

Deriving **brand positions** using publicly available information

In an astonishing beautiful article, in *the Journal* of *Retailing*, from 2009 Aggarwal *et al* report that WWW could be used as a source of information deriving brand positions. The key is to retrieve brand associations using efficient semantic search-algorithms. In other words, the key for future perceptional mapping is to find publicly available information, count it and compare with competitors.

This new technique will enable marketers to follow the brand image more continuously, in a more cost efficient manner compared to traditional approaches, using larger data sets and incorporating more meaningful data.

If you are in a customer intensive business or/ and have engaged audience with respect to your offerings you could be using the internet as your primary channel for positioning analysis.

See how it's done on the next page

