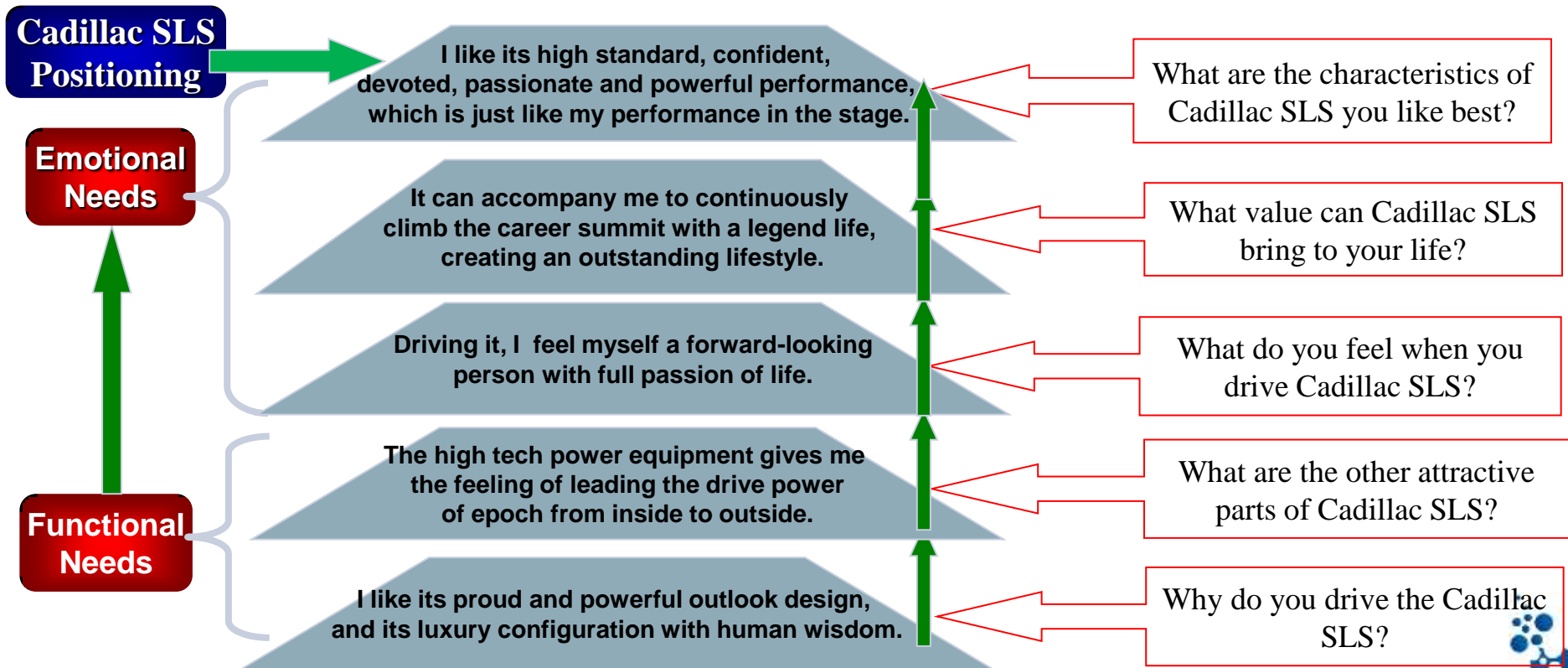


**Objective:** To understand the functional and emotional needs for Celine Dion to drive Cadillac SLS and define the product market positioning.

**Why do you drive Cadillac SLS? Ask a series of questions, then you can understand the functional and emotional needs for Celine Dion to use Cadillac SLS.**



- In marketing research uses of picture response techniques, respondents are shown a set of pictures and asked the most representative and the least representative to tell a story describing it.
- The respondent's interpretation of the pictures gives indications of that individual's personality.
- E.g. Select the following person who use your products most often!





- In a third-person technique, respondents are presented with a verbal or visual situation and are asked to related the beliefs and attitudes of a third person.
- E.g. “Are you afraid of swimming”? Very few people said yes. “Do you think your neighbor is afraid to swim?” lowered the respondent’s defenses and resulted in truthful answers. The answer is Yes. Then, you can further probe.