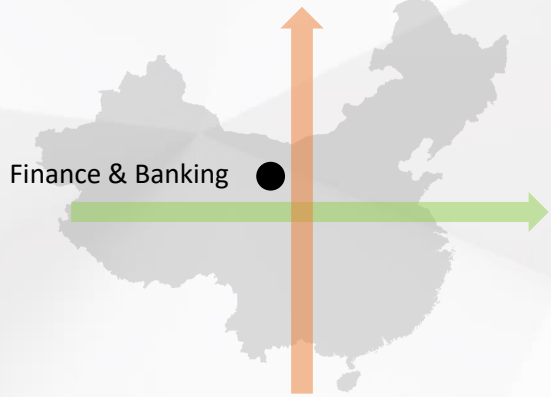
# FINANCE & BANKING

## 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 UNITED KINGDOM



# FINANCE & BANKING

## CATEGORY COMPARISON

### Observations:

- Finance and Banking Category had an average emotional response of 7.1, which received the lowest emotional response.
- Finance and Banking Category had an average rational response of 29.4, which is the second highest rational response after Computing Devices.

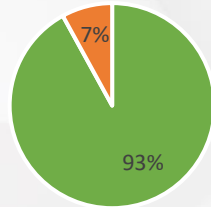


# FINANCE & BANKING

## EMOTIONAL DRIVERS

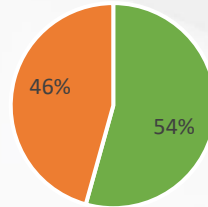


### Defend/Shame



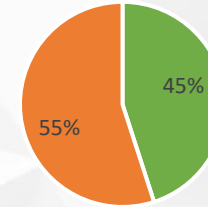
■ Join in the public shaming ■ Defend to the bitter end

### Experience



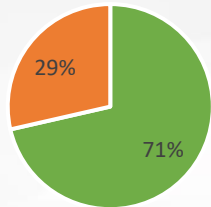
■ Completely miserable ■ It's a pleasure

### Disappeared



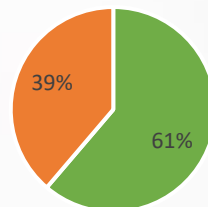
■ Good Riddance ■ I need it back!

### Love/Hate



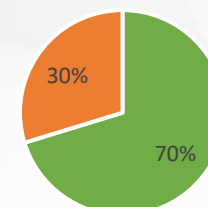
■ Hate them ■ Love them

### 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.

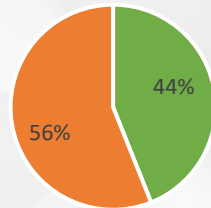


# FINANCE & BANKING

## RATIONAL DRIVERS

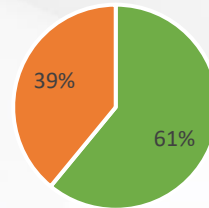


### Executive Behaviour



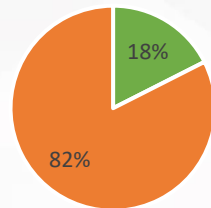
■ Strong influence ■ Not influence at all

