

*\*For the purposes of this report, we have changed the names of these major retailers. However, the data and analysis are actual and what would be reported to the client.*

### Overview

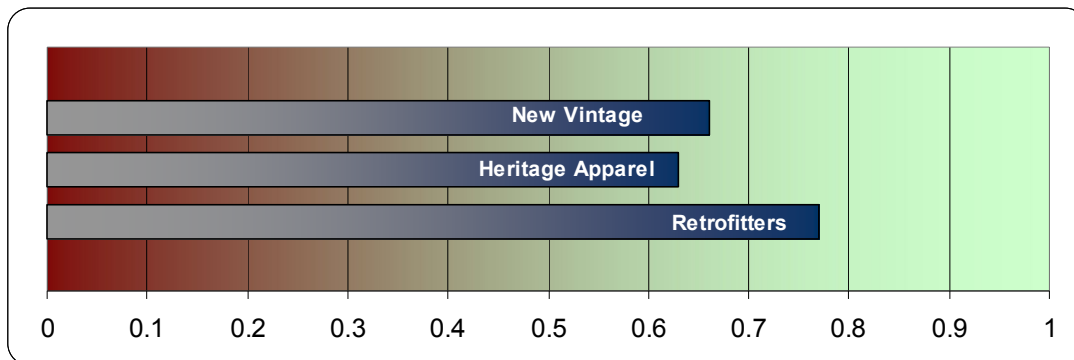
The following report provides a detailed overview of the New Vintage brand. Measuring the tenor of the discussion surrounding a brand allows understanding of its environment, its quality, the risks it faces, and its strengths. By isolating the words used to describe this brand, their quality, their frequency, and the contexts in which the brand is mentioned, you can fine-tune messaging for ultimate relevance to contemporary discussion. This applies not only to the media, but to a holistic understanding of the brand in all potential customer bases.

This analysis is based on a media collection of documents from June 2006 to July 2007; articles mentioned either New Vintage, Heritage Apparel or Retrofitters. Over 8,000 documents were analyzed.

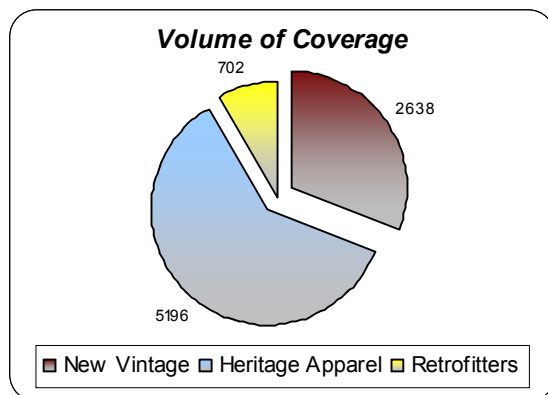
### Evaluating the Competition

#### Brand Perception Index

To develop a snapshot of the brand and its competitors an analysis of all media was prepared. Between June 1, 2006 and July 6, 2007 all media citing New Vintage, Heritage Apparel, and Retrofitters was analyzed for both tone (or perception) and volume of coverage. The below graph compares the perception of New Vintage to others in the market. Retrofitters had the highest perception at 0.77, New Vintage's perception was 0.66, and Heritage Apparel's was the lowest at 0.63.



The perception score will fall between 0 and 1. A perfectly neutral reference will have a perception score of 0.5.



#### Brand Media Mentions vs. Competition

The pie chart to the left compares the volume of media coverage of New Vintage to its largest competitors. Retrofitters had the smallest volume with 702 articles, New Vintage generated 2,638 articles. Heritage Apparel had the highest volume at 5,196 articles

