

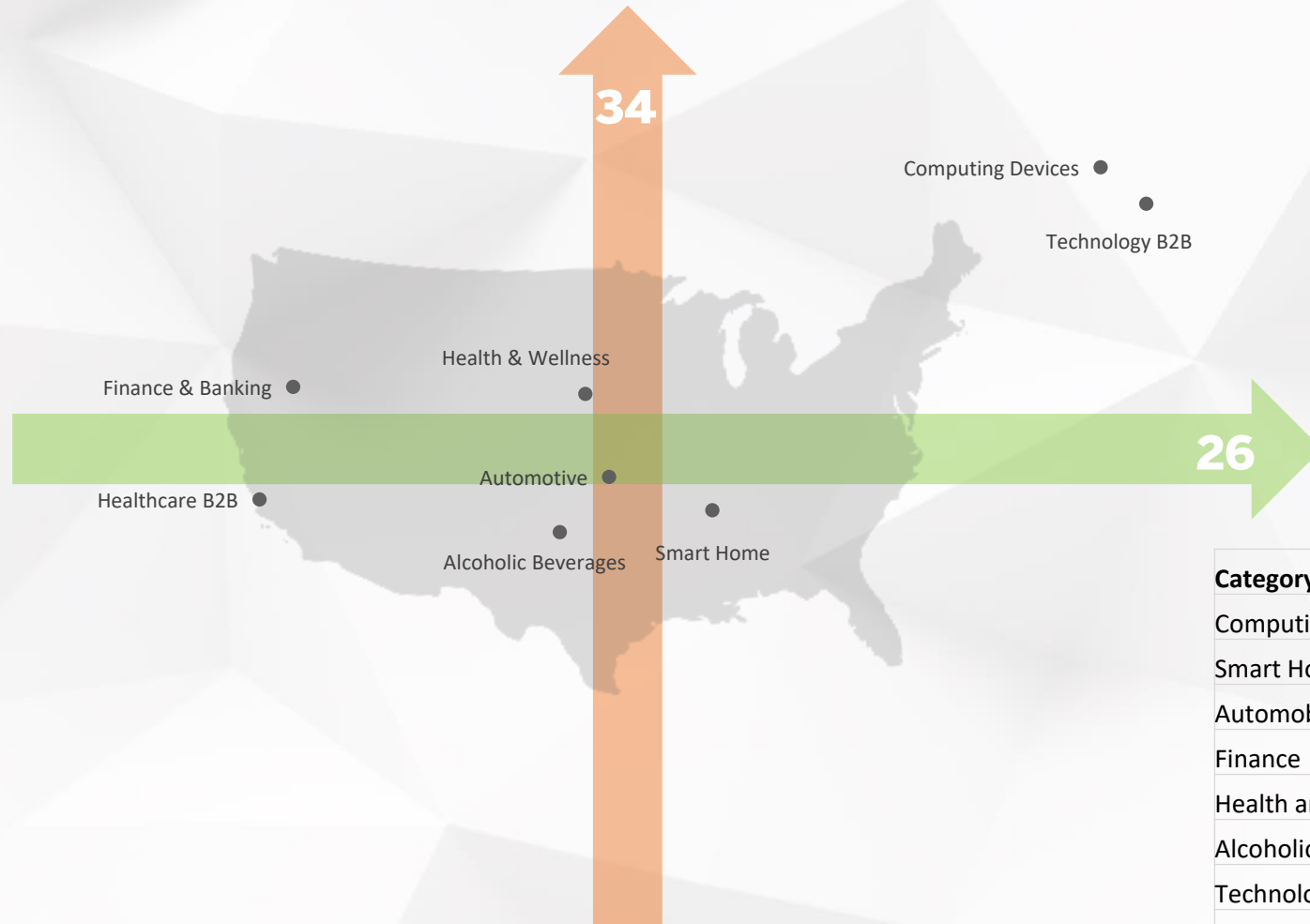
# BRANDS IN ***MOTION***

United States



# CATEGORIES IN *MOTION*

United States



Category	Emotional	Rational
Computing Devices	42.5	48.3
Smart Home	27.6	26.4
Automobile	23.6	28.5
Finance	11.4	34.3
Health and Wellness	22.7	33.8
Alcoholic Beverage	21.7	25.0
Technology B2B	44.3	45.9
Healthcare B2B	10.1	27.1

U.S. Adjusted Axis Points: 33.7 Rational, 25.5 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 STATES



# COMPUTING DEVICES

## CATEGORY COMPARISON

### Observations:

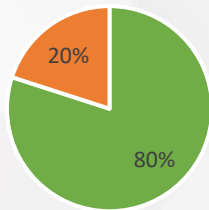
- Computing Devices Category had an average emotional response of 42.5, which received the second highest emotional response after Technology B2B.
- Computing Devices Category had an average rational response of 48.3, which received the highest rational response out of all the categories surveyed.



# COMPUTING DEVICES

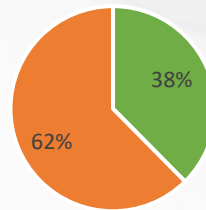
## EMOTIONAL DRIVERS

### Defend/Shame



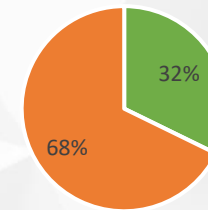
■ Join in the public shaming ■ Defend to the bitter end

### Experience



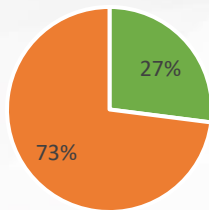
■ Completely miserable ■ It's a pleasure

### Disappeared



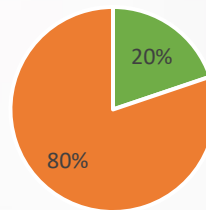
■ Good Riddance ■ I need it back!

### Love/Hate



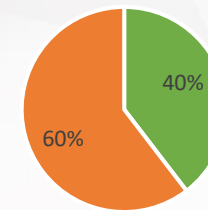
■ Hate them ■ Love them

### Overall Impression



■ It is the worst ever ■ It is amazing

### Social Impact



■ Does harm ■ Out for Common good

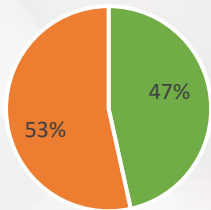
\*Percentages represent the percent of respondents who responded above or below the average emotional score by category driver.