### Innovation



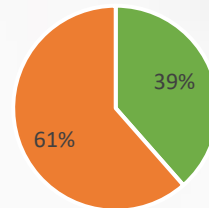
■ Stuck in the stone age ■ Cutting Edge

### 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 UNITED KINGDOM

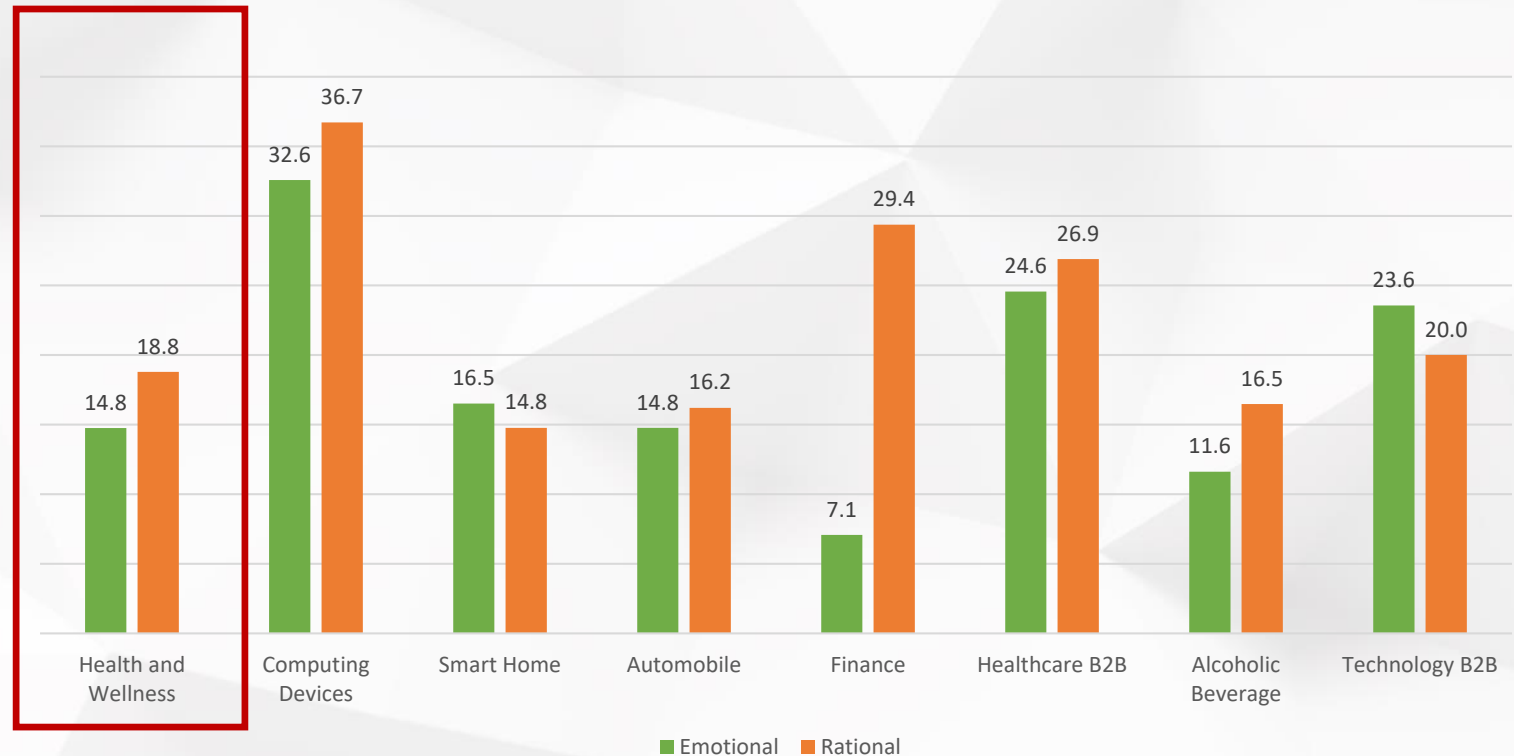


# HEALTH & WELLNESS

## CATEGORY COMPARISON

### Observations:

- Health and Wellness Category had an average emotional response of 14.8, which is equal in emotional responses for Automotive in the U.K.
- Smart Home, Automotive and Alcoholic Beverages ranked lower in rational responses compared to Health and Wellness, which received a rational response of 18.8.



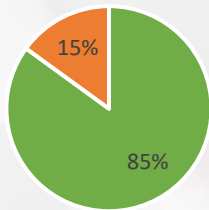


# HEALTH & WELLNESS

## EMOTIONAL DRIVERS

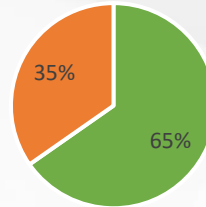


### Defend/Shame



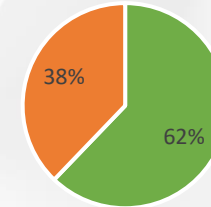
■ Join in the public shaming ■ Defend to the bitter end

### Experience



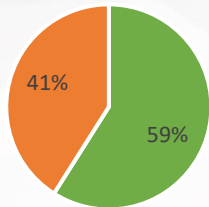
■ Completely miserable ■ It's a pleasure

### Disappeared



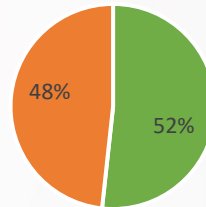
■ Good Riddance ■ I need it back!

### Love/Hate



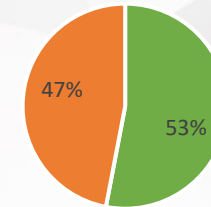
■ Hate them ■ Love them

### 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.

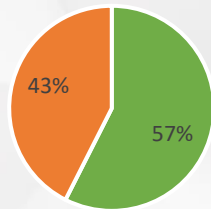


# HEALTH & WELLNESS

## RATIONAL DRIVERS

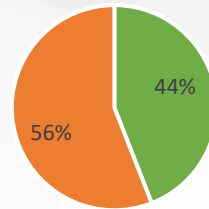


### Executive Behaviour



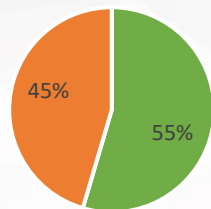
■ Strong influence ■ Not influence at all

### Innovation



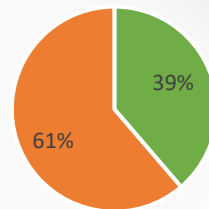
■ Stuck in the stone age ■ Cutting Edge

### 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.



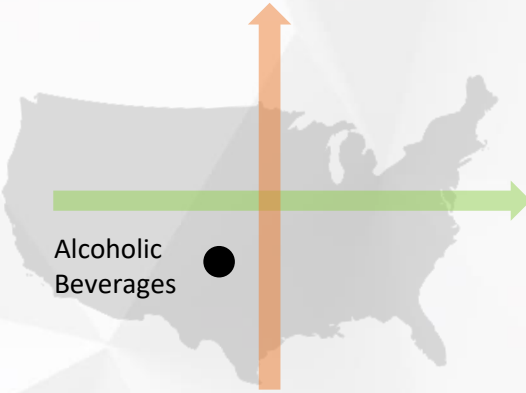
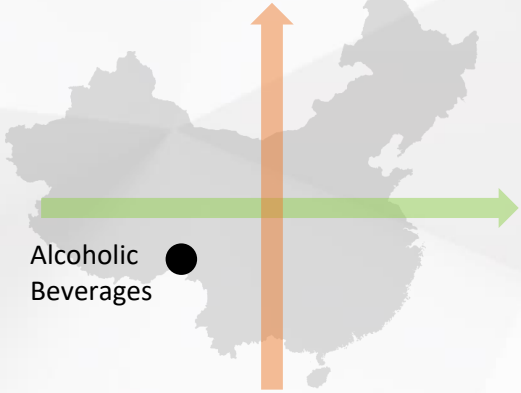
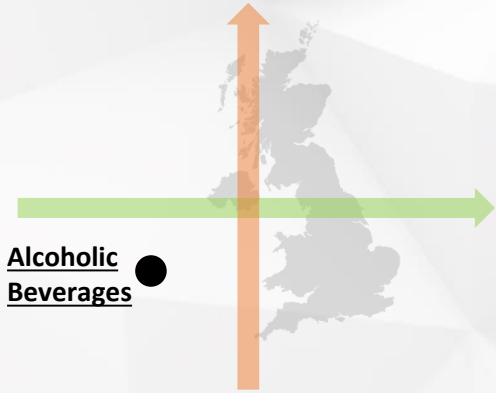
# ALCOHOLIC BEVERAGES

## **CATEGORY DEFINED**

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



# SURVIVOR IN UNITED KINGDOM

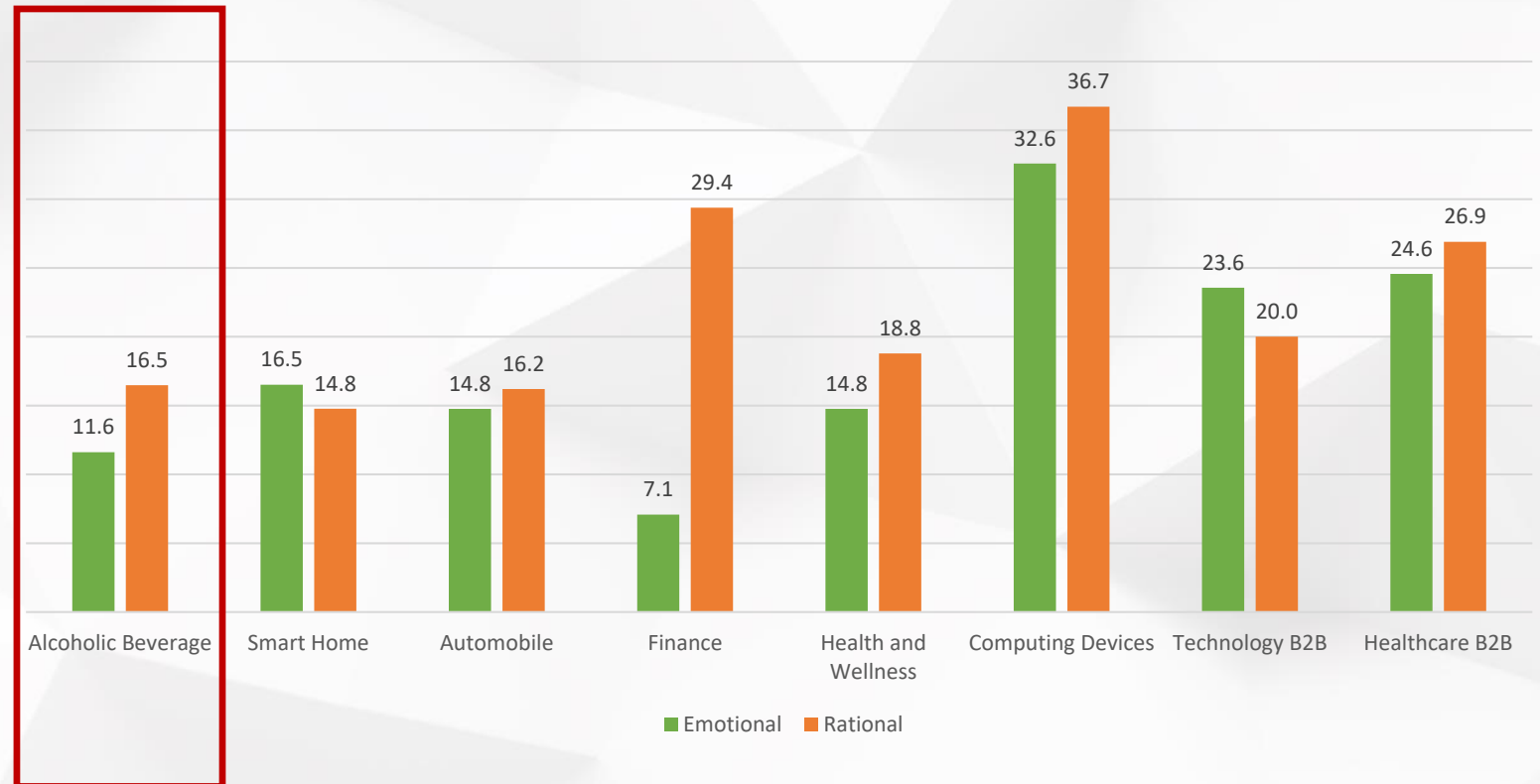


# ALCOHOLIC BEVERAGES

## CATEGORY COMPARISON

### Observations:

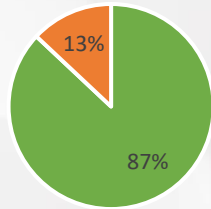
- Alcoholic Beverages Category had an average emotional response of 11.6, which received the second lowest response before Finance and Banking.
- Alcoholic Beverages Category had an average rational response of 16.5, which received the third lowest response before Smart Home and Automotive.



# ALCOHOLIC BEVERAGES

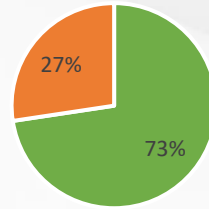
## EMOTIONAL DRIVERS

Defend/Shame



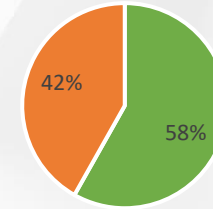
■ Join in the public shaming ■ Defend to the bitter end

Experience



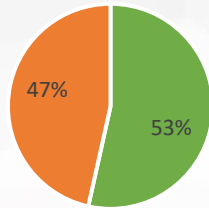
■ Completely miserable ■ It's a pleasure

Disappeared



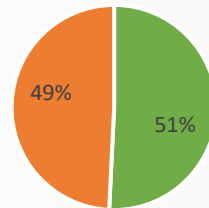
■ Good Riddance ■ I need it back!

Love/Hate



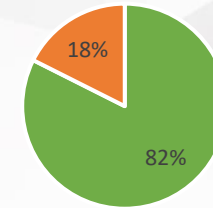
■ Hate them ■ Love them

Overall Impression



■ It is the worst ever ■ It is amazing

Social Impact



■ Does harm ■ Out for Common good

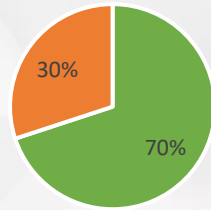
\*Percentages represent the percent of respondents who responded above or below the average emotional score by category driver.



# ALCOHOLIC BEVERAGES

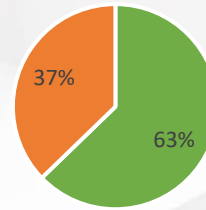
## RATIONAL DRIVERS

Executive Behaviour



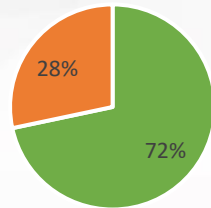
■ Strong influence ■ Not influence at all

Innovation



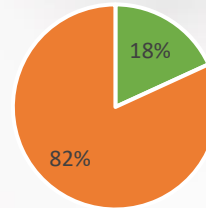
■ Stuck in the stone age ■ Cutting Edge

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

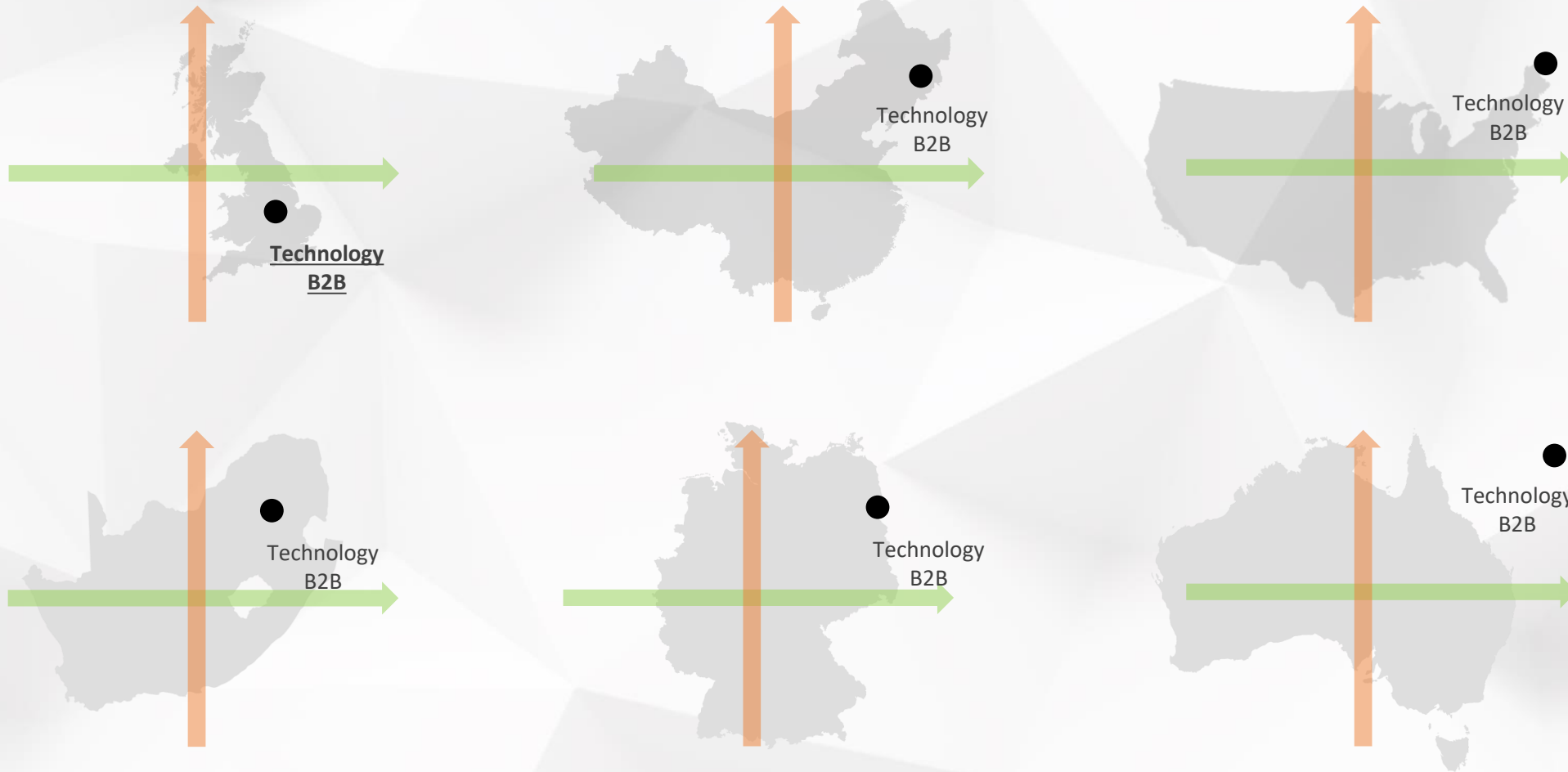
## CATEGORY DEFINED

**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).





# AGITATOR IN UNITED KINGDOM



# TECHNOLOGY B2B

## CATEGORY COMPARISON

### Observations:

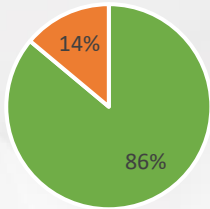
- Technology B2B Category had an average emotional response of 23.6, which is the third highest after Computing Devices and Healthcare B2B.
- Technology B2B Category had an average rational response of 20.0, which is the second highest after Healthcare B2B.



# TECHNOLOGY B2B

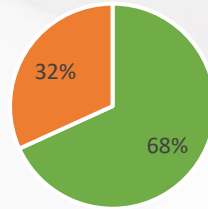
## EMOTIONAL DRIVERS

### Defend/Shame



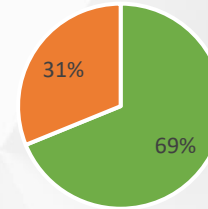
■ Join in the public shaming ■ Defend to the bitter end

### Experience



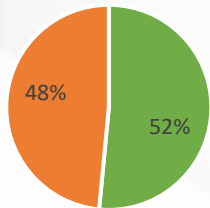
■ Completely miserable ■ It's a pleasure

### Disappeared



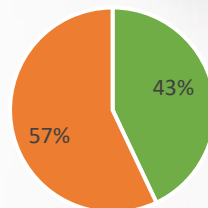
■ Good Riddance ■ I need it back!

### Love/Hate



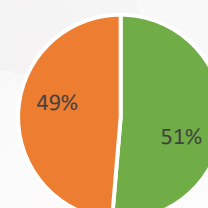
■ Hate them ■ Love them

### 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.

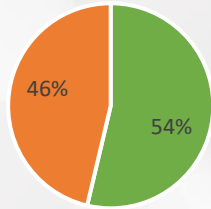


# TECHNOLOGY B2B

## RATIONAL DRIVERS

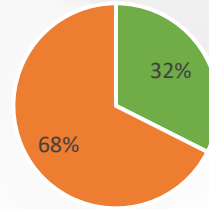


### Executive Behaviour



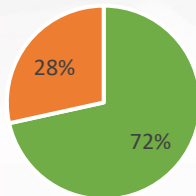
■ Strong influence ■ Not influence at all

### Innovation



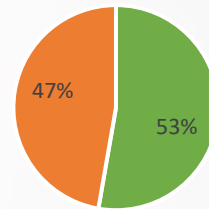
■ Stuck in the stone age ■ Cutting Edge

### 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.



# SURVIVOR IN UNITED KINGDOM



# HEALTHCARE B2B

## CATEGORY COMPARISON

### Observations:

- Healthcare B2B Category had the second highest average emotional response of 24.6 after Computing Devices.
- Healthcare B2B Category had the third highest average rational response of 26.9 after Computing Devices and Finance.

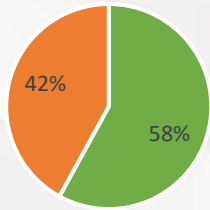


# HEALTHCARE B2B

## EMOTIONAL DRIVERS

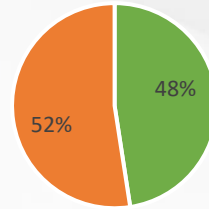


### Defend/Shame



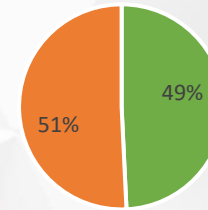
■ Join in the public shaming ■ Defend to the bitter end

### Experience



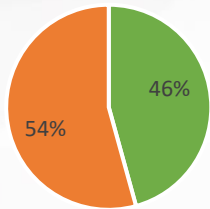
■ Completely miserable ■ It's a pleasure

### Disappeared



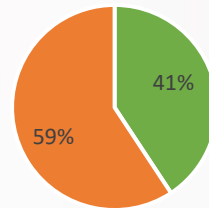
■ Good Riddance ■ I need it back!

### Love/Hate



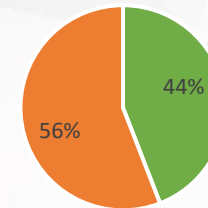
■ Hate them ■ Love them

### 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.



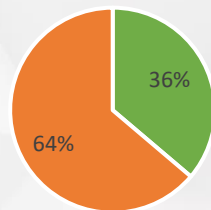


# HEALTHCARE B2B

## RATIONAL DRIVERS

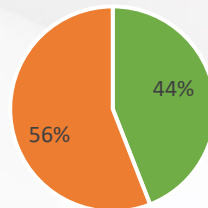


### Executive Behaviour



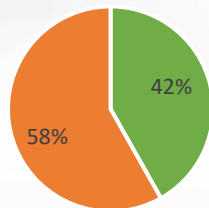
■ Strong influence ■ Not influence at all

### Innovation



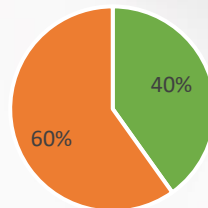
■ Stuck in the stone age ■ Cutting Edge

### 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.

