



Where can your brand LEAD in the market?

I am a leader in:	Sounds like ME	Sounds like my competitor(s)
Ease of use	<input type="checkbox"/>	<input type="checkbox"/>
Knowledge	<input type="checkbox"/>	<input type="checkbox"/>
Reliability	<input type="checkbox"/>	<input type="checkbox"/>
Technology	<input type="checkbox"/>	<input type="checkbox"/>
Change/transformation	<input type="checkbox"/>	<input type="checkbox"/>
Trust/integrity	<input type="checkbox"/>	<input type="checkbox"/>
Client care/service	<input type="checkbox"/>	<input type="checkbox"/>
Relationship	<input type="checkbox"/>	<input type="checkbox"/>
Consistency	<input type="checkbox"/>	<input type="checkbox"/>
Performance	<input type="checkbox"/>	<input type="checkbox"/>
Craftsmanship	<input type="checkbox"/>	<input type="checkbox"/>
Social responsibility	<input type="checkbox"/>	<input type="checkbox"/>
Eco-friendly	<input type="checkbox"/>	<input type="checkbox"/>
Compassion	<input type="checkbox"/>	<input type="checkbox"/>
Safety	<input type="checkbox"/>	<input type="checkbox"/>
Romance	<input type="checkbox"/>	<input type="checkbox"/>
Design/engineering	<input type="checkbox"/>	<input type="checkbox"/>
Customization	<input type="checkbox"/>	<input type="checkbox"/>
Fun	<input type="checkbox"/>	<input type="checkbox"/>
Social change	<input type="checkbox"/>	<input type="checkbox"/>
Convenience	<input type="checkbox"/>	<input type="checkbox"/>
Experience	<input type="checkbox"/>	<input type="checkbox"/>
Comfort	<input type="checkbox"/>	<input type="checkbox"/>
Adventure	<input type="checkbox"/>	<input type="checkbox"/>
Variety	<input type="checkbox"/>	<input type="checkbox"/>
Innovation	<input type="checkbox"/>	<input type="checkbox"/>
Efficiency	<input type="checkbox"/>	<input type="checkbox"/>