# COMPUTING DEVICES

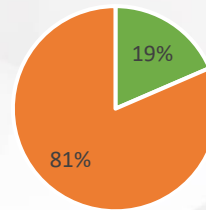
## RATIONAL DRIVERS

### Executive Behaviour



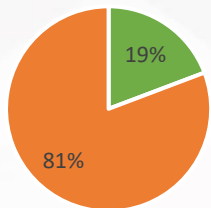
■ Strong influence ■ Not influence at all

### Innovation



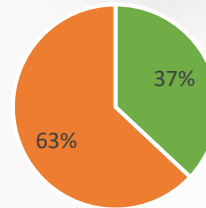
■ Stuck in the stone age ■ Cutting Edge

### 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

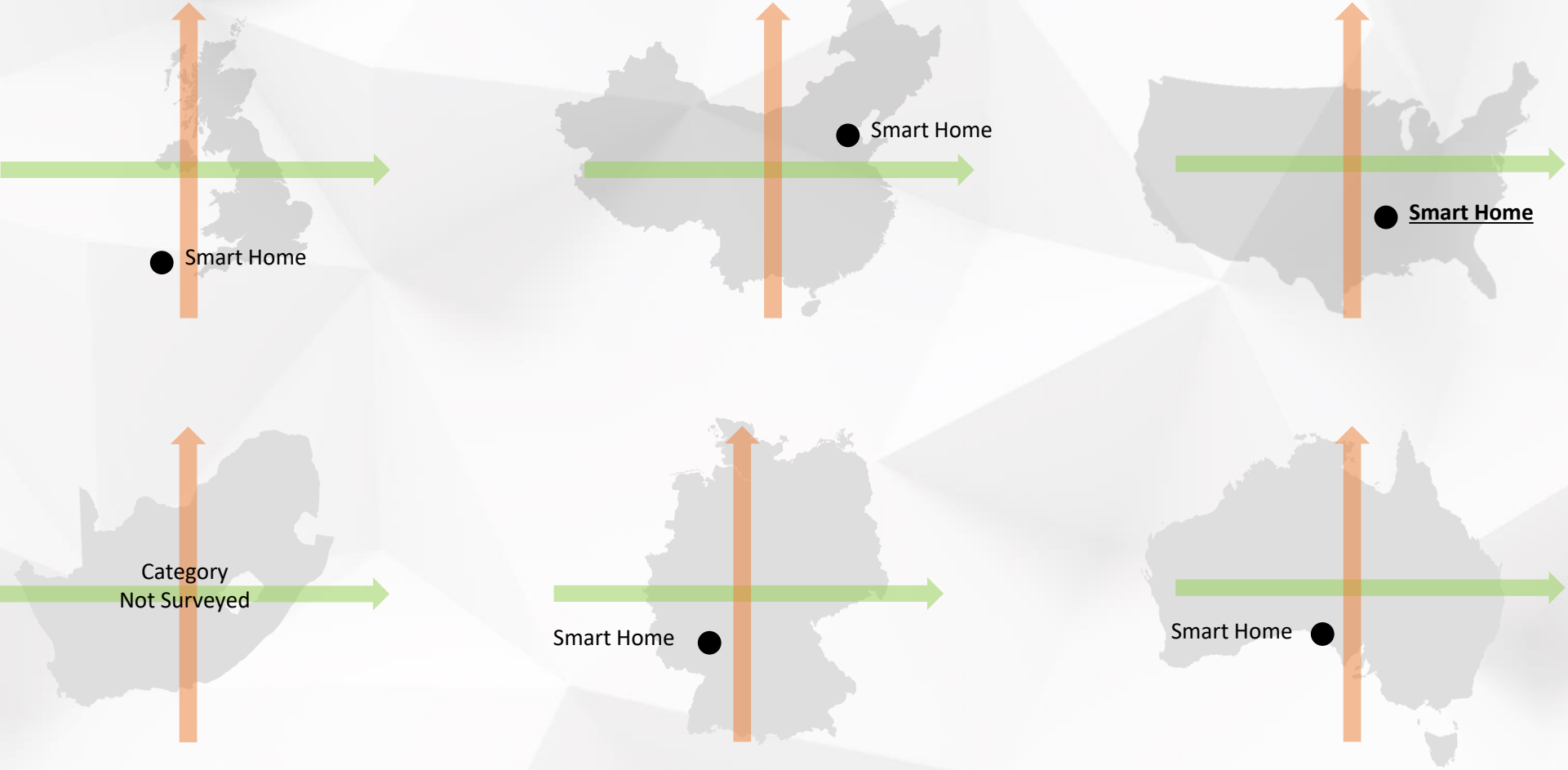
## CATEGORY DEFINED

**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)





# AGITATOR IN UNITED STATES

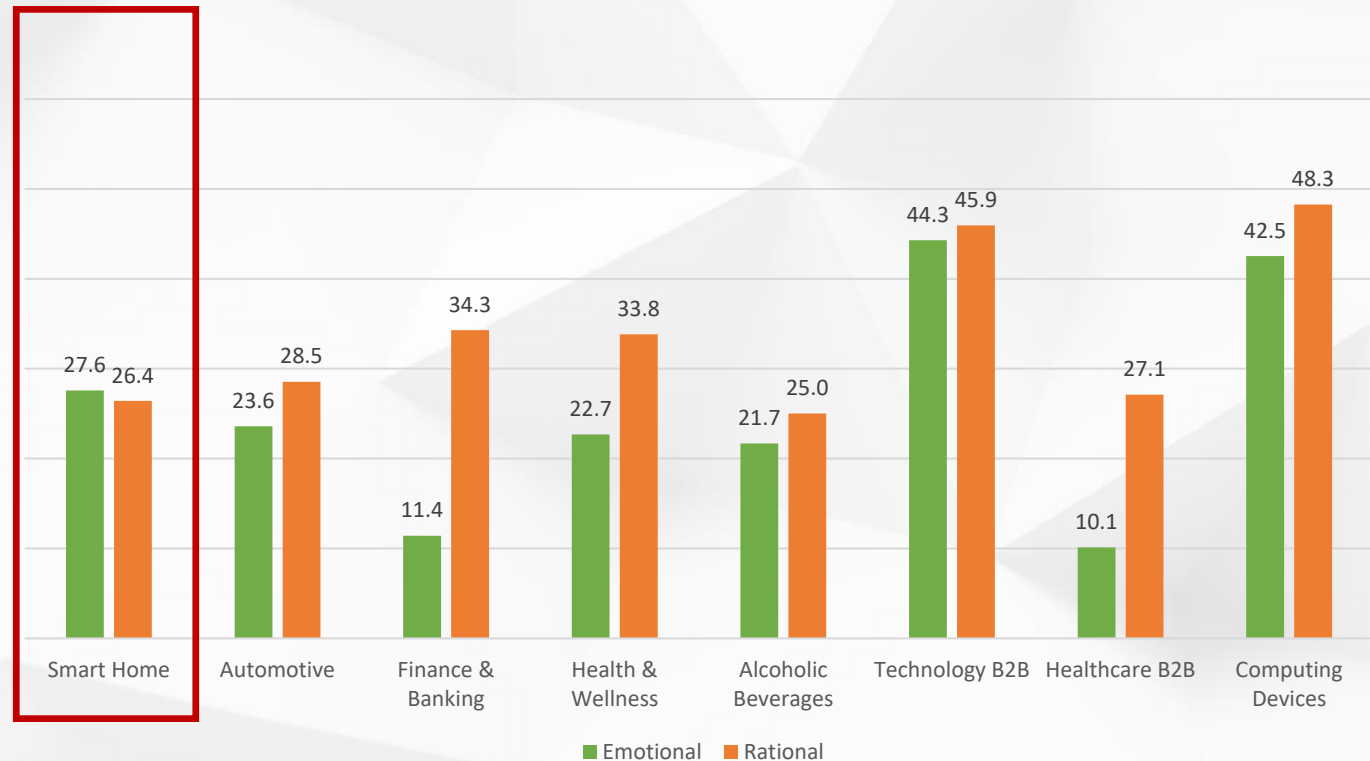


# SMART HOME

## CATEGORY COMPARISON

### Observations:

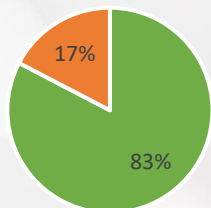
- Smart Home Category had an average emotional response of 27.6. Computing Devices and Technology B2B ranked higher emotionally than Smart Home in the US.
- Smart Home Category had an average rational response of 26.4 with only Alcoholic beverages ranking lower rationally than Smart Home.



