

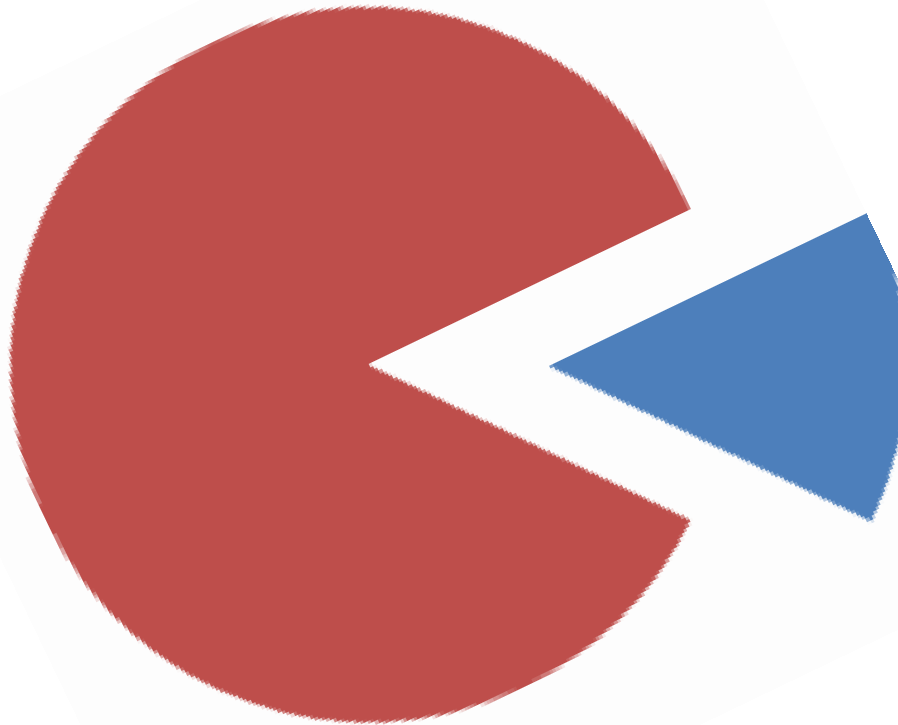


The reliability of branding constellations

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- What is a branding constellation?
 - How do I know what I don't know?
 - How to measure reliability of a qualitative methodology?
 - How to measure emotions?
 - How realistic is my tacit information?
 - How reliable are branding constellations?



