

THE HOMA FILES

Professor Ken Homa
Georgetown University



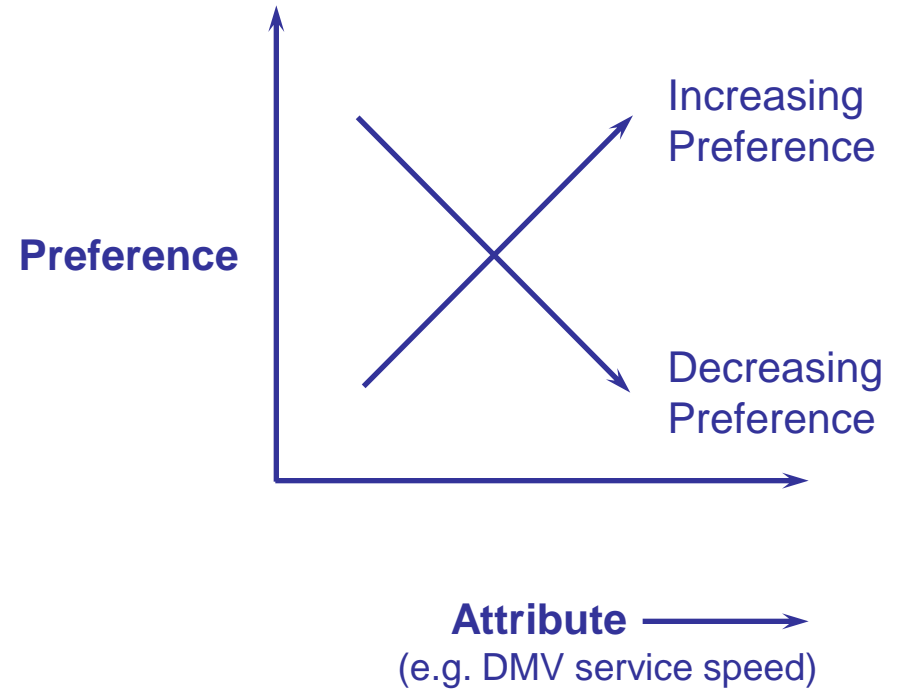
Ideal Points

Proprietary Material

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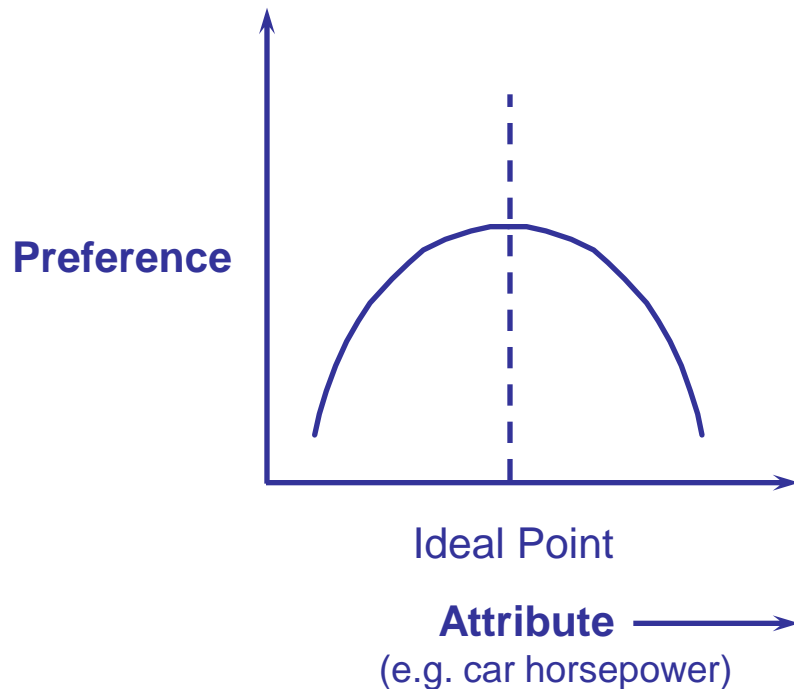
Ideals : *Different Shapes*