# SMART HOME

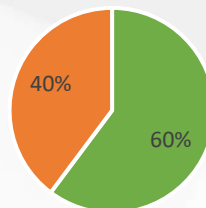
## EMOTIONAL DRIVERS

### Defend/Shame



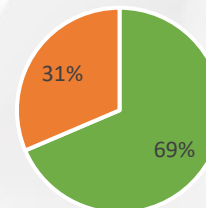
■ Join in the public shaming ■ Defend to the bitter end

### Experience



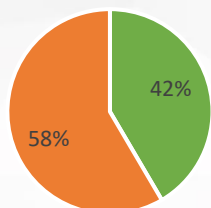
■ Completely miserable ■ It's a pleasure

### Disappeared



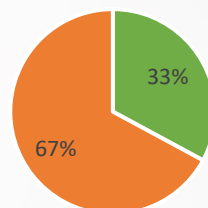
■ Good Riddance ■ I need it back!

### Love/Hate



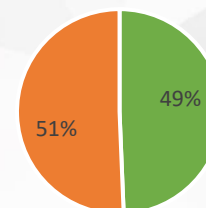
■ Hate them ■ Love them

### Overall Impression



■ It is the worst ever ■ It is amazing

### Social Impact



■ Does harm ■ Out for Common good

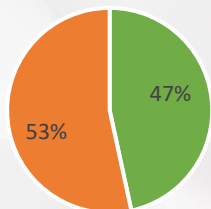
\*Percentages represent the percent of respondents who responded above or below the average emotional score by category driver.



# SMART HOME

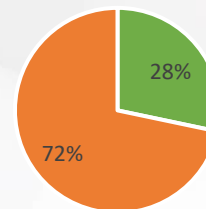
## RATIONAL DRIVERS

### Executive Behaviour



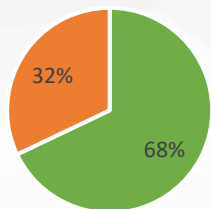
■ Strong influence ■ Not influence at all

### Innovation



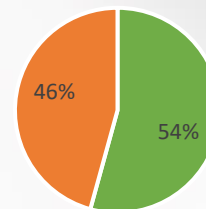
■ Stuck in the stone age ■ Cutting Edge

### 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 STATES

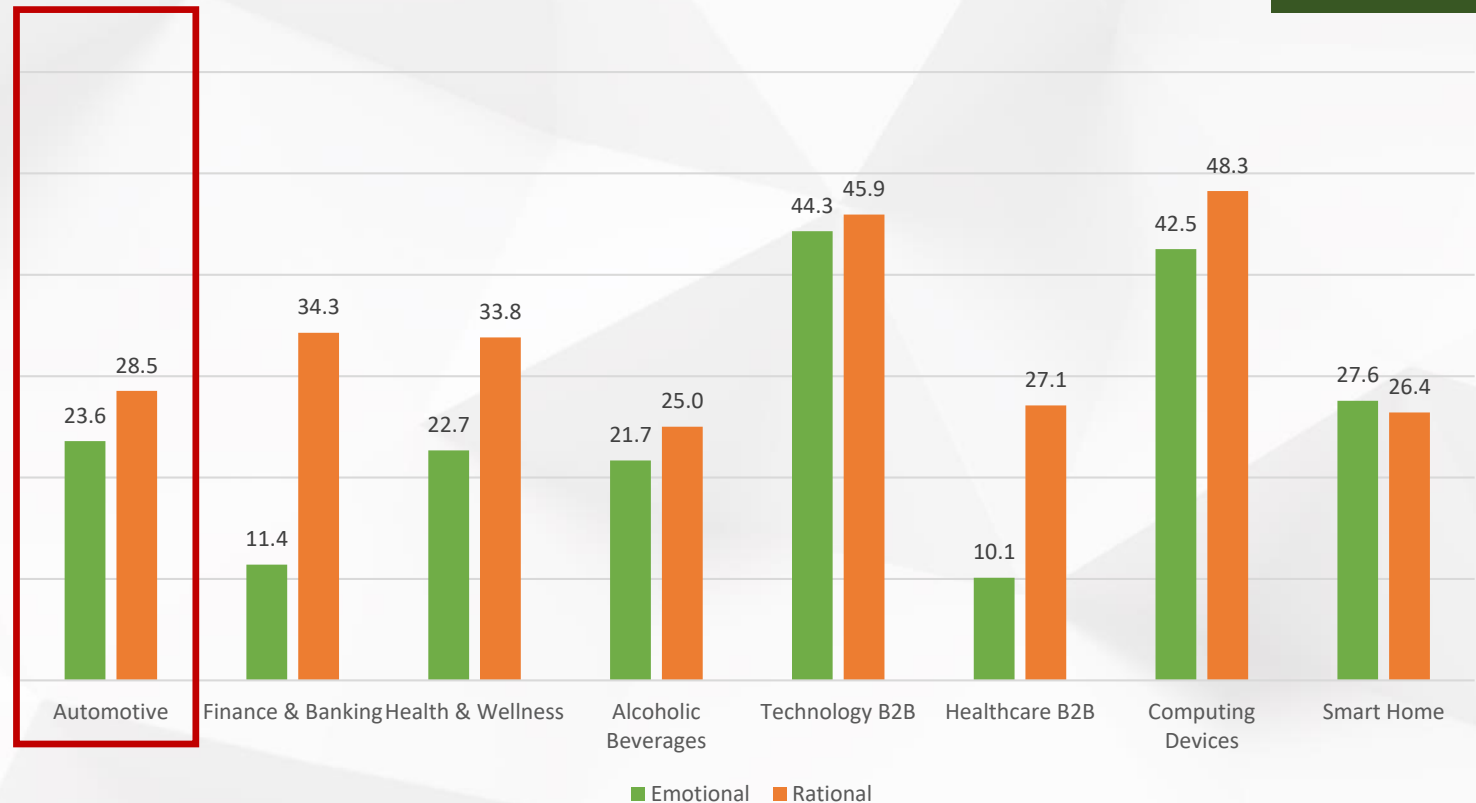


# AUTOMOTIVE

## CATEGORY COMPARISON

### Observations:

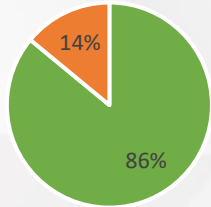
- Automotive Category had an average emotional response of 23.6, which received nearly double of emotional responses compared to Healthcare B2B.
- Automotive Category had an average rational response of 28.5, ranking as the median out of the categories surveyed.



