

# THE LOVEMARKER

The Lovemarker is a creative insight generator that measures emotional heat from the three characteristics of Lovemarks: Mystery, Sensuality and Intimacy.

## How to use the Lovemarker

**Score:** 2 points for Hot, 1 point for Warm and 0 points for Cold.

No Respect, no Lovemark. You must score at least 25 Respect points to be considered for Lovemark status.

## What your points mean:

0 to 36 points = Commodity

37 to 40 = Brand

41+ = Lovemark

## RESPECT

PERFORMANCE	HOT	WARM	COLD	TRUST	HOT	WARM	COLD	REPUTATION	HOT	WARM	COLD
Innovation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Reliability	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Leadership	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sustainability	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Honesty	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Service	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Ease	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Responsibility	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Identity	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Openness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Efficacy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Value	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Security	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>				

## LOVE

MYSTERY	HOT	WARM	COLD	SENSUALITY	HOT	WARM	COLD	INTIMACY	HOT	WARM	COLD
Great Stories	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sound	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Commitment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Past Present Future	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sight	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Passion	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Taps Into Dreams	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Smell	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Empathy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Myths and Icons	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Touch	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>				
Inspiration	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Taste	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>				