Vector Preference

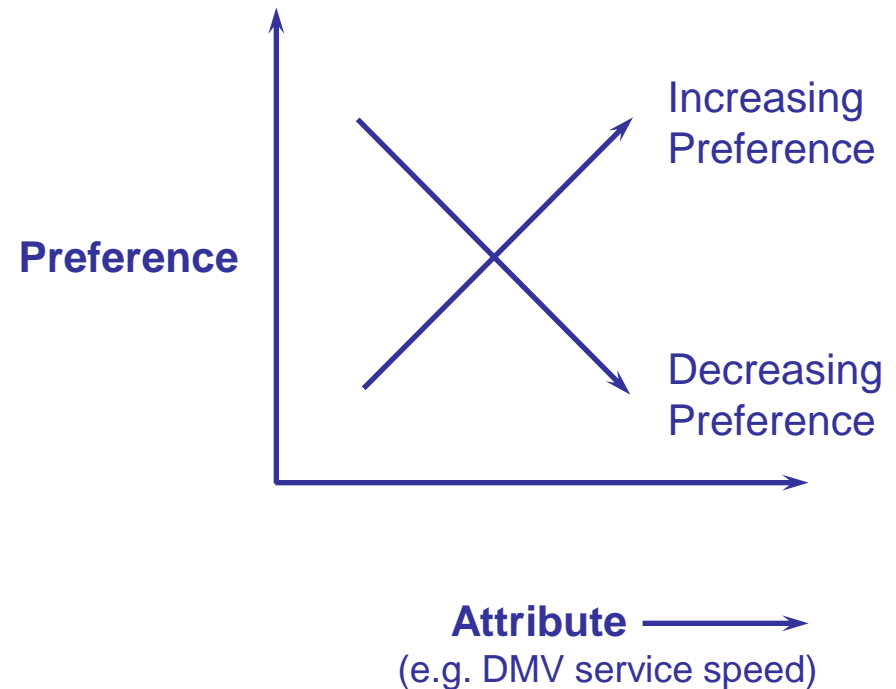


Ideals : *Different Shapes*

Point Preference



Vector Preference



Ideal Points: *Idiosyncratic, Contextual & Dynamic*

Visualizing Semantic Ideal Points ...

Ideal Points

Illustrative Only
(from practice industry)

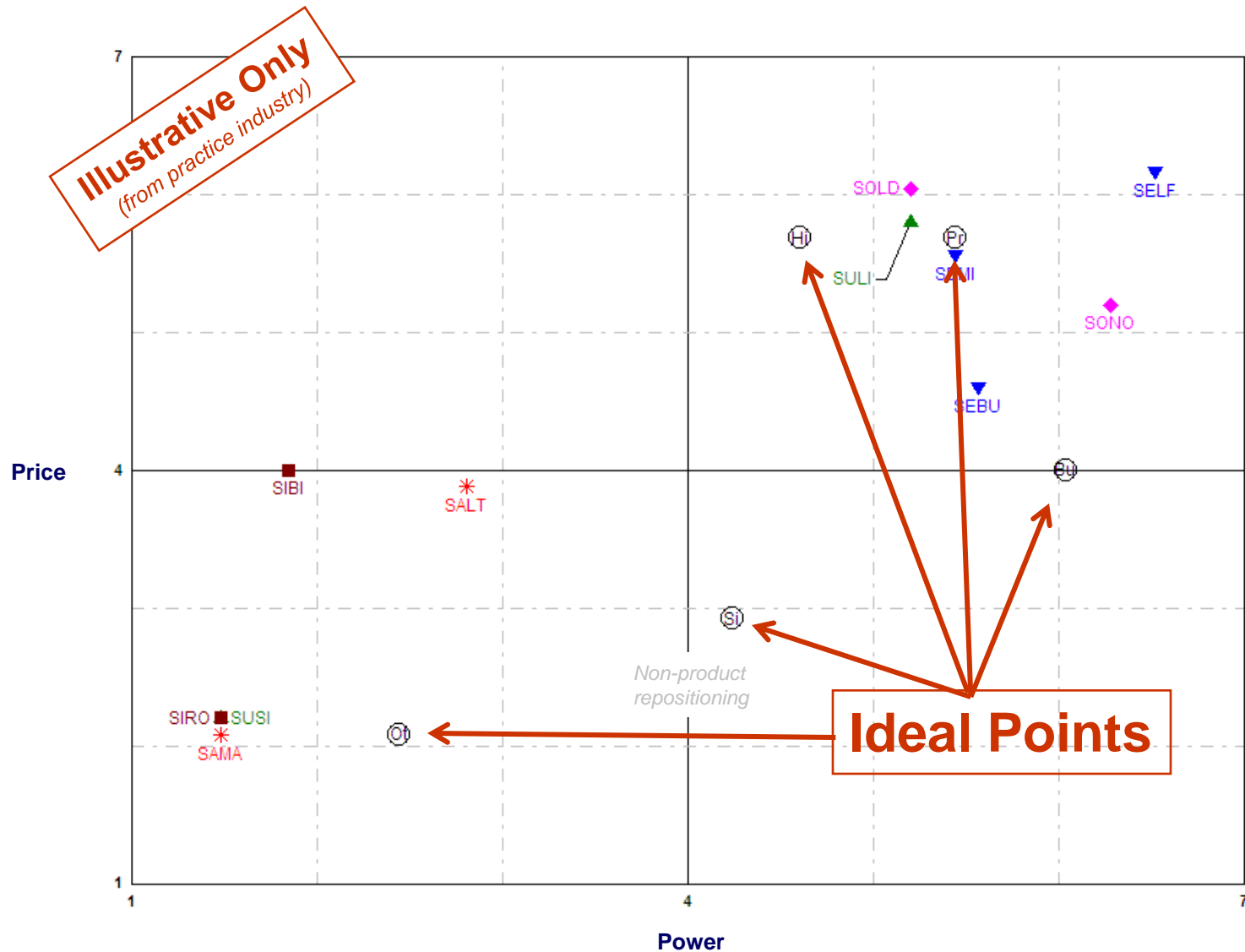
SEMANTIC SCALES - IDEAL VALUES (1 TO 7)