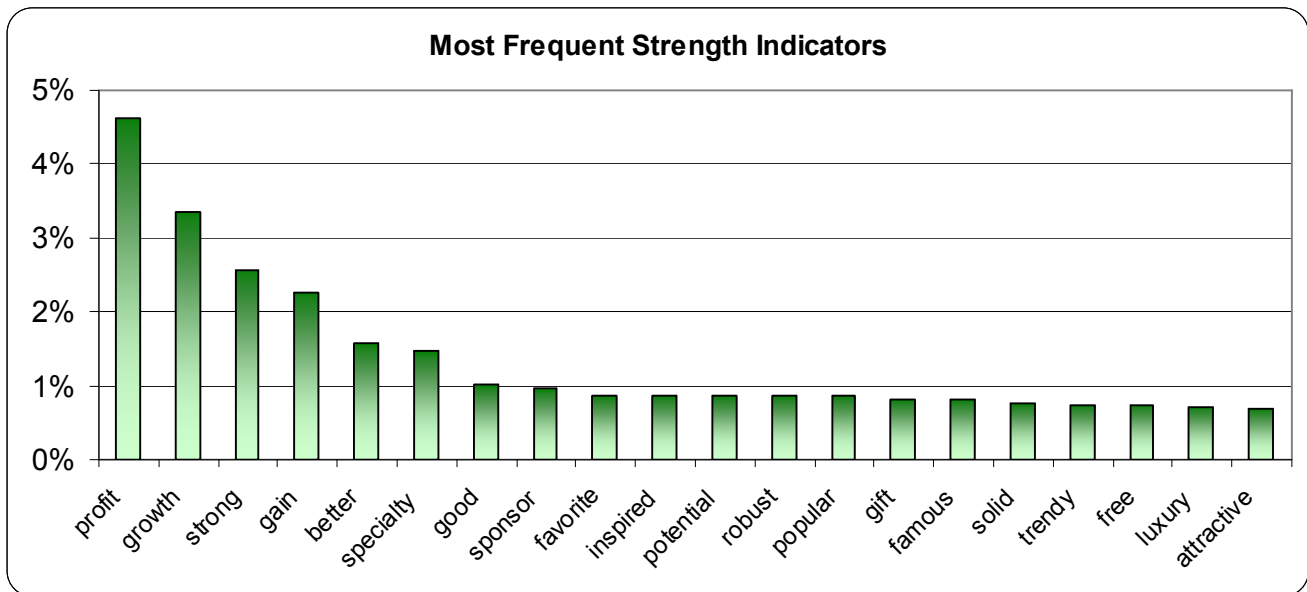
**Brand Differentiation – Your Brand**

By volume, the word most commonly associated with the New Vintage brand is “profit,” an excellent word for NV’s investors, but not particularly telling for an equally important group: potential customers. Some indication of the exclusivity NV is trying to associate with its brand, and the way in which it hopes to connect with its target market, are indications of strength. These include “trendy,” “famous,” “favorite,” and luxury.”

**Strength Indicators**



Graphic created using <http://tagcrowd.com/>



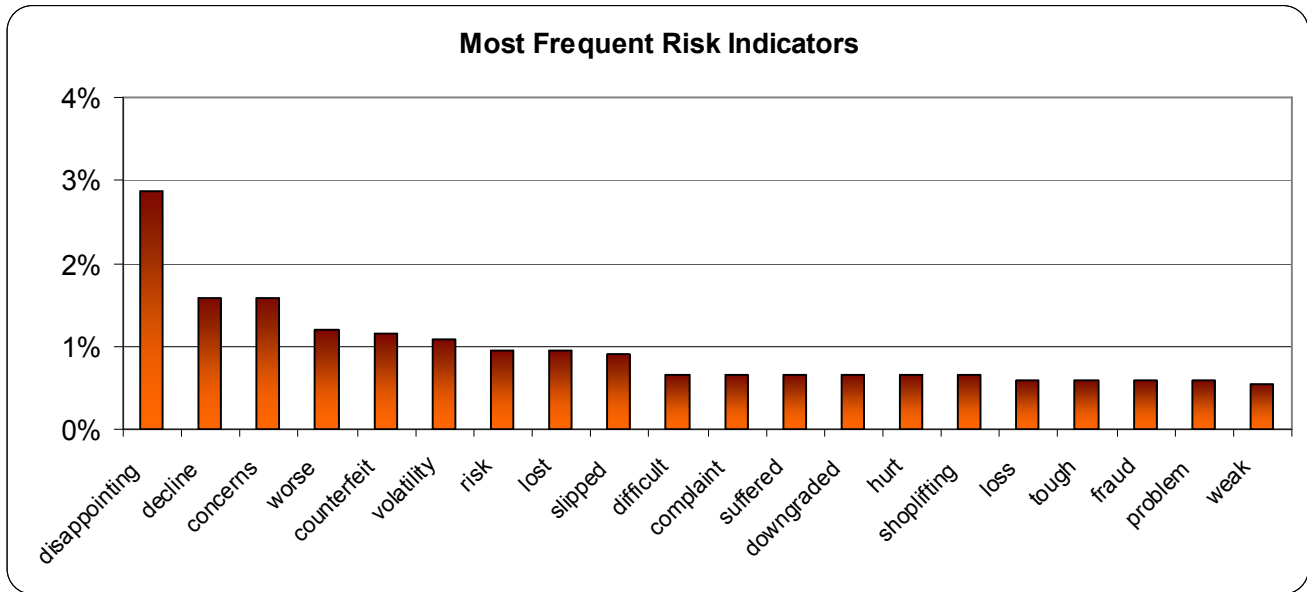
**Brand Differentiation – Your Brand**

Likewise, the most common risk indicating words to the New Vintage brand are financial, including “disappointing” [stock performance], “concerns”, “decline”, and “downgraded.” The word “counterfeit,” used in relation to non-New Vintage products being sold under the New Vintage label, only indicates the edgy and desirable nature of the NV brand, but also, indicates a threat: NV brand’s exclusive quality is at risk.

**Risk Indicators**



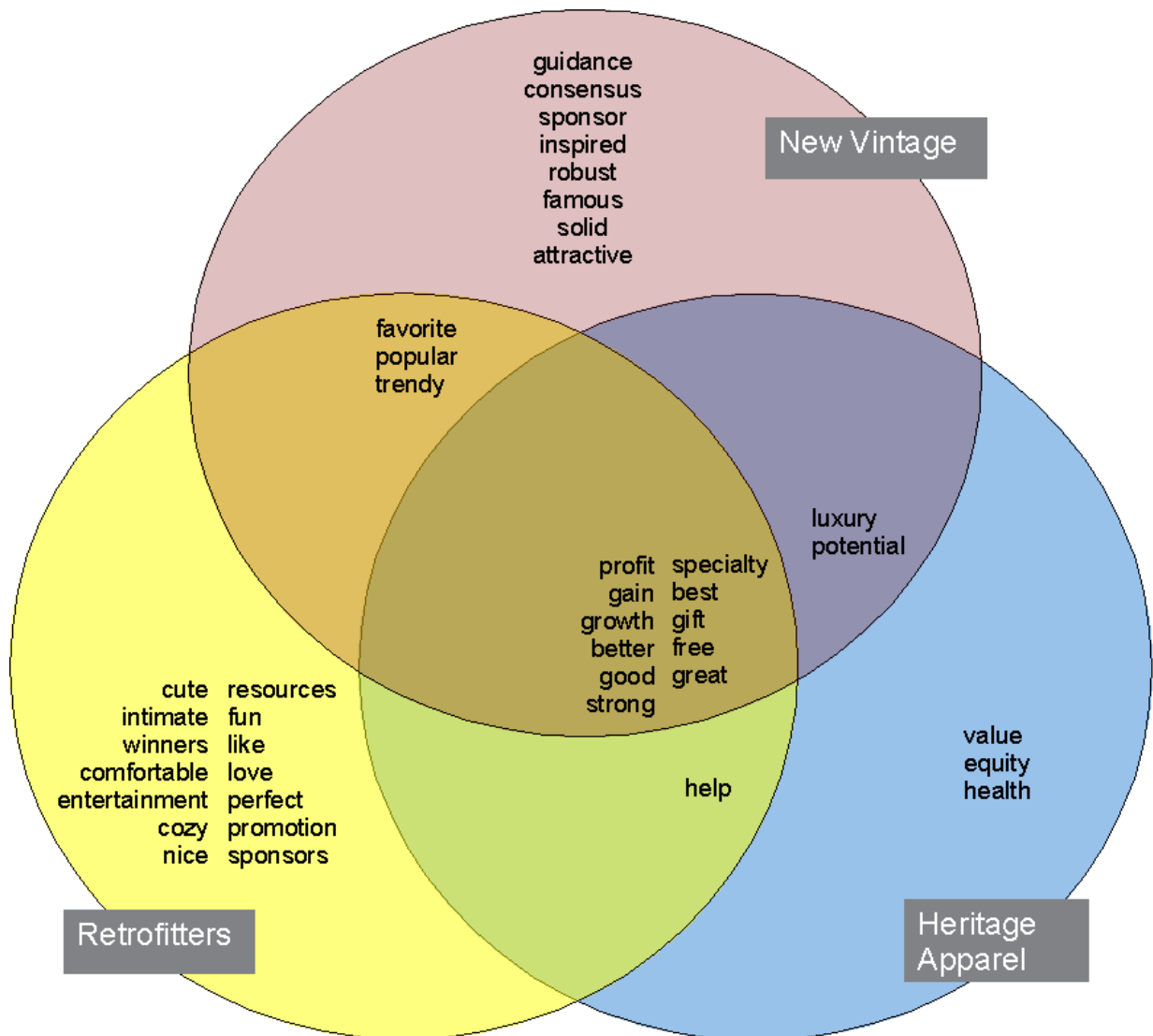
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**Brand Differentiation – The Competitive Environment**

What concepts do I own? Which do my competitors own? Which do we share? Based on the analysis of relevant media following is the identification of the top strength indicating words about you and your competitors.

