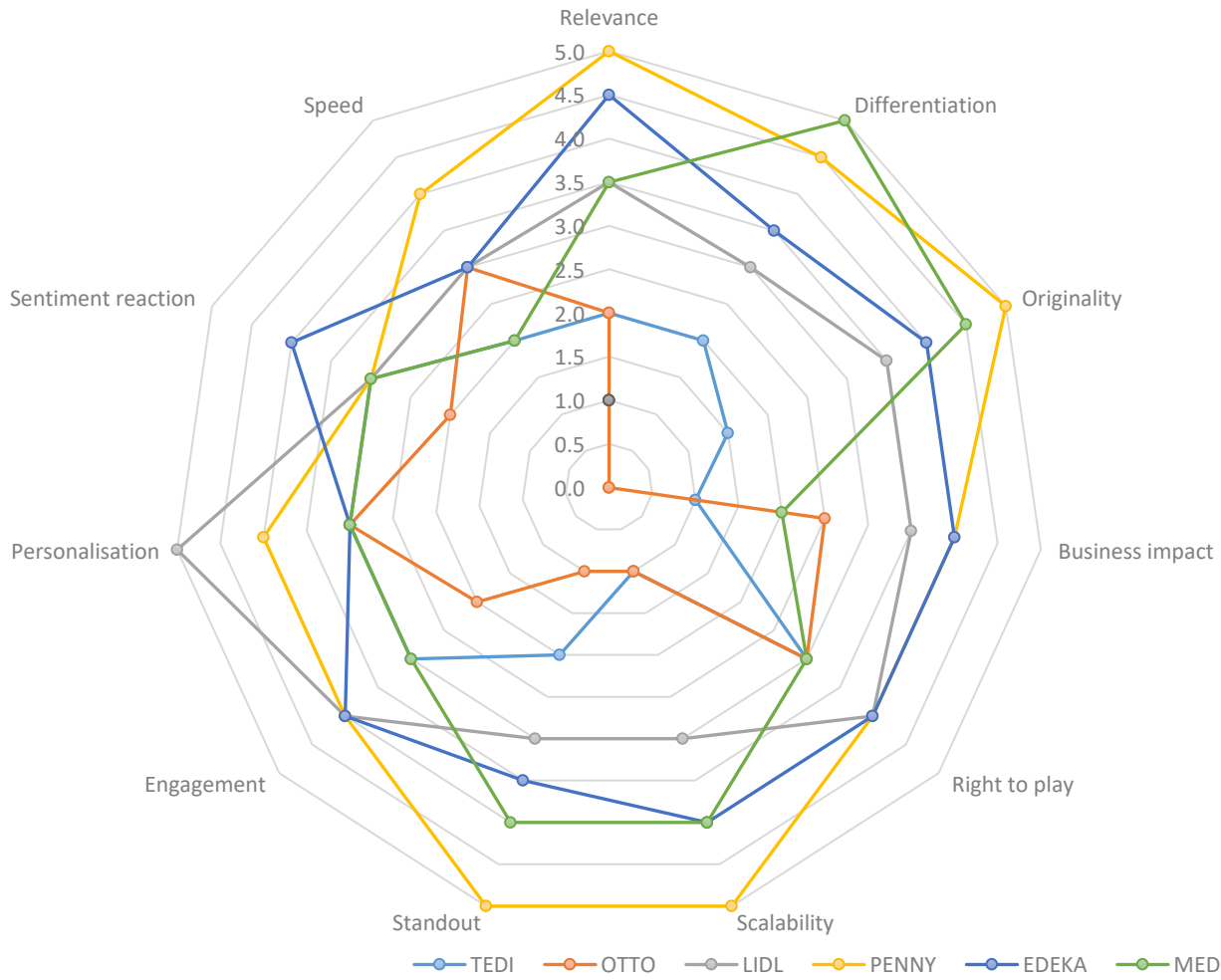


# Brand Agility Index Weihnachten 2017



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Marke*	Relevance	Differentiation	Originality	Business impact	Right to play	Scalability	Standout	Engagement	Personalisation	Sentiment reaction	Speed	Average
TEDI	2.0	2.0	1.5	1.0	3.0	1.0	2.0	3.0	3.0	3.0	2.0	23.5
OTTO	2.0	0.0	0.0	2.5	3.0	1.0	1.0	2.0	3.0	2.0	3.0	19.5
LIDL	3.5	3.0	3.5	3.5	4.0	3.0	3.0	4.0	5.0	3.0	3.0	38.5
PENNY	5.0	4.5	5.0	4.0	4.0	5.0	5.0	4.0	4.0	3.0	4.0	47.5
EDEKA	4.5	3.5	4.0	4.0	4.0	4.0	3.5	4.0	3.0	4.0	3.0	41.5
MEDIA MARKT	3.5	5.0	4.5	2.0	3.0	4.0	4.0	3.0	3.0	3.0	2.0	37.0

\*Social Media (Facebook, Twitter, Instagram) + Website