Segment	Weight	Design	Volume	Max Freq	Power	Price
Bufs	3.53	5.30	2.31	5.91	6.03	3.95
Singles	6.01	5.25	5.02	4.47	4.29	2.94
Pros	2.65	2.19	3.06	5.60	5.42	5.64
HiEarners	4.81	5.71	4.68	4.42	4.66	5.73
Others	5.41	3.99	6.17	2.85	2.43	2.11

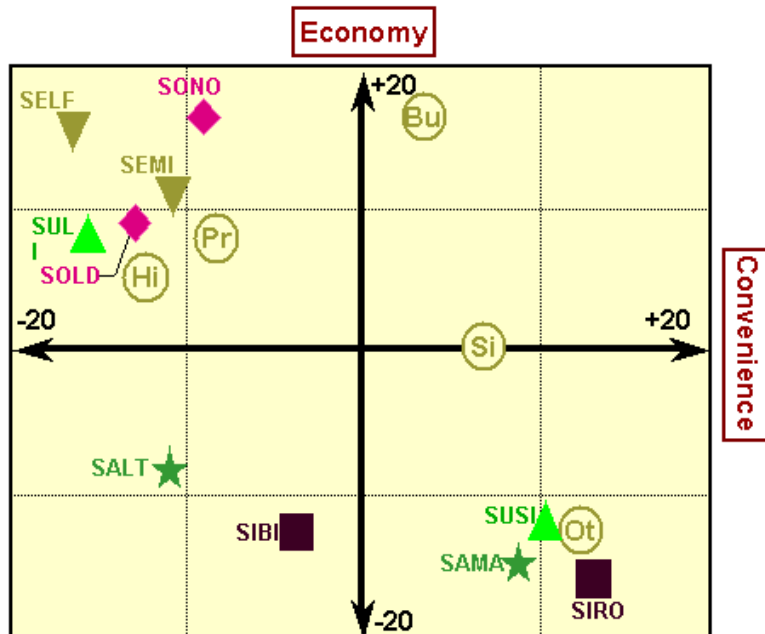
Importance of characteristic (1)	1	3	2	3	6	10
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(1) On a scale from 1 to 10 - 1 = Not important - 10 = Very important