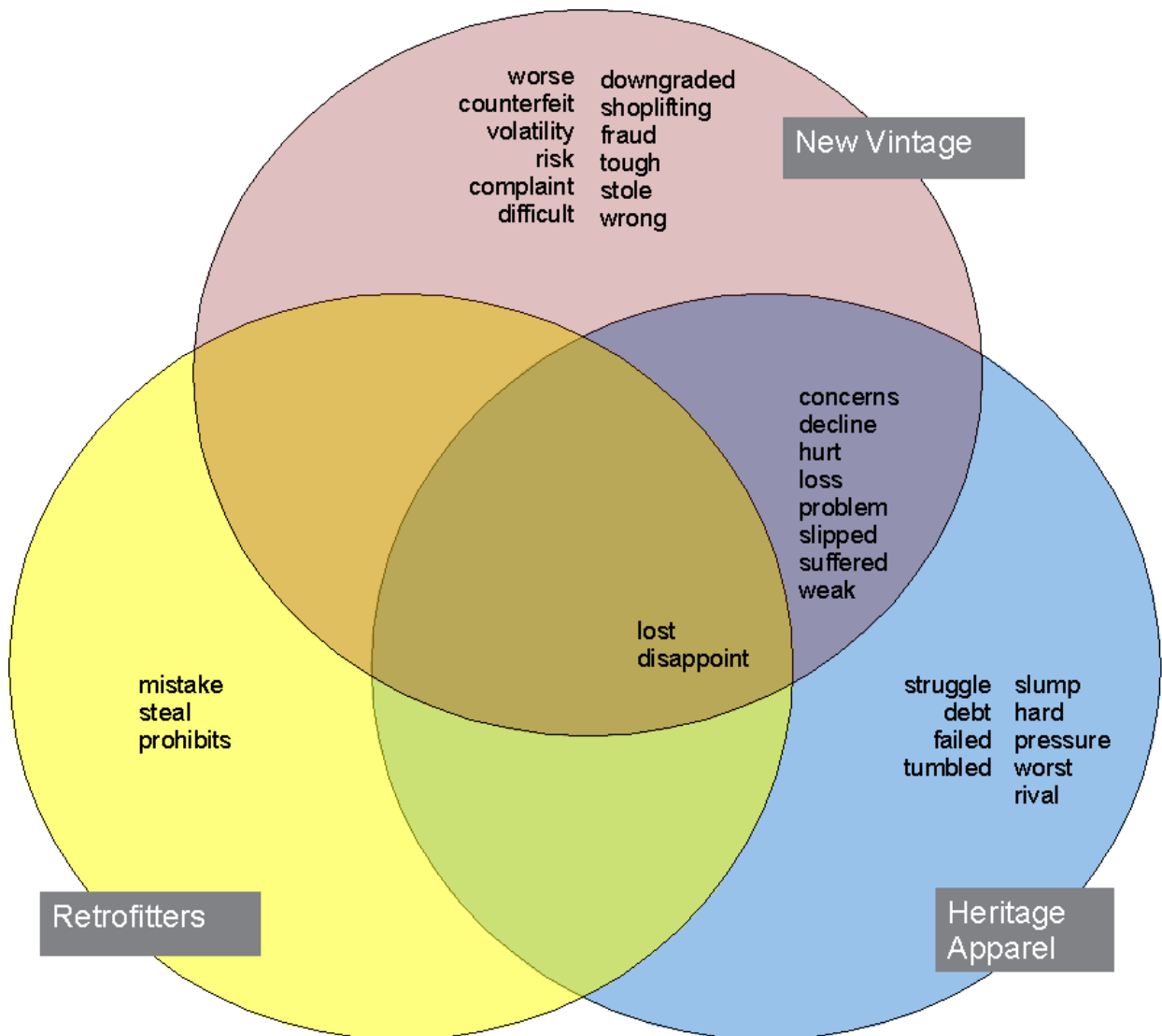
**Strength Indicators**



**Brand Differentiation – The Competitive Environment**

What concepts do I own? Which do my competitors own? Which do we share? Based on the analysis of relevant media following is the identification of the top risk indicating words about you and your competitors.

