

TABLE OF BRANDING ELEMENTS

As Assurance	C Cost	Cs Customer Service	Cu Customization	Ea Ease	Kn Knowledge	Po Positive Outcomes	Pr Product	Ti Time
Ac Accuracy	Fi Financing	Co Communication	Cb Custom Build	Ae Accessible	Ce Certification	Lo Local	Cp Components	Lt Lead Time
Pm Peace Of Mind	Pc Price Certainty	Ci Customer Interaction	Ni Niche	Co Comprehensive	Es Experienced Staff	Pf Performance	Fa Facility	Ot On Time
Pv Privacy	Pp Price point	Rs Relationship	Pe Personalization	De Delivery	Ex Expert Staff	Sb Social Benefit	In Innovation	Sp Speed
Re Reputation	Pi Purchase Incentive		Se Selection	In Intuitive	Ik Intuitive Knowledge		Iv Inventory	
Sa Safety	Ro ROI			Lo Location	Pd Proprietary Data		Pr Premium	
St Stability				St Streamlined	Tr Training		Sv Service	
				Tk Turn-Key			Th Technology	

KEY

- Assurance
- Cost
- Customer Service
- Customization
- Ease
- Knowledge
- Positive Outcomes
- Product
- Time

BRANDSCAN PROPRIETARY INSIGHT:
all brand attributes can be categorized into 9 categories and 44 sub categories