



Identifying and Prioritising Category Entry Points (CEPs)

**A specialist research service from
the Ehrenberg-Bass Institute
of Marketing Science**

What are CEPs and why are they important?

Category Entry Points (CEPs) are the building blocks of Mental Availability — they capture the thoughts that category buyers have as they transition into making a category purchase.

Strong Mental Availability (being easily thought of in buying situations) is essential for building a successful brand. Without it, the brand can't get bought.

The Ehrenberg-Bass Institute can identify the CEPs that your brand can develop to improve Mental Availability. Along with good quality branding and a wide reaching media strategy, building useful mental structures is a key component in getting your brand thought of by as many category buyers as possible, as often as possible.

Informing your growth strategy

Using the insights from our CEP analysis we'll provide advice and suggest priorities for your brand, portfolio and sub-category growth strategy. We'll highlight opportunities for future advertising messages/images to help build Mental Availability. This can inform product innovation to improve your brand's coverage of different category purchase situations.

Our two-stage approach

The first stage is an Ehrenberg-Bass designed elicitation survey that asks category buyers a series of tailored questions. These questions apply our knowledge of buyer behaviour, how memory works and buyer thought processes to your category.

The second stage is quantifying the CEPs to understand the usefulness/relevance of each, then measuring your brand's performance as well as the performance of key competitors. This identifies opportunities for your brands and highlights CEPs for the category that are more competitive (i.e. where you might need a specific strategy).

What we can do for you

- Identify CEPs for buyers of your categories, for specific countries or customer sub-sets (e.g. younger buyers)
- Assess your brand's performance across CEPs, as well as key competitors
- Determine which CEPs are particularly useful for your brand to be mentally competitive
- Map CEPs across the company portfolio and identify gaps
- Identify CEPs the brand has a mental advantage upon, and any gaps that could inform new product innovation