Emotional



Rational

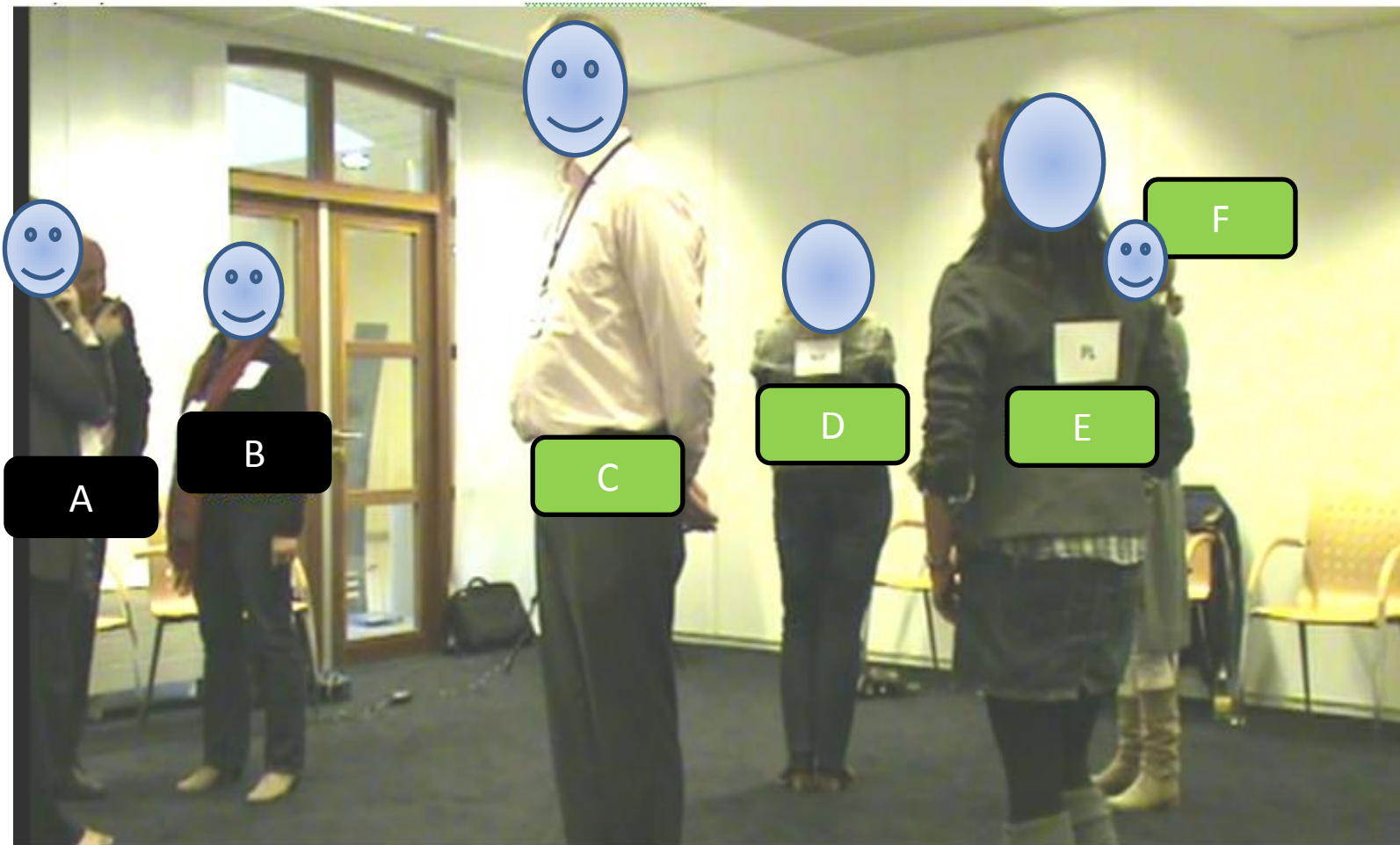
Dimensions	<i>Holistic perspective</i>	<i>Reductionistic Perspective</i>
<i>Emotional approach</i>	Systems constellations	Brainstorming, psychodrama, projections, and ZMET
<i>Rational approach</i>	Cognitive mapping and SSM RRA, ETA	Lateral marketing FMECA, RCA, <i>Quality Function Deployment</i>

