Cuttime

NE Brands & Bands

STATED VS. DERIVED FIT

Stated vs. Derived Fit

OVERVIEW

Motivation:

This one-pager details how we produced a 'derived' score of brand / artist fit based on consumers' ratings of brands and artists along several attributes (e.g., personality traits, aesthetics). We then relate these derived fit scores to consumers' 'stated' fit scores, which resulted from the pairs of brands and artists that they explicitly selected as a good partnership.

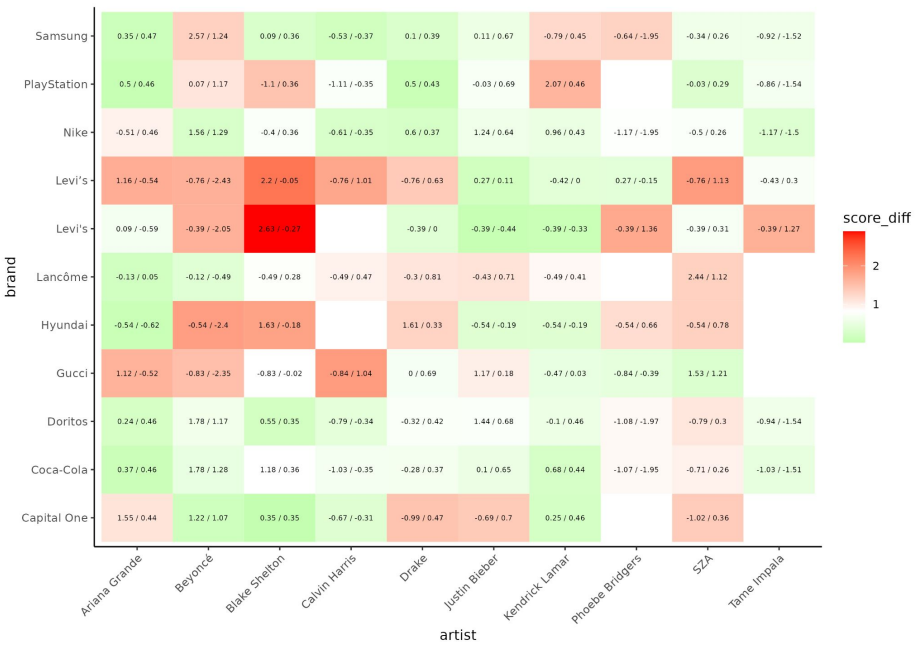
Method:

Here was our approach to this analysis:

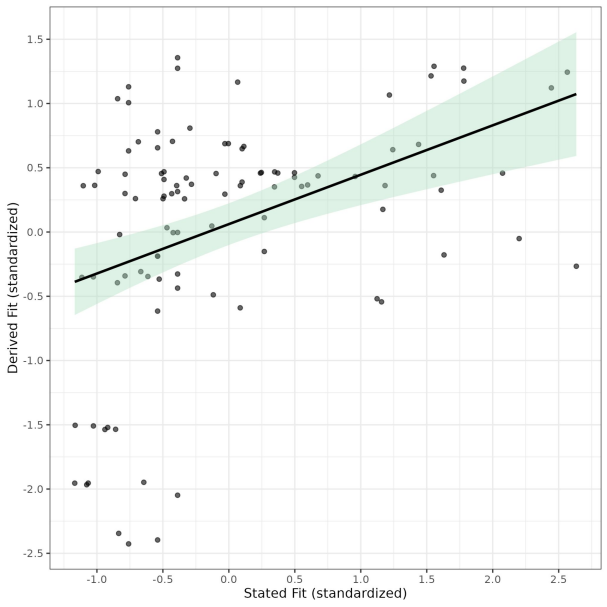
1. Consumers indicated 1) their top brands and artists (out of the lists we provided) and 2) which of those brands and artists would make a good partnership. These selections were used to construct the **'stated' fit score.**
2. Consumers rated these same brands and artists along several attributes – e.g., whether they thought they were 'ethereal' or 'authentic'. We used these ratings to produce a **'derived' fit score.**
3. We then constructed a **heatmap showing the absolute value difference between the stated and derived fit score** for each brand / artist pairing (see the plot on the left). We also looked at the **overall relationship between stated and derived fit scores** across brand / artist pairs (see the plot on the right).

FINDINGS

Difference between stated fit (based on partnership selections) **& derived fit** (based on attribute ratings)



Stated fit (based on partnership selections) **vs. derived fit** (based on attribute ratings)



KEY TAKEAWAYS

- Overall, **the brand / artist pairs that consumers explicitly say would make a good partnership also tend to be pairs that they rate similarly in terms of attributes.**
- However, the relationship between stated and derived fit is not 1:1. This means that a consumer might think a brand and artist are similar but that they wouldn't make a good partnership; in the same vein, **even brands and artists that are quite different could still be perceived by consumers as a good partnership fit.**