**Risk Indicators**

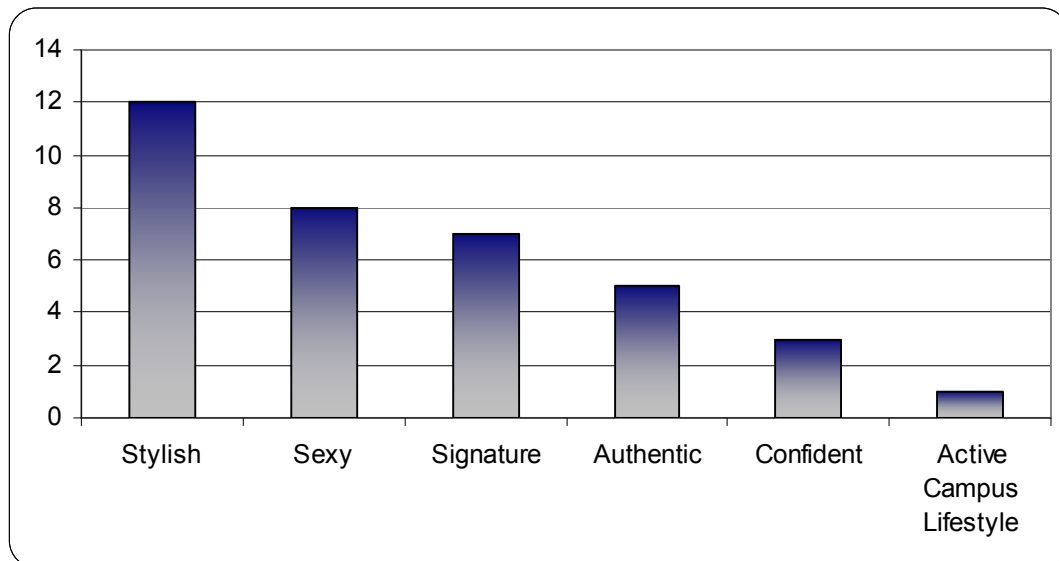


## Positioning Your Brand and Building Your Message

### Developing and Analyzing Brand Attributes

The extent to which the New Vintage brand is represented in media may or may not align with how New Vintage chooses to present itself.

How does the relevant media text compare to the self-described brand identity of New Vintage? The following graph shows the specific words or phrases of New Vintage’s brand identity and the frequency of them in the relevant media sources for the time period analyzed. New Vintage’s key messages, drawn from its own brand description, comprised less than one percent of the positive messages identified in this media collection.



*The brand attributes are displayed by the number of grammatically associated mentions.*

### Testing Unique Selling Propositions

Who (or what) else is being described in the same way as New Vintage? Are the brand attributes associated with people or things you want them to be associated with?

Brand Attribute	Association
<b>Stylish</b>	Katie Holmes, Eva Longoria Parker, iPod
<b>Sexy</b>	Patrick Dempsey, Carrie Underwood
<b>Confident</b>	George Bush, Apple

**Dissecting the Brand – A Closer Look**

Using the Brand Perception Index, the following is a breakout of the perception of various facets of the New Vintage Brand. This allows you to target specific areas in need of messaging assistance

Brand Components	Brand Perception Index
Employees	##
Customer Service	##
Product A	##
Stores	##

Regional Variations	Brand Perception Index
NorthEast	##
South	##
MidWest	##
West Coast	##

Media Type	Brand Perception Index
Traditional News	##
Magazines & Trade Publications	##
Blogs & Social Media	##

**Defining the Market and Relevant Media - Appendix**

**Target Market**

College students between the ages of 18-22

**Relevant Media Sources for Analysis**

Traditional News Sources	Magazines & Trade Journals	Blogs & Social Media
Wall Street Journal	Esquire	The Superficial
New York Times	InStyle	TopicStyle
Time Magazine	Vogue	MySpace
Business Week	Details	FashionMojo
Columbus Dispatch	People	Bloggernista

*This is only an example of sources and not the document set used for the above analysis*

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**About Perception Metrics Brand Analysis**

This is an example of a *Perception Metrics Brand Analysis* Report. This analysis is based on a sample Lexis-Nexis download of news articles, published in English, available in full-text format, containing a reference to this client or its major competitors. The articles were published between the beginning and end date. This report does not include analysis of broadcast media or press releases from PR Newswire.

**About Brand Perception Index Scoring**

The *Perception* Scores are categorized in the following way:

0.00 – 0.59 Negative *Perception* Score

0.60 – 0.79 Neutral *Perception* Score

0.80 – 1.00 Positive *Perception* Score

**About Strength and Risk Indicator Messages**

For the purposes of this report, expressed "strength" (positive) and "risk" (negative) messages are words and phrases that communicate an unambiguously and overwhelmingly agreed-upon positive or negative connotation. This report relies on only such messages that are grammatically and conceptually associated with New Vintage and their competitors.