

Zaltman Metaphor Elicitation Technique (ZMET) Project

ZMET = Research technique developed by Dr. Gerald Zaltman that uses visual and sensory images to help better understand the meanings of brands.

[Harvard Business Review Interview with Zaltman (via YouTube):

<https://www.youtube.com/watch?v=NQzYclR8ufM>]

ZMET Project

Collaborative, small group exercise provides students with deeper understanding of ZMET and consumers' perceptions of brands.

- Write well-known brand names on slips of paper (x 3).
- Mix them up & let students take slip out of hat or bowl



ZMET Project

- Individually, students gather five pictures (original, web, magazine, or other source) that represent their thoughts & feelings about brand.
 - Pictures should not have the product itself or brand name in them.

ZMET Project

- Collectively, students work in their groups to:
 1. Take turns explaining images chosen;
 2. Discuss sensory images (sight, scent, sound, taste, touch) that come to mind about the brand;
 3. Identify metaphors or themes that emerge from group discussion of brand;
 4. Choose most meaningful pictures & create a collage;
 5. Present or write detailed description of each image, its meaning, & any metaphors that emerged; and explain how marketers might use information gathered to communicate the brand more effectively to consumers.

Example Collage for Pepsi



Example Collage for Google

