The world of our consumers is changing

NEW TECHNOLOGY
ALWAYS ONLINE
POWER SHIFTING TO THE INDIVIDUAL
Increasingly, decisions are being made more intuitively.

WE KNOW MORE THAN EVER ABOUT HOW PEