

HOW CAN BRANDS INCREASE RELEVANCE AND DIFFERENTIATION?

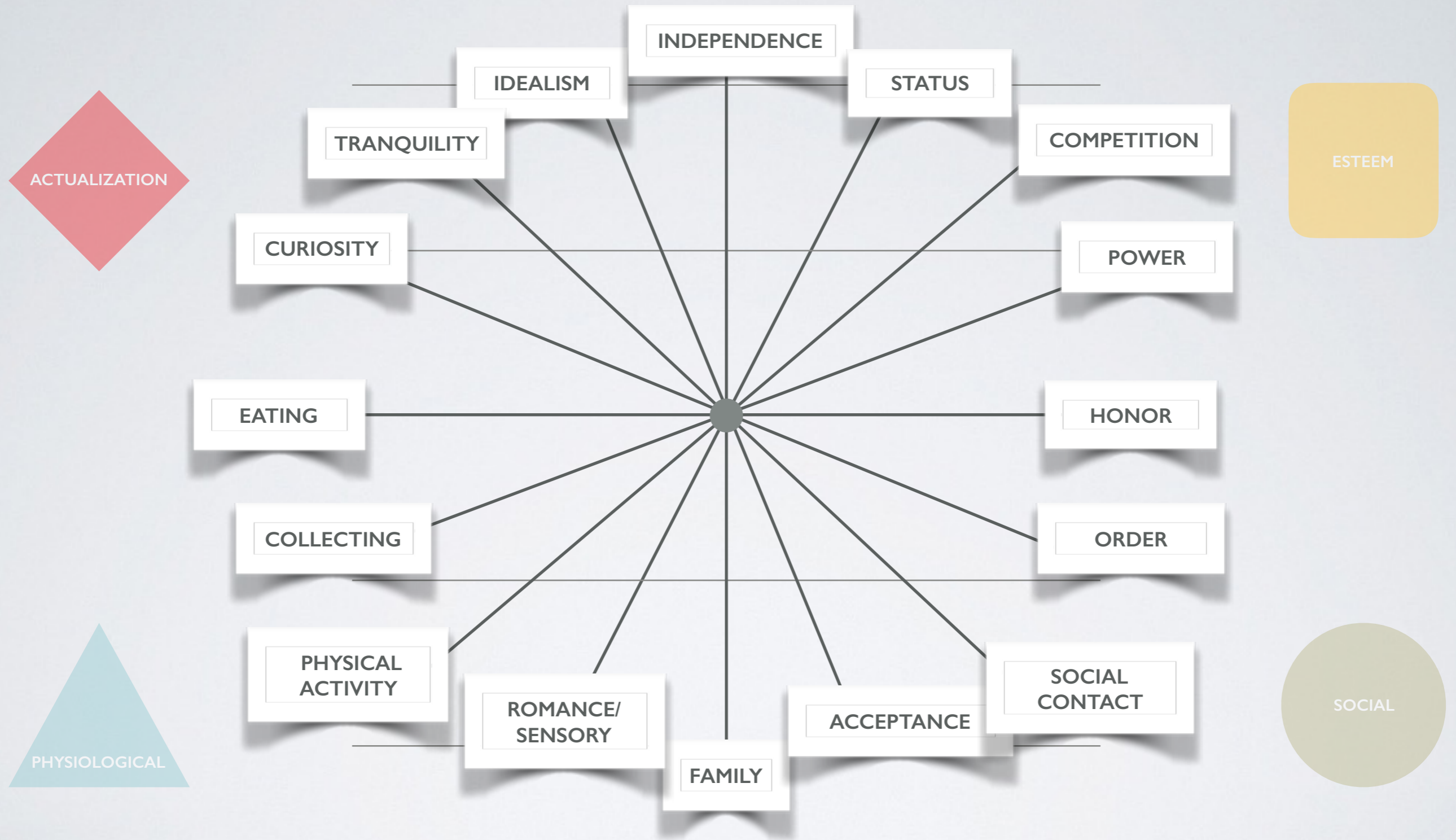
the creative qualitative company.
LAUNCHFORCE
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HOW TO BUILD BRAND RELEVANCE & DIFFERENTIATION.

1. We have developed a unique projective psychology method called Blink Apperception Reserach (BAR) to identify the human motivations that are implicitly and explicitly expressed by brands.
2. In BAR Groups, we measure the degree of fit with carefully selected imagery among a set of competitive brands to discern the motivations each brand expresses and the specific motivational narrative that is connected to each brand.
3. With this insight, we are able to show brands how to connect these motivations to tangible brand attributes in order to grow ownability and differentiation.