# AUTOMOTIVE

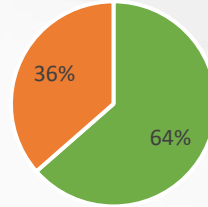
# EMOTIONAL DRIVERS

### Defend/Shame



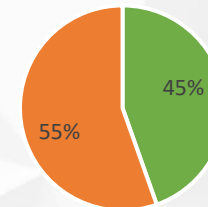
■ Join in the public shaming ■ Defend to the bitter end

### Experience



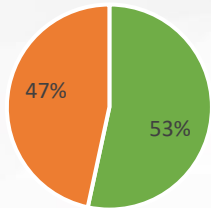
■ Completely miserable ■ It's a pleasure

### Disappeared



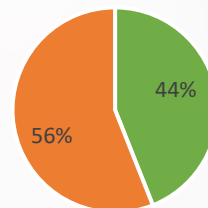
■ Good Riddance ■ I need it back!

### Love/Hate



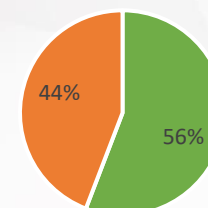
■ Hate them ■ Love them

### 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.

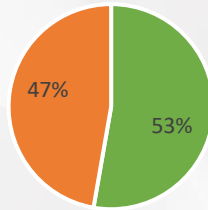




# AUTOMOTIVE

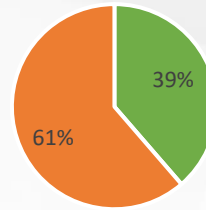
# RATIONAL DRIVERS

## Executive Behaviour



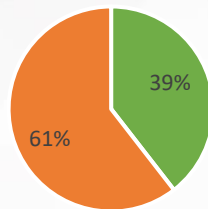
■ Strong influence ■ Not influence at all

## Innovation



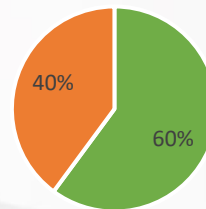
■ Stuck in the stone age ■ Cutting Edge

## 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.



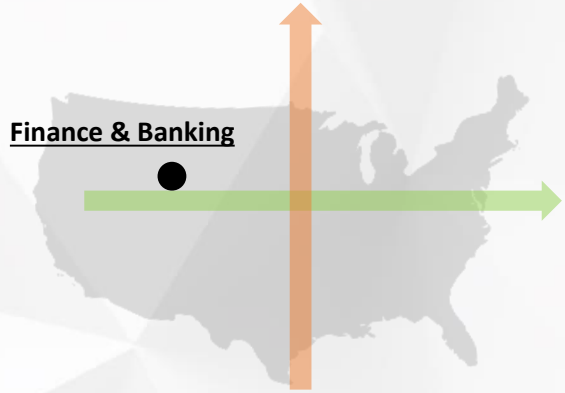
# FINANCE & BANKING

## 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 STATES

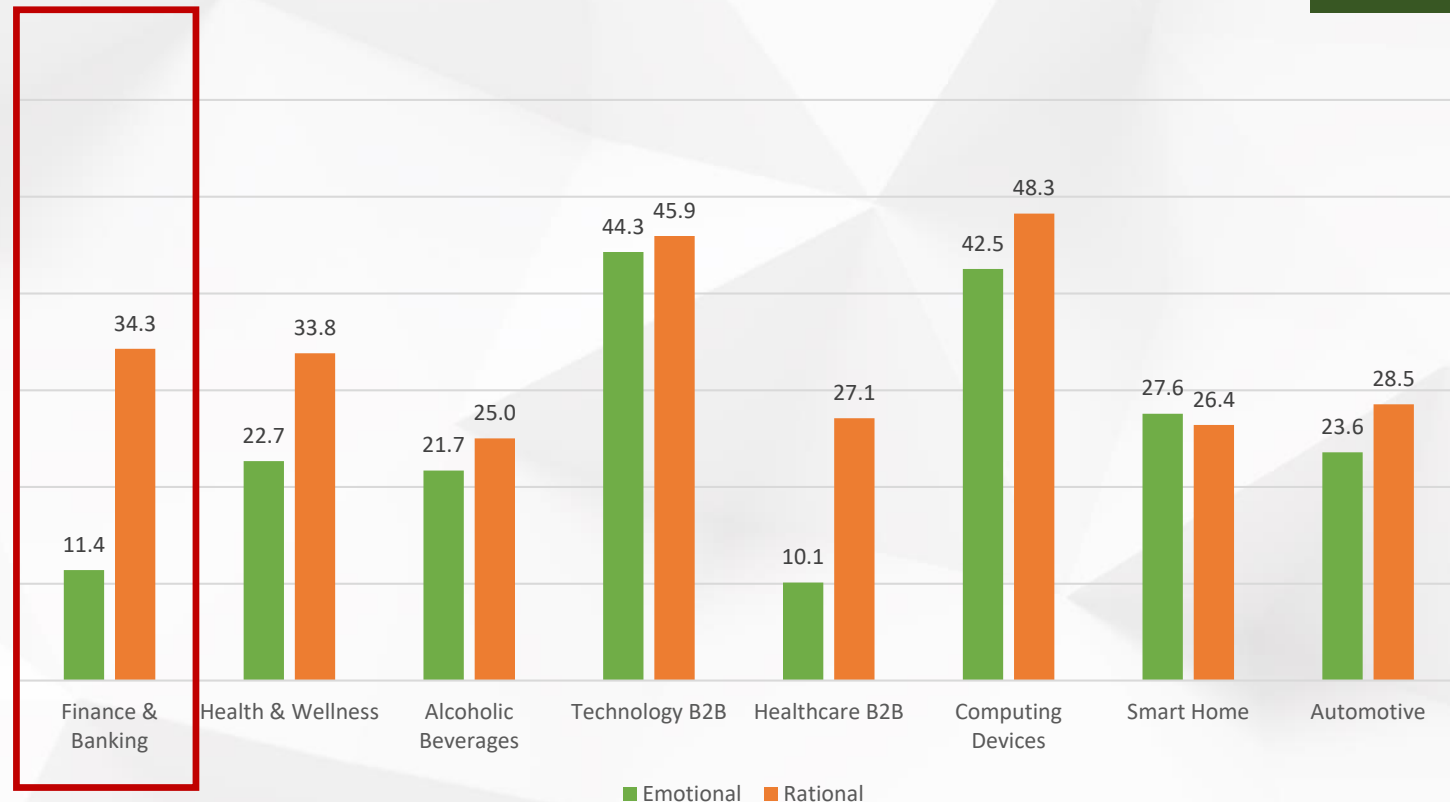


# FINANCE & BANKING

## CATEGORY COMPARISON

### Observations:

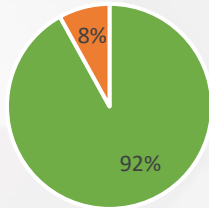
- Finance and Banking Category had an average emotional response of 11.4, which received the second lowest emotional response before Healthcare B2B.
- Finance and Banking Category had an average rational response of 34.3, which received the third highest rational response after Computing Devices and Technology B2B.



# FINANCE & BANKING

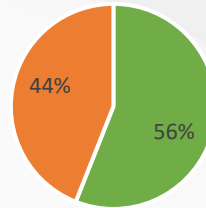
## EMOTIONAL DRIVERS

### Defend/Shame



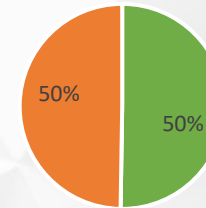
■ Join in the public shaming ■ Defend to the bitter end

### Experience



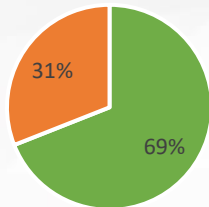
■ Completely miserable ■ It's a pleasure

### Disappeared



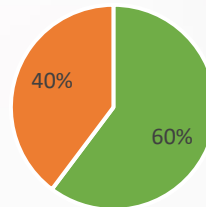
■ Good Riddance ■ I need it back!

### Love/Hate



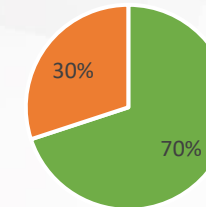
■ Love/Hate ■

### Overall Impression



■ It is the worst ever ■ It is amazing

### Social Impact



■ Does harm ■ Out for Common good

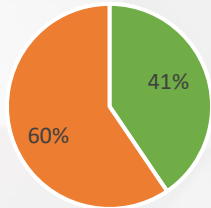
\*Percentages represent the percent of respondents who responded above or below the average emotional score by category driver.



# FINANCE & BANKING

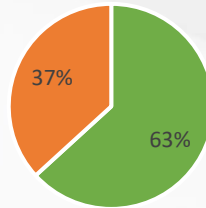
## RATIONAL DRIVERS

### Executive Behaviour



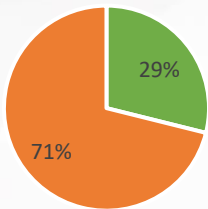
■ Strong influence ■ Not influence at all

### Innovation



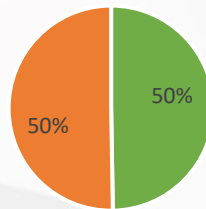
■ Stuck in the stone age ■ Cutting Edge

### 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



# DEFENDER IN UNITED STATES



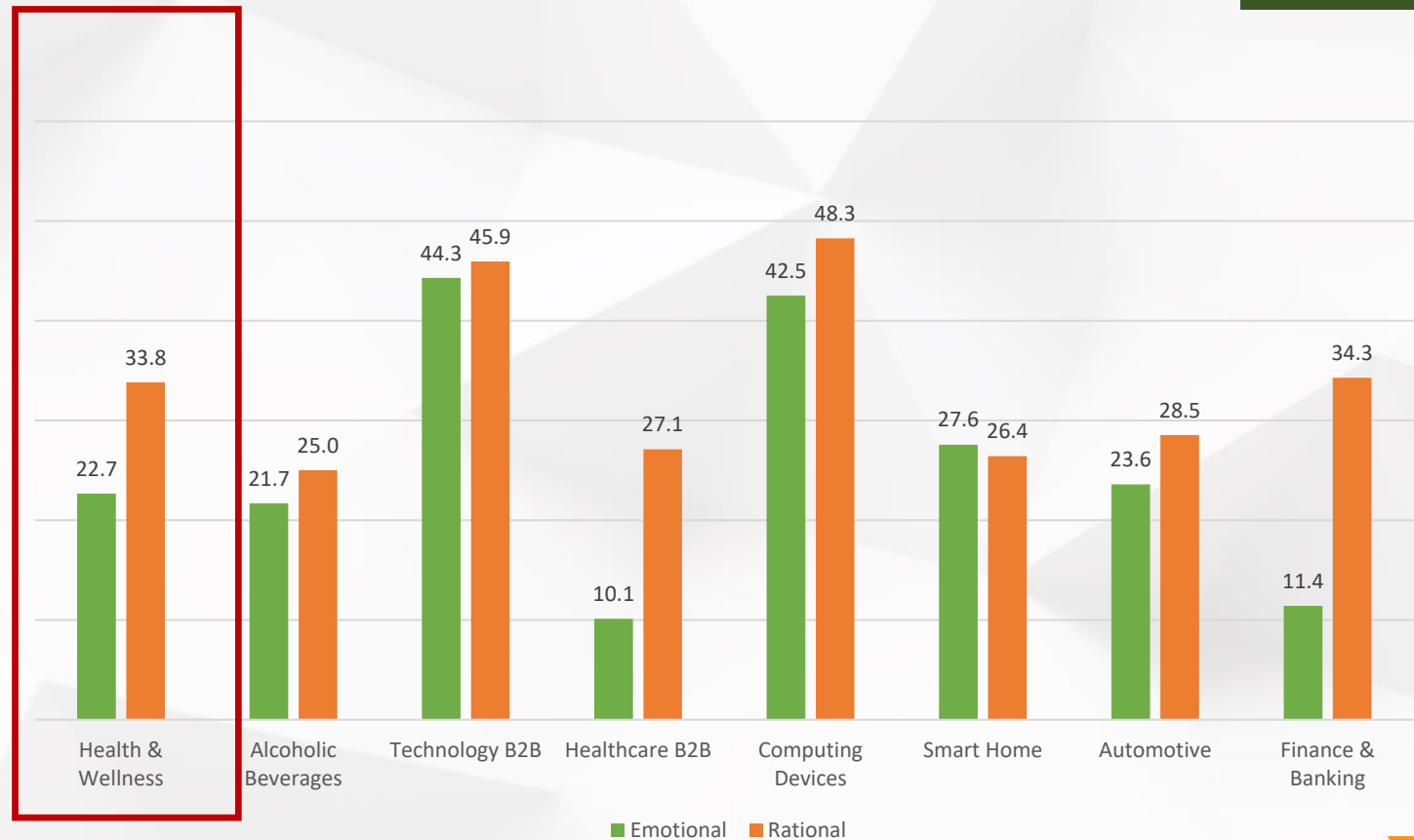


# HEALTH & WELLNESS

## CATEGORY COMPARISON

### Observations:

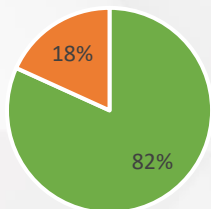
- Health and Wellness Category had an average emotional response of 22.7, which nearly equal in emotional responses for Automotive.
- Health and Wellness received a rational response of 33.8 ranking nearly equal that of Finance and Banking.



# HEALTH & WELLNESS

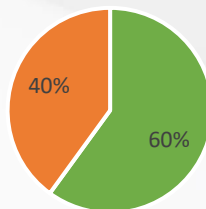
## EMOTIONAL DRIVERS

### Defend/Shame



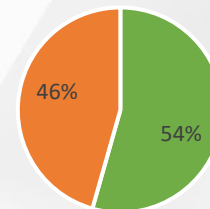
■ Join in the public shaming ■ Defend to the bitter end

### Experience



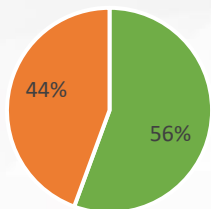
■ Completely miserable ■ It's a pleasure

### Disappeared



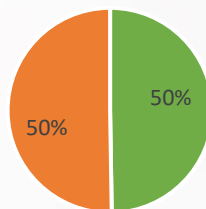
■ Good Riddance ■ I need it back!

### Love/Hate



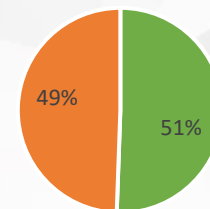
■ Hate them ■ Love them

### Overall Impression



■ It is the worst ever ■ It is amazing

### Social Impact



■ Does harm ■ Out for Common good

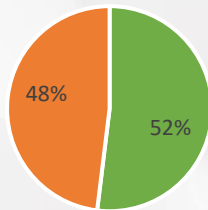
\*Percentages represent the percent of respondents who responded above or below the average emotional score by category driver.



# HEALTH & WELLNESS

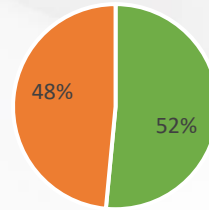
## RATIONAL DRIVERS

### Executive Behaviour



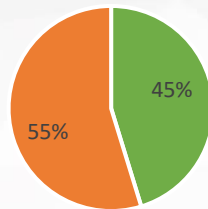
■ Strong influence ■ Not influence at all

### Innovation



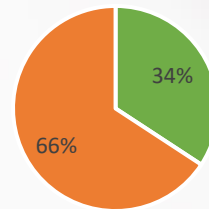
■ Stuck in the stone age ■ Cutting Edge

### 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 STATES

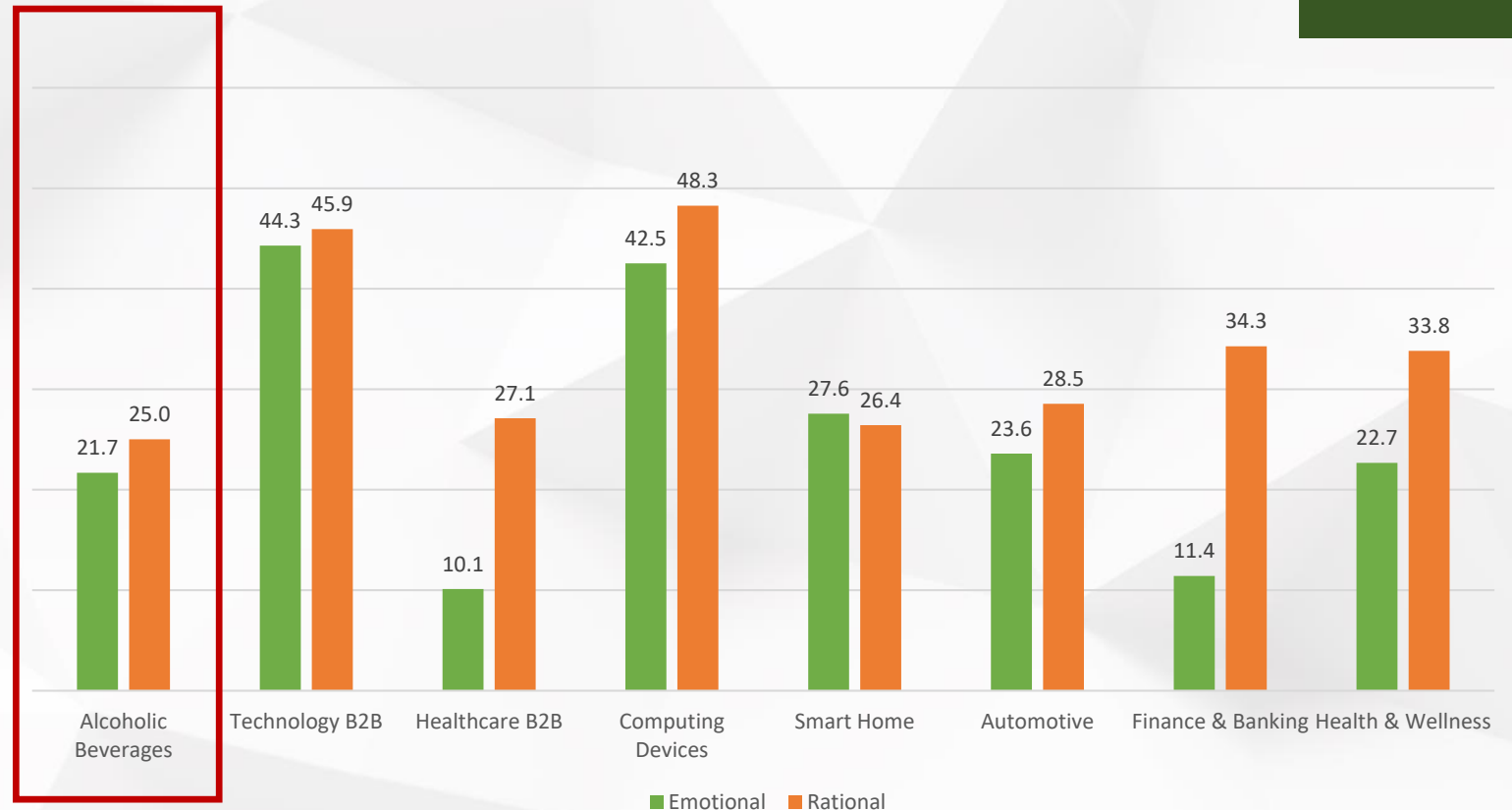


# ALCOHOLIC BEVERAGES

## CATEGORY COMPARISON

### Observations:

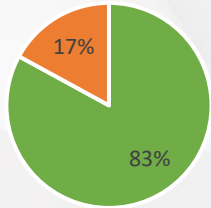
- Alcoholic Beverages Category had an average emotional response of 21.7, which received the third lowest response before Automotive and Healthcare B2B.
- Alcoholic Beverages Category had the lowest average rational response of 25 out of the categories surveyed.



# ALCOHOLIC BEVERAGES

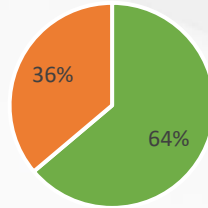
## EMOTIONAL DRIVERS

### Defend/Shame



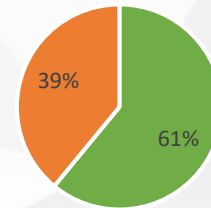
■ Join in the public shaming ■ Defend to the bitter end

### Experience



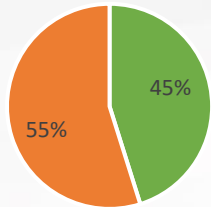
■ Completely miserable ■ It's a pleasure

### Disappeared



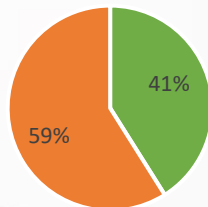
■ Good Riddance ■ I need it back!

