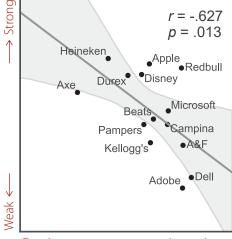
Brand image strength



Consistent ← Inconsistent

> Neural profile consistency among consumers