




# TradeMarks

Positioning Your Association for Policy Success

**Brussels' Sector Analysis** – a view of the highest and lowest rated industry sectors across the 15 characteristics in the Brussels TradeMarks Model



TOP RATED SECTOR	MEAN SCORE	CHARACTERISTIC	MEAN SCORE	LOWEST RATED SECTOR
Retail/General Business	7.01	Multilateral Impact	5.96	Financial Services
Food	6.43	Unified Voice	5.89	Financial Services
Retail/General Business	6.49	Multi Party Relationships	5.74	Financial Services
Telecommunications/Tech	6.22	Media Relations	5.13	Financial Services
Telecommunications/Tech	6.51	Social Media	5.64	Manufacturing
Retail/General Business	7.18	Lobbying	5.94	Financial Services
Retail/General Business	6.66	Industry Reputation Steward	5.81	Financial Services
Retail/General Business	6.38	Coalition Building	5.56	Financial Services
Telecommunications/Tech	6.24	Membership Mobilization	5.59	Financial Services
Telecommunications/Tech	6.05	Local Impact	5.34	Financial Services
Retail/General Business	6.66	Events	5.59	Manufacturing
Food	5.97	Pan European Voice	5.38	Financial Services
Telecommunications/Tech	5.68	Grassroots	4.59	Financial Services
Energy & Extraction	6.38	Information Resource	5.92	Financial Services
Telecommunications/Tech	6.07	Self Regulation	5.20	Financial Services

Characteristics are listed in order of impact, according to our survey. Sector scores are an average of scores for all associations in that sector. Copyright 2015 APCO Worldwide, Inc. [trademarks.apcoworldwide.com](http://trademarks.apcoworldwide.com)