

Appendix

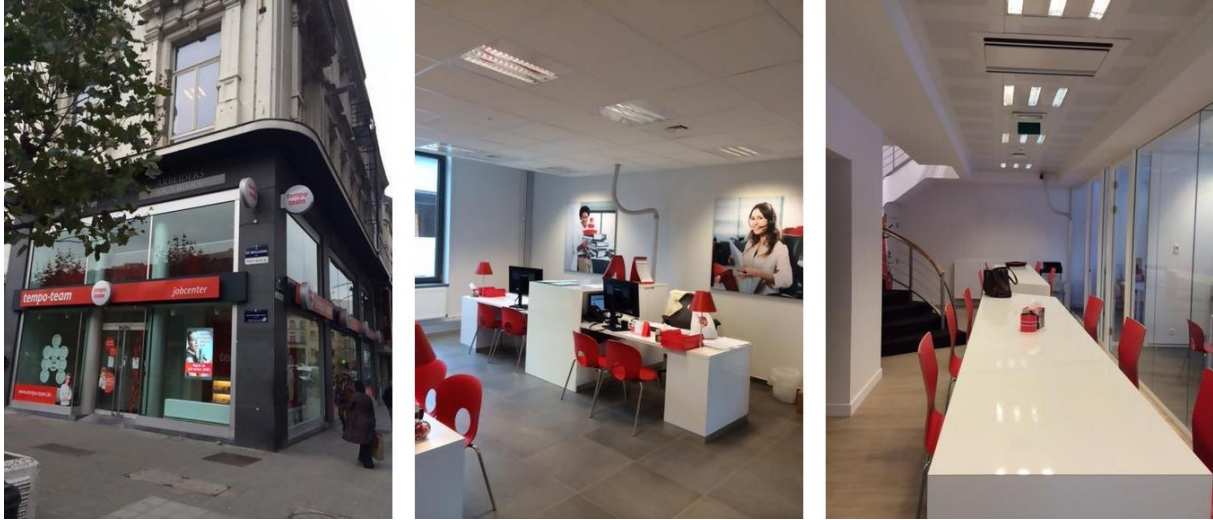


Figure 1.1. Examples of the old in-store experience

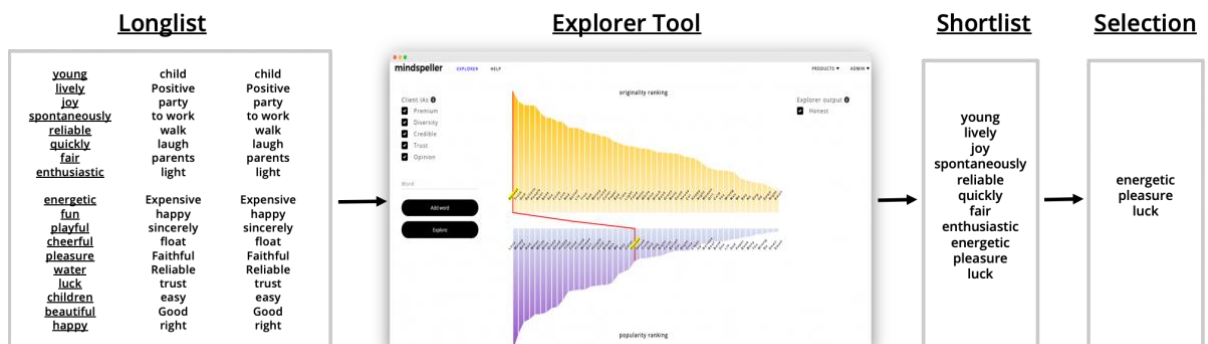