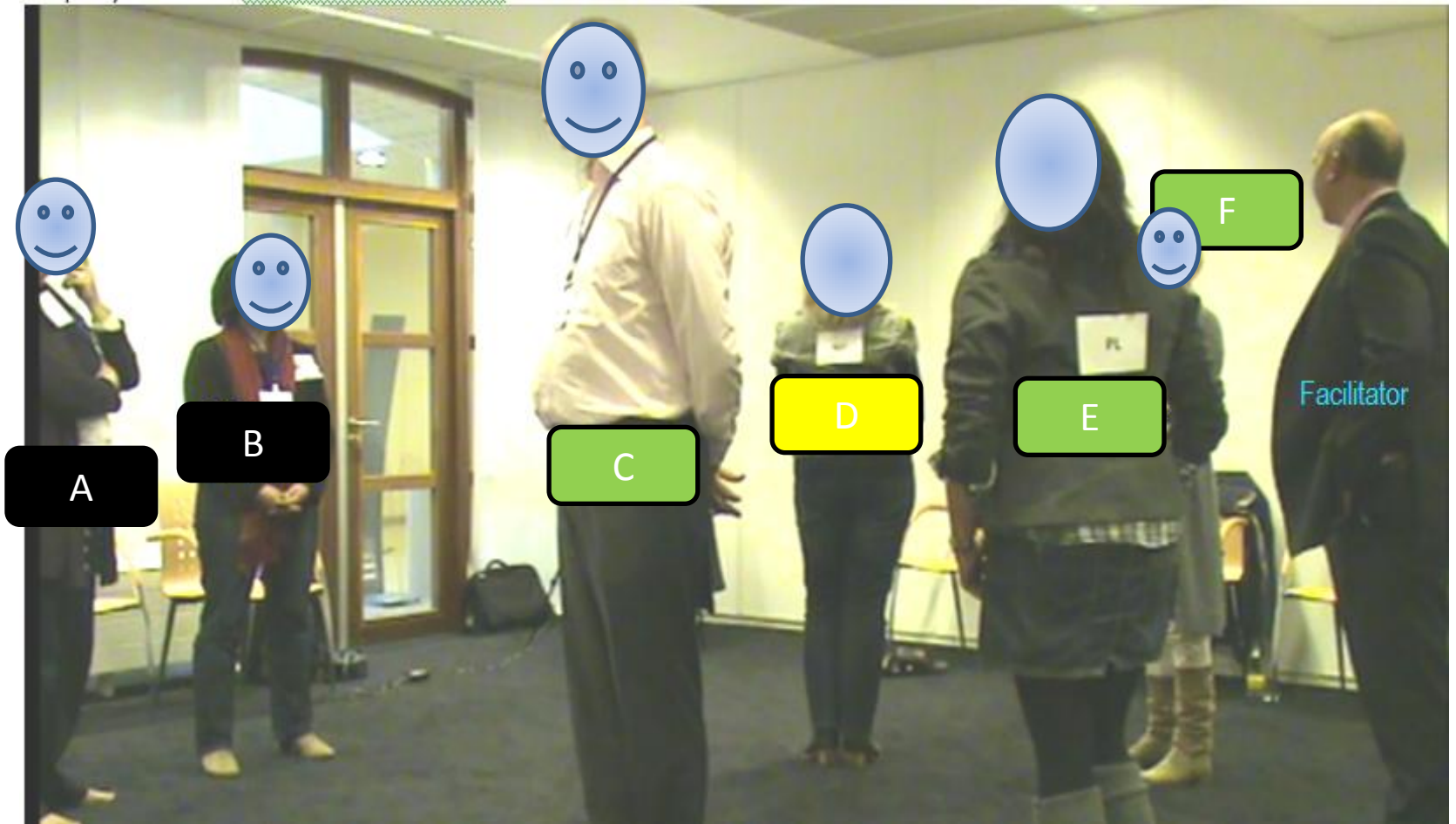
- Explicit
- Implicit
- Tacit

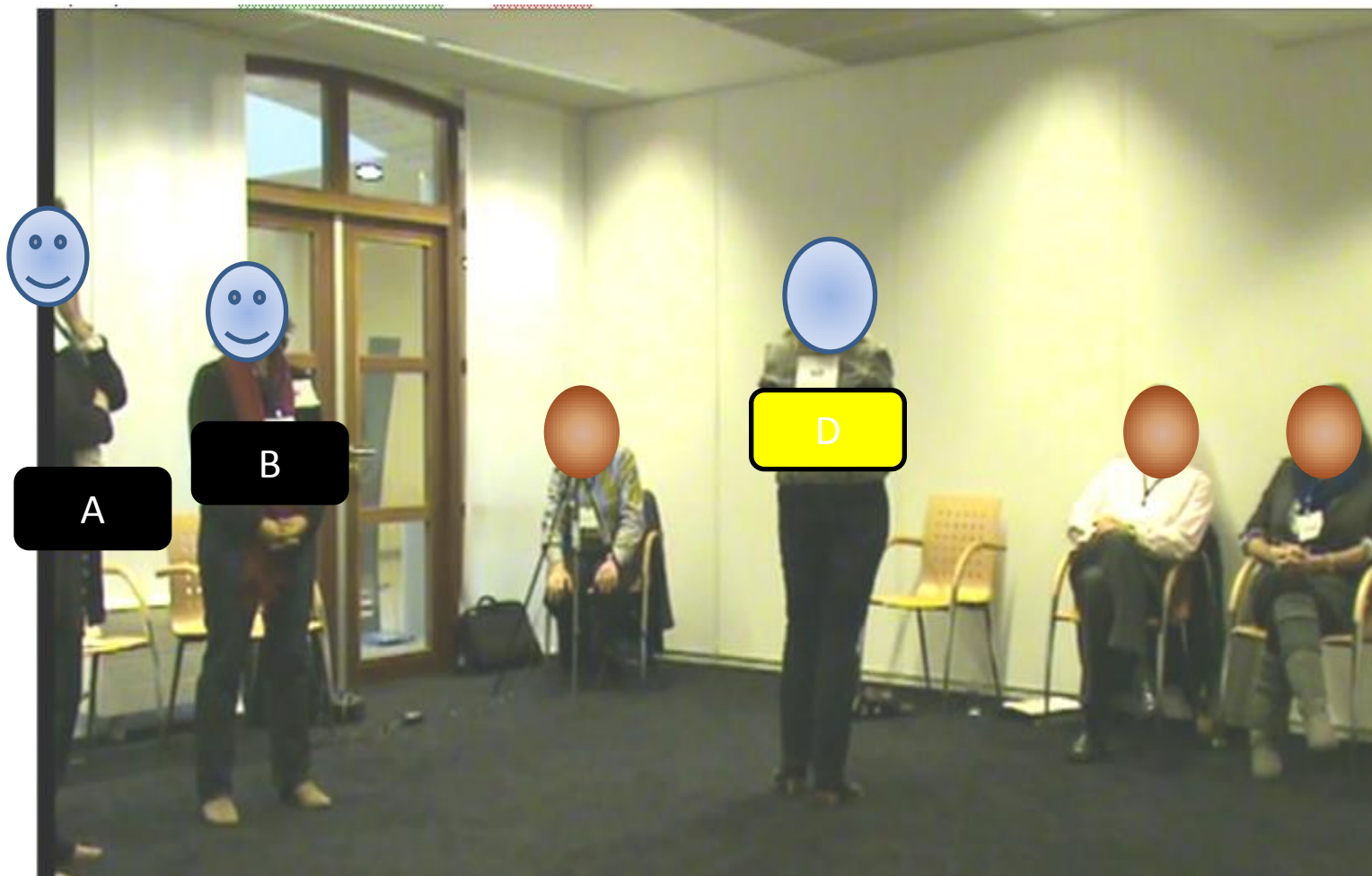
Knowledge	<i>Known</i>	<i>Not known</i>
<i>Knowing</i>	Using	Learning
<i>Not knowing</i>	Visualize	😊

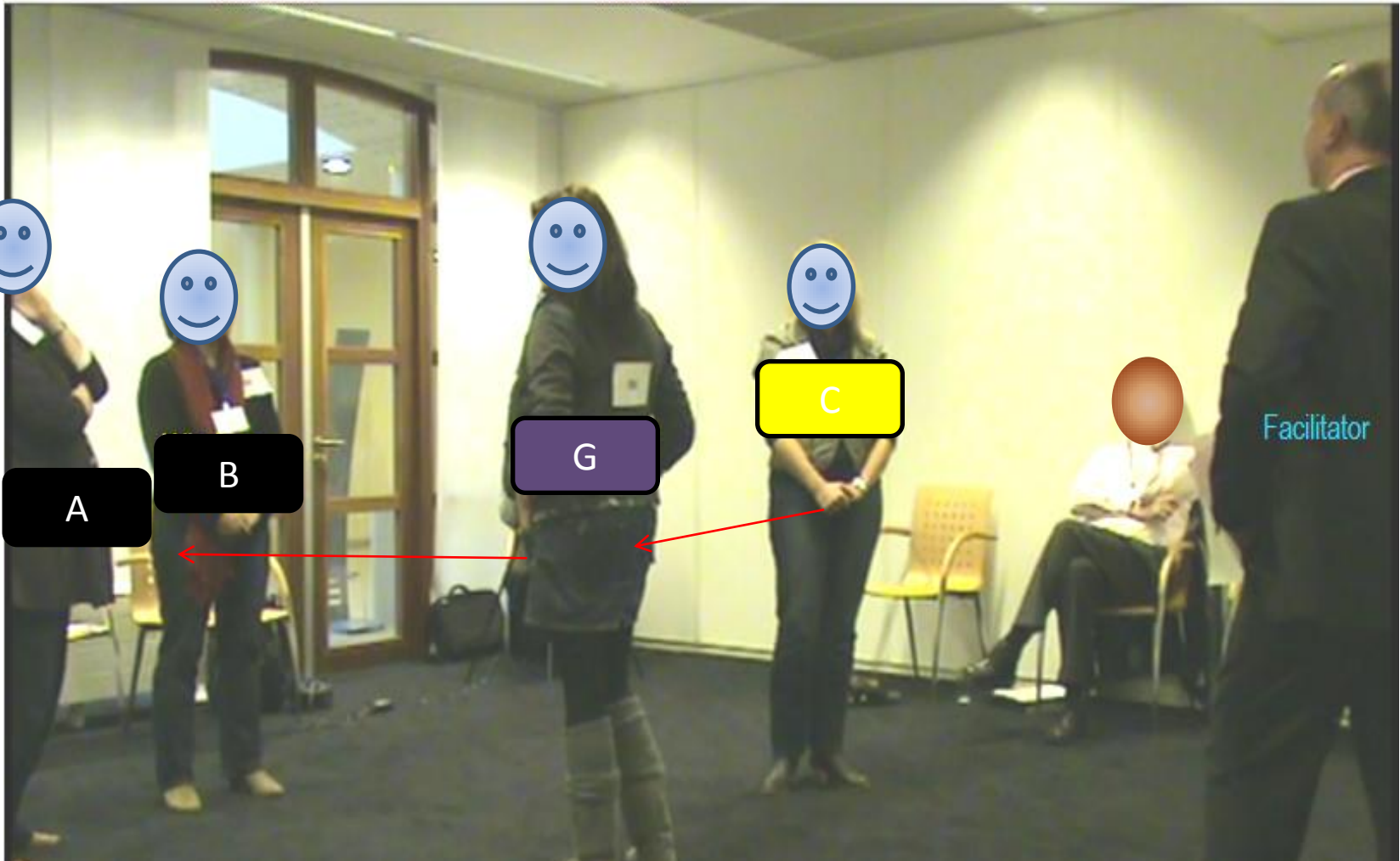
- Familieopstellingen (1980 – Franke 2003/Hellinger)
- Merkopstellignen (2005 – Wim Jurg 2010)