### Love/Hate



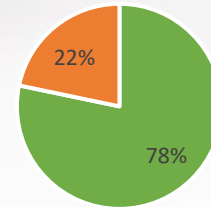
■ Hate them ■ Love them

### Overall Impression



■ It is the worst ever ■ It is amazing

### Social Impact



■ Does harm ■ Out for Common good

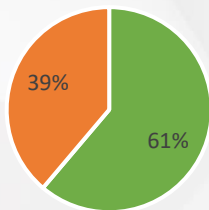
\*Percentages represent the percent of respondents who responded above or below the average emotional score by category driver.



# ALCOHOLIC BEVERAGES

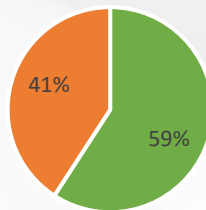
## RATIONAL DRIVERS

### Executive Behaviour



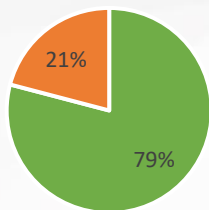
■ Strong influence ■ Not influence at all

### Innovation



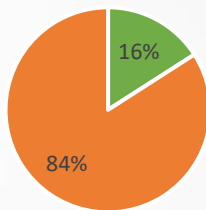
■ Stuck in the stone age ■ Cutting Edge

### 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.





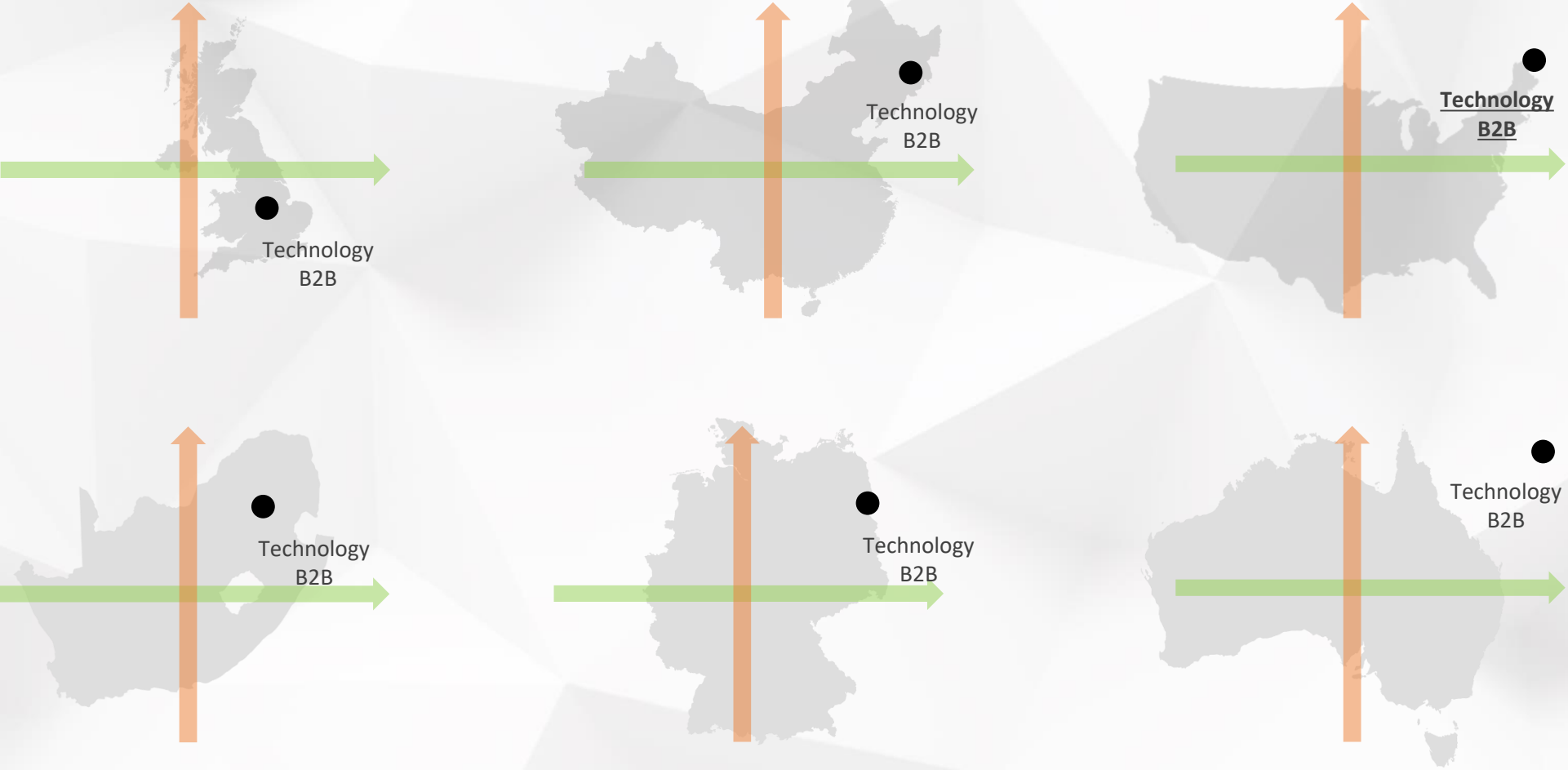
# TECHNOLOGY B2B

## 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 UNITED STATES

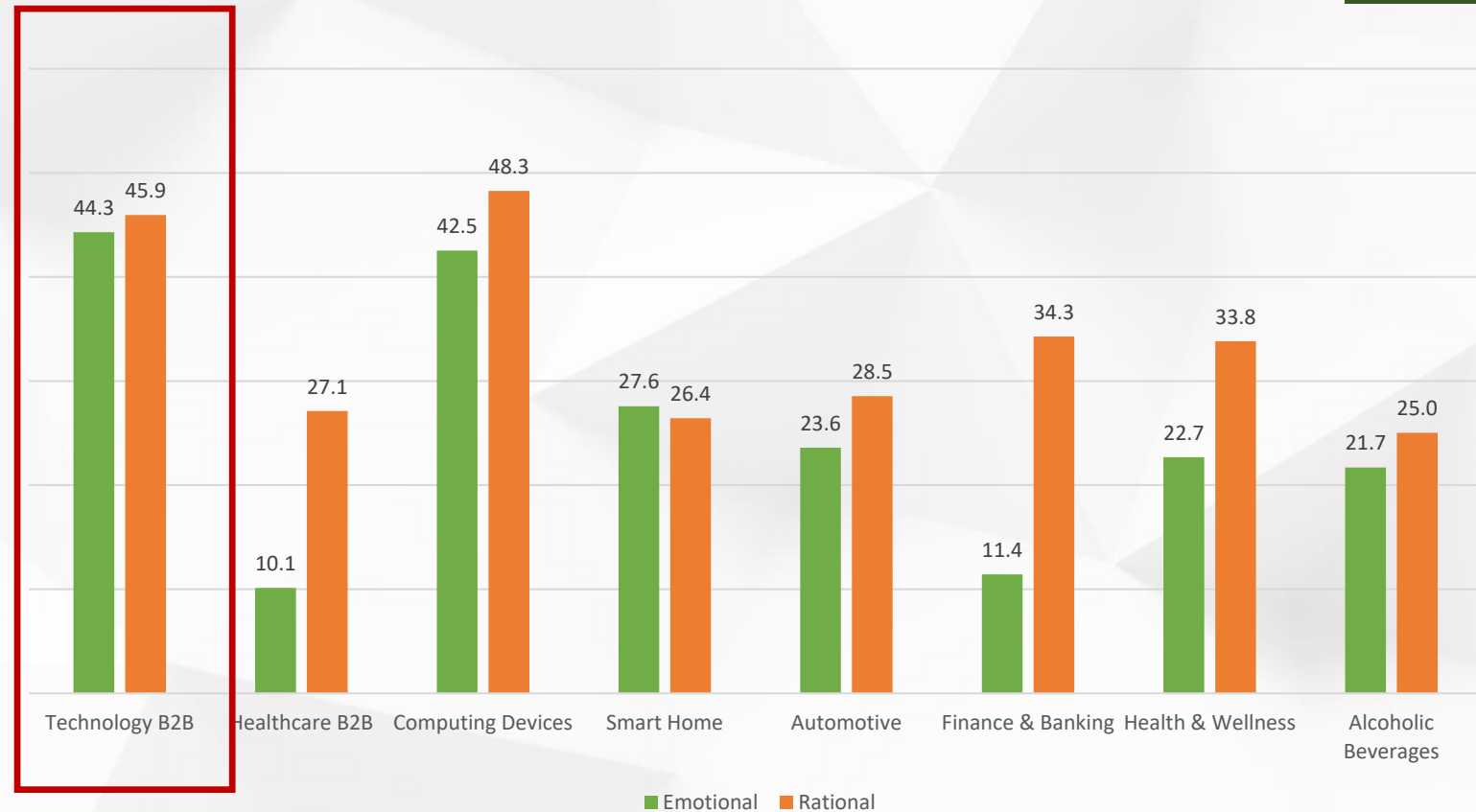


# TECHNOLOGY B2B

## CATEGORY COMPARISON

### Observations:

- Technology B2B Category received the highest average emotional response of 44.3.
- Technology B2B Category had an average rational response of 45.9, which received the second highest response after Computing Devices.



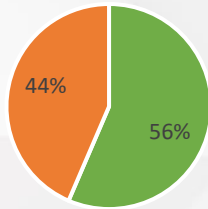
■ Emotional ■ Rational



# TECHNOLOGY B2B

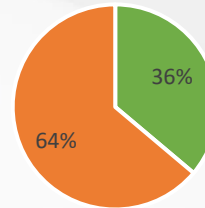
## EMOTIONAL DRIVERS

### Defend/Shame



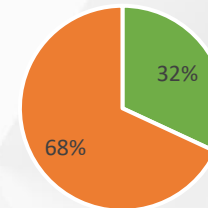
■ Join in the public shaming ■ Defend to the bitter end

### Experience



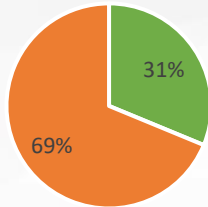
■ Completely miserable ■ It's a pleasure

### Disappeared



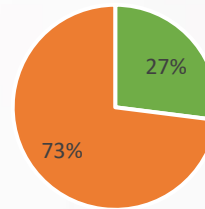
■ Good Riddance ■ I need it back!

### Love/Hate



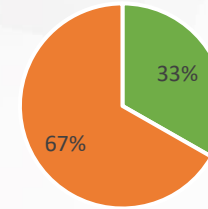
■ Hate them ■ Love them

### Overall Impression



■ It is the worst ever ■ It is amazing

### Social Impact



■ Does harm ■ Out for Common good

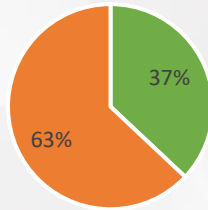
\*Percentages represent the percent of respondents who responded above or below the average emotional score by category driver.