Figure 2.1. Process of selecting brand associations

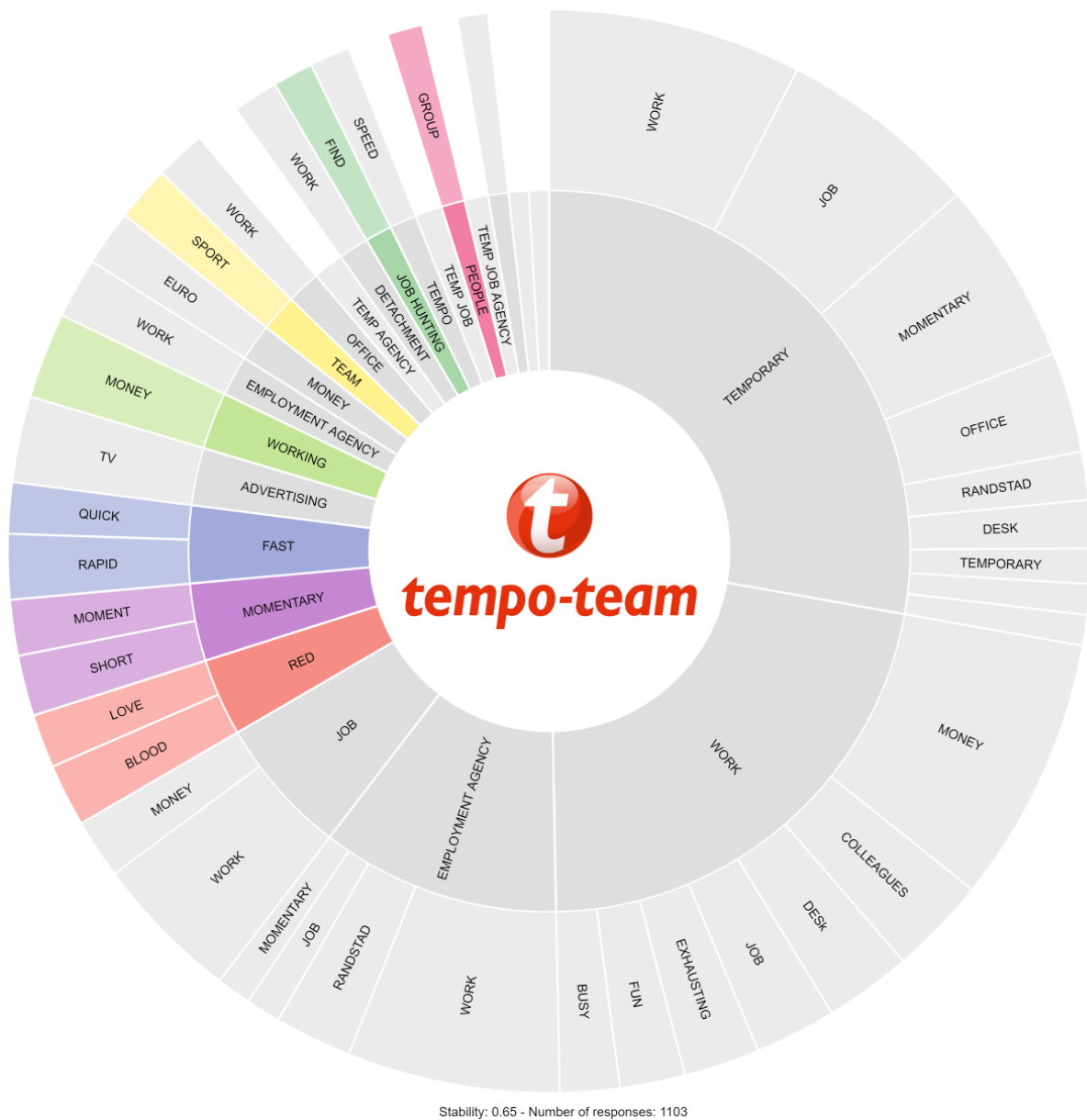


Figure 2.2. Association Wheel with emotional anchor points

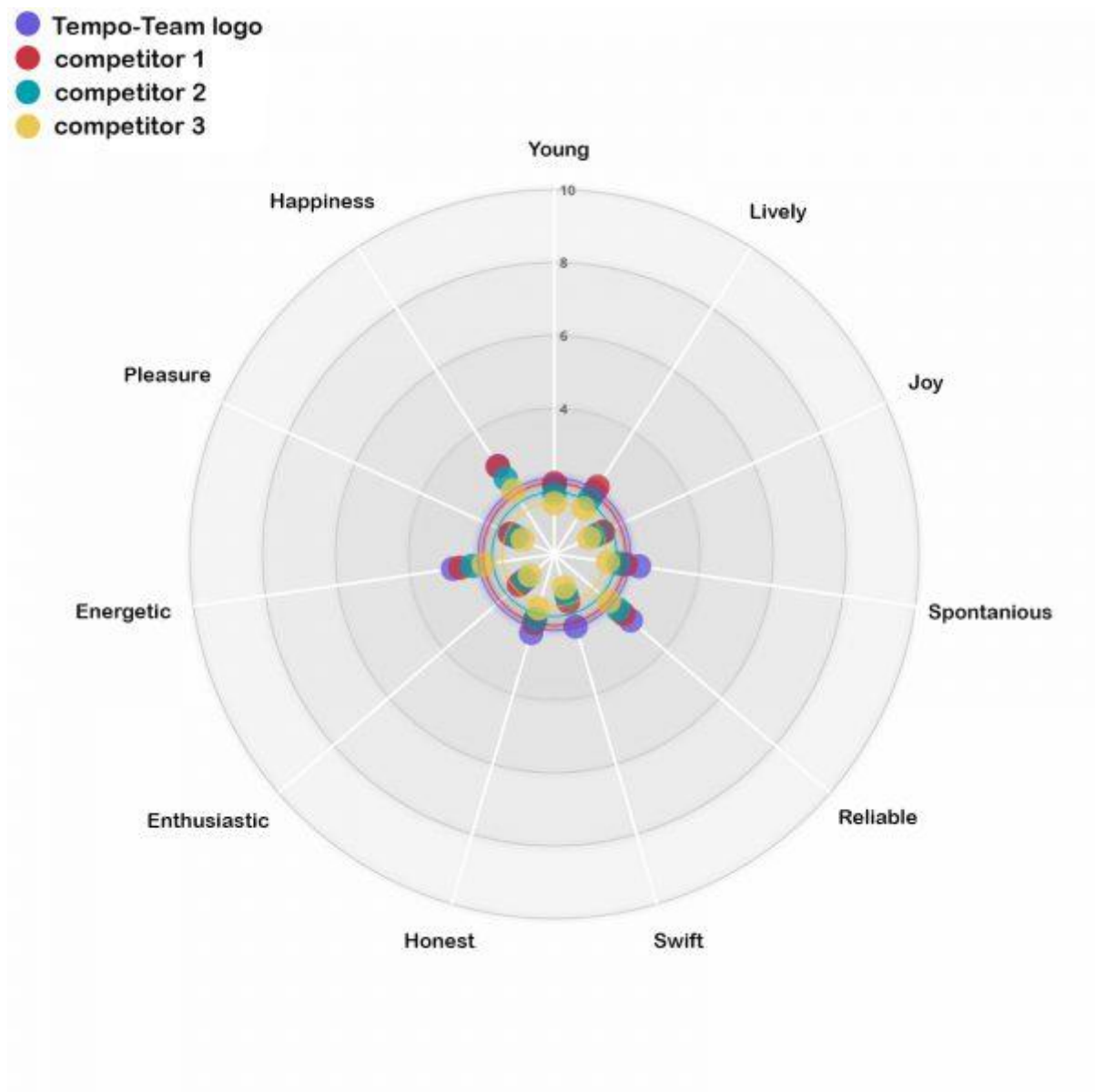


Figure 2.3. Neuro positioning map for the shortlisted intended associations (IAs)



Figure 3.1. Examples of the new in-store experience