- System approach
- Marketing = building a brand in the mind of the prospect
- Perception



1. Relevance
2. Validity
3. Reliability
4. Precision

Relevance	Degree to which problem identification techniques generate insights and clarify the problem in the perception of respondents			
	(1) Insight	(2) Emotion	(3) System (relat.)	(4) Awareness
Validity	Degree to which problem identification techniques generate true and complete information in the perception of respondents			
	(1) Truth	(2) Completeness		
Reliability	Degree to which problem identification techniques are free from random errors and therefore yields consistent results in the perception of the respondents			
	(1) Coherence	(consistent)	(2) Bias (affected)	
Precision	Degree to which problem identification techniques generate verifiable and unambiguous information in the perception of the respondents			
	(1) Verification	(2) Unambiguity		

Video recordings and Transcription

- Precision reliability
 - verifiable and consistent
- Bilateral test-retest reliability
 - comparable
- Predictive bilateral test-retest reliability
 - expected
- Historical triangular reliability
 - likely
- Introspective reliability
 - realism
- (Consensus measurements)
 - insight growth

Legend total bilateral test-retest scores		
Score	Difference	Intepretation
2	< 0.8	The relationships scores are very similar
1	0.9 – 1.6	The relationships scores are moderately similar
0	1.7 – 2.4	The relationships scores are ambivalent
-1	2.5 – 3.2	The relationships scores are moderately dissimilar
-2	> 3.3	The relationships scores are very dissimilar

- See Excel example snapshots

5.1.5 Overview reliability measurements

This section summons the findings on the reliability of the findings of the branding constellation. Display 5.9 presents an overview of the measurements including the judgement of the reliability of the findings.

Display 5.9 Overview of the findings on the reliability of the constellation

Section	Measurement	Average reliability finding
5.1.1	Precision reliability	0,4
5.1.2	Bilateral relationship test retest reliability	1,5
5.1.3	Prediction bilateral relationship reliability	1,4
5.1.4	Brand history reliability	1,6
Average		1.2

Regarding the score of 1.2 (display 5.9) and the legend presented in display 4.11, the answer to the first research question “How reliable is the innovation constellation of this case study regarding precision-, bilateral relationship test-retest -, prediction bilateral relationship- and innovation history reliability?” is: The reliability findings indicate a moderately to very positive reliability of the branding constellation.

5.2.5 Overview stacking comparable cases

This section presents an overview of the findings regarding the stacking of comparable cases, for the standardized measurements done in the case studies, see Display 5.14.

Display 5.14 Overview of the findings on the reliability of the constellation

Section	Measurement	Average stacking finding
5.2.1	Precision reliability	2
5.2.2	Bilateral relationship test retest reliability	2
5.2.3	Prediction bilateral relationship reliability	2
5.2.4	History interview reliability	1
Average		1.8

Comparison with QFD (house of quality)

						Average
	0.0	-1.0	Employees are happy			0.3
	1.0	-2.0	Management has a vision			-0.3
	-2.0	-2.0				-2.0
	-1.0	-2.0	More focus to individual			-1.0
	0.0	-2.0				-0.7
	-1.0	-2.0	Always price to			-1.3
	-2.0	-1.0	Wow new offers			-1.7
	-1.0	0.0	Unique design			-0.7
Average	-0.8	-0.8	-1.3			-0.9

- Introduction to branding constellations and how to visualize implicit and tacit information
 - Branding constellation, projection technique
- Reliability in context of usability
 - relevance, validity, reliability and precision
- Reliability conceptualization for a soft systems methodology
 - precision, bilateral test-retest, predictive bilateral test-retest and historical triangular reliability + introspective reliability
- Reliability of the case study and Branding Theme
 - moderately to very reliable
- Emotional holistic approach versus rational reductionistic approach
 - not comparable but additional

Unbelievable? - Unreliable?

Experience?

Thank you

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