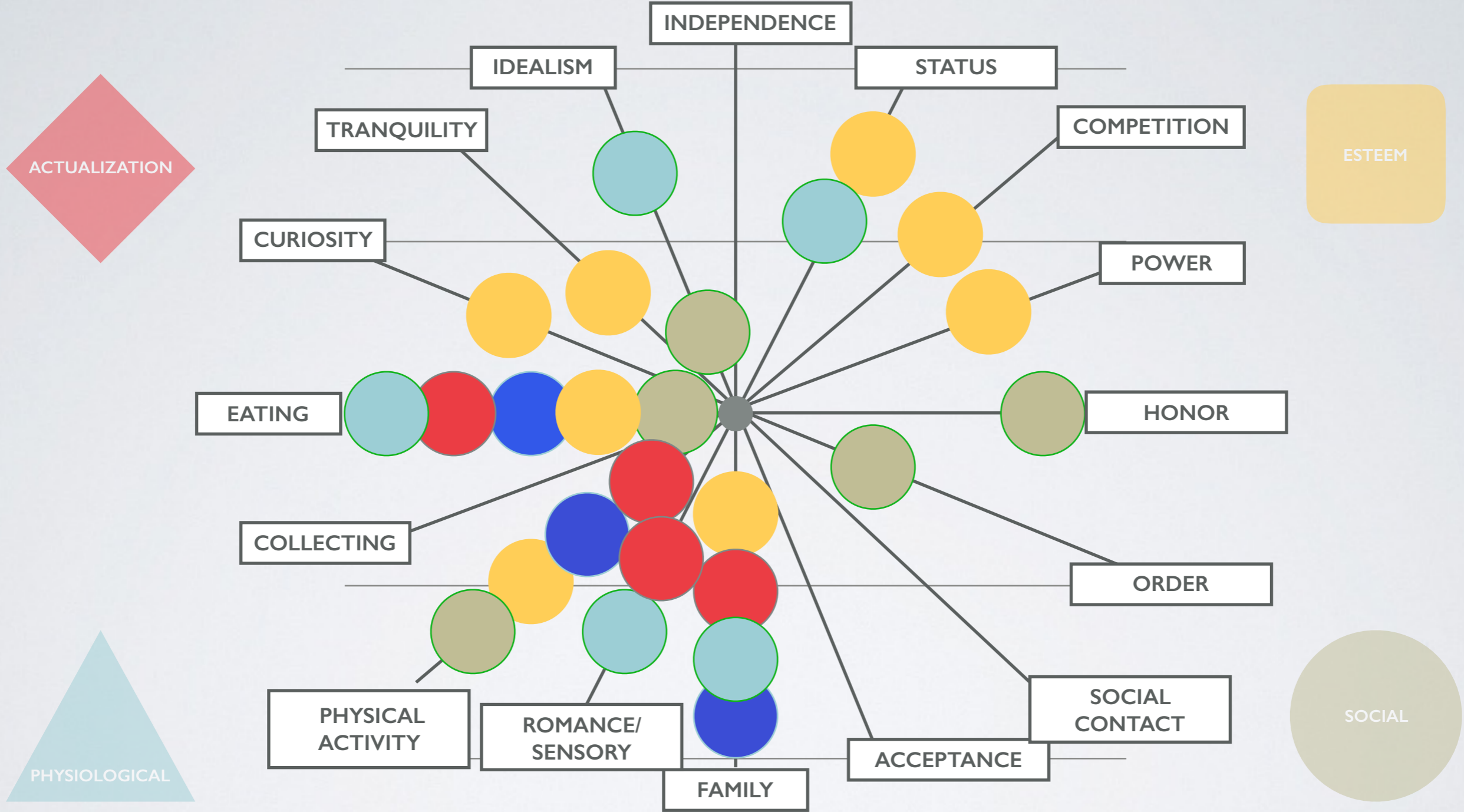


LAUNCHFORCE STRATEGY/REISS* MOTIVATIONAL MODEL



*This model is an adaptation of Dr. Steven Reiss' 16 Desires combined with Launchforce Strategy's image apperception methodology.

MOTIVATIONAL BRAND MAP



Competitive Brand Set



Let's talk.

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