

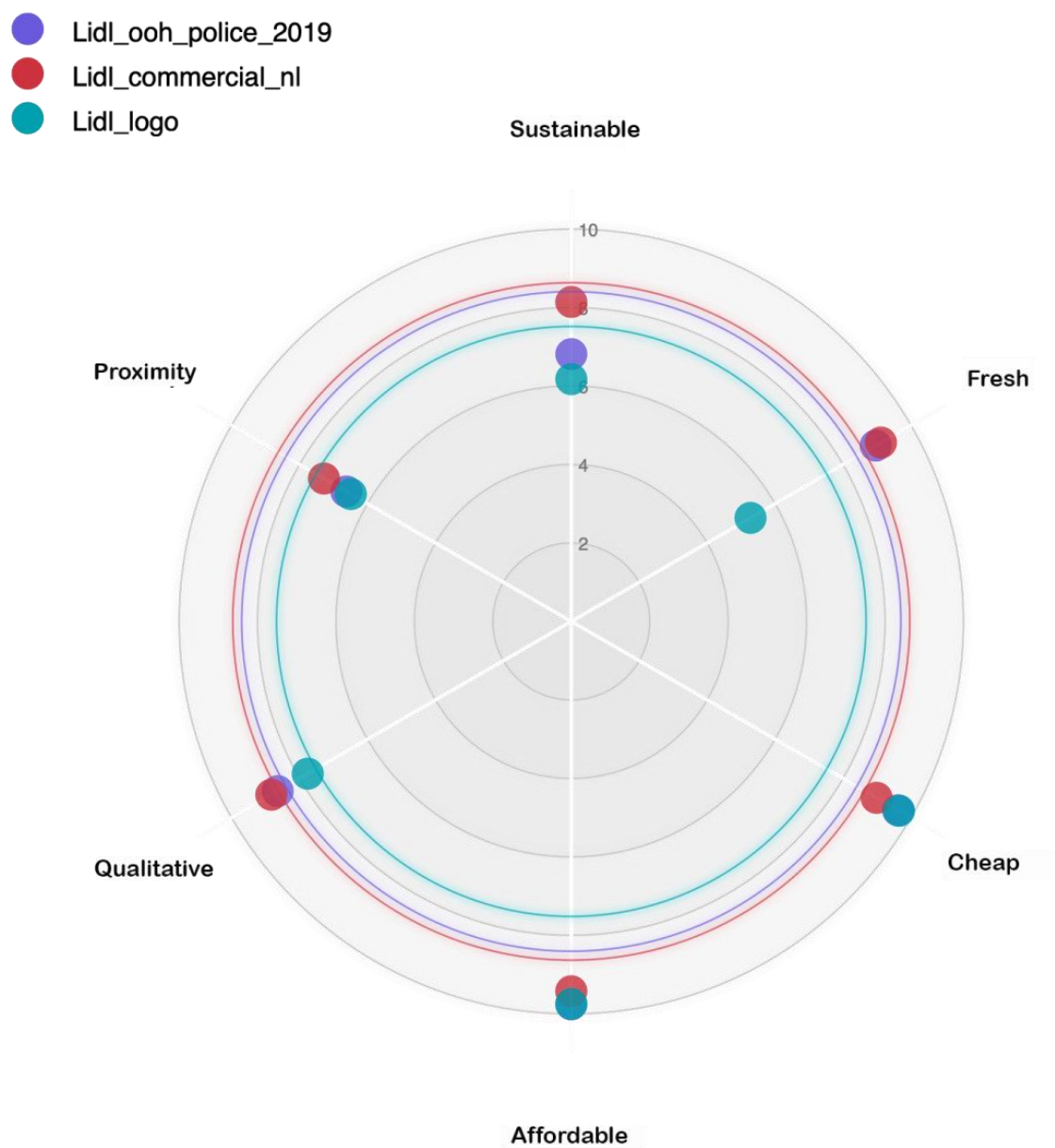
# Appendix



Figure 1.1. Lidl “Oh, Police” campaign visual



Figure 1.2. Lidl “Highest quality for the lowest price” campaign visual



**Figure 2.1.** Neuro positioning map for both campaigns