

Brands Don't Buy Brands - People Do!

IN REAL LIFE, DO YOU KNOW HOW TO INFLUENCE PEOPLE TO CHOOSE YOUR BRAND?

Brands that grow are brands that are chosen by more people, more easily, more often. Understanding how people make choices is the first step to achieving brand growth. Ipsos conducted R&D to understand how people make brand choices and we learned what matters most to them – and what brand managers need to do to influence them to choose their brands more.



BE CONSIDERED FIRST AT THE MOMENT OF CHOICE **1**

Awareness and consideration are not enough: you need to be considered first at the moment of choice.

BUILD STRONG + POSITIVE MENTAL NETWORKS **2**

A mental network is a unique set of memories, feelings, sounds, colors, slogans, symbols, and the like. Strong, dense and positive mental networks allow people to more easily retrieve your brand when making choices.

IDENTIFY FOR YOUR CATEGORY KEY OCCASIONS, ASPIRATIONS + NEEDS **3**

The mental networks must include the needs, aspirations and occasions key for the category, which makes the brand relevant to the consumer.