Perceptual Map



Proximity Rules

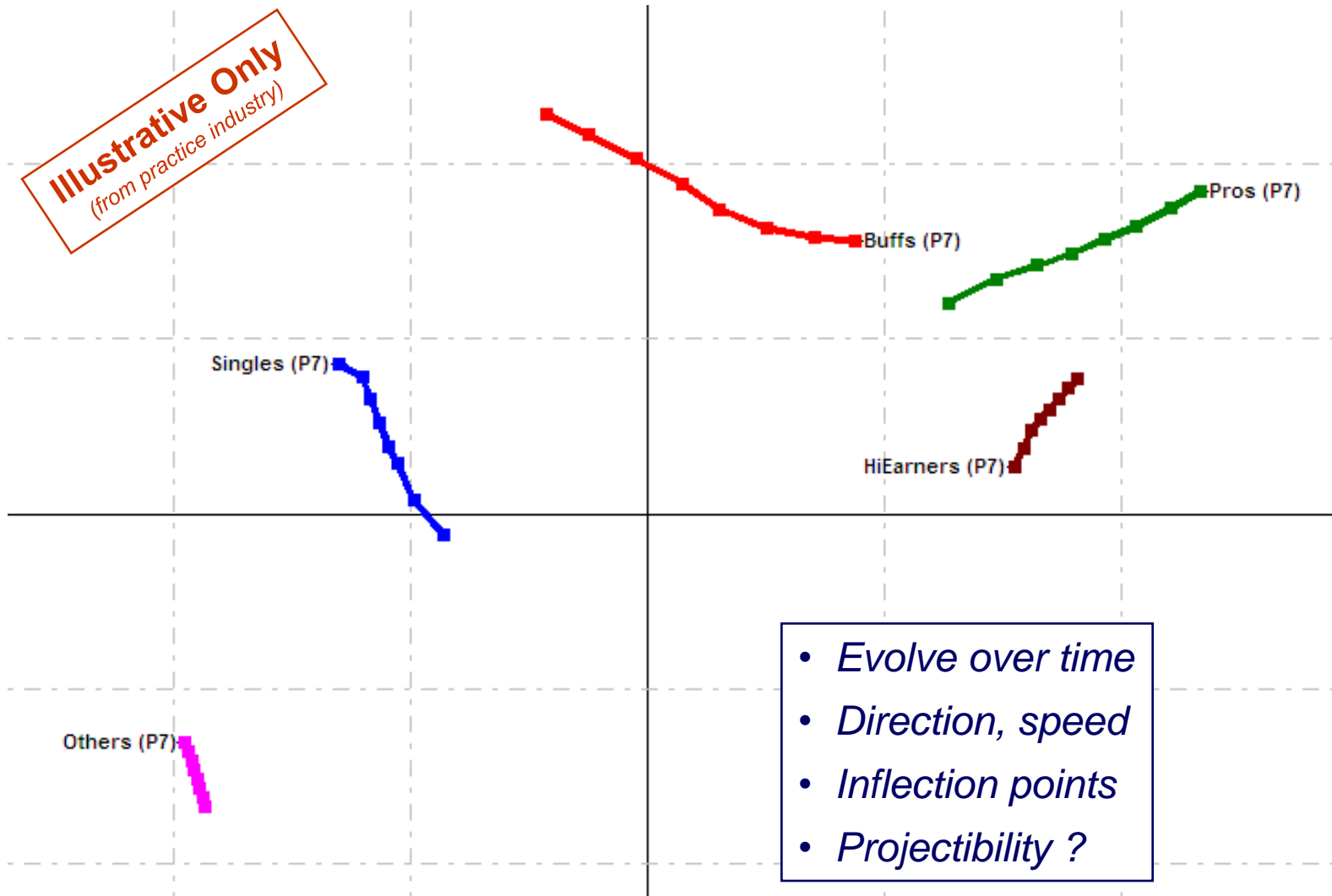


- Most of a brand's sales will come from the segments with the closest ideal points

- Most of a segment's sales (share) will go to the brands closest to its ideal point

Ideal Points

Illustrative Only
(from practice industry)



The Great Wayne Gretzky says ...



“Skate to where the puck is going,
not to where it was.”

Ideal Points

TakeAways

- Based on customer perceptions
- Point estimates of distributions
- Different shapes: points & vectors
- Idiosyncratic, contextual, & **dynamic**