# TECHNOLOGY B2B

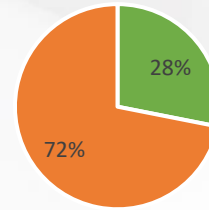
## RATIONAL DRIVERS

### Executive Behaviour



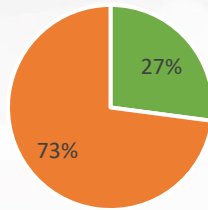
■ Strong influence ■ Not influence at all

### Innovation



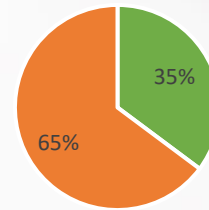
■ Stuck in the stone age ■ Cutting Edge

### 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 STATES



# HEALTHCARE B2B

## CATEGORY COMPARISON

### Observations:

- Healthcare B2B Category had the lowest average emotional response of 10.1 out of all the categories surveyed.
- Healthcare B2B Category had an average rational response of 27.1 ranking nearly equal to Automotive.

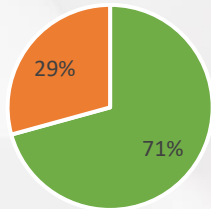




# HEALTHCARE B2B

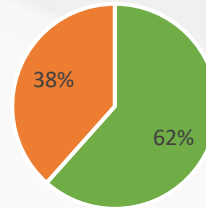
## EMOTIONAL DRIVERS

### Defend/Shame



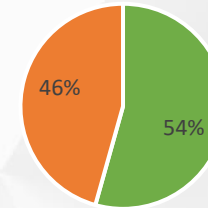
■ Join in the public shaming ■ Defend to the bitter end

### Experience



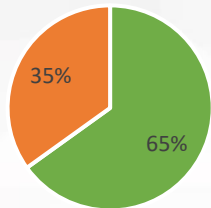
■ Completely miserable ■ It's a pleasure

### Disappeared



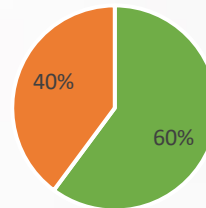
■ Good Riddance ■ I need it back!

### Love/Hate



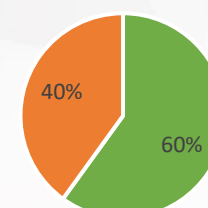
■ Hate them ■ Love them

### Overall Impression



■ It is the worst ever ■ It is amazing

### Social Impact



■ Does harm ■ Out for Common good

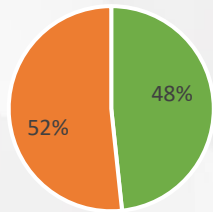
\*Percentages represent the percent of respondents who responded above or below the average emotional score by category driver.



# HEALTHCARE B2B

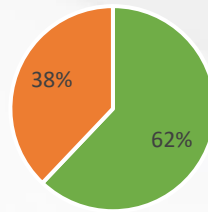
## RATIONAL DRIVERS

### Executive Behaviour



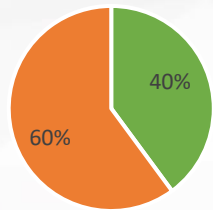
■ Strong influence ■ Not influence at all

### Innovation



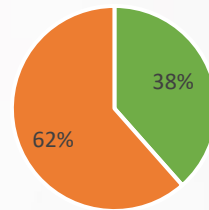
■ Stuck in the stone age ■ Cutting Edge

### Necessary



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

### Purchase Intent



■ No way ■ Absolutely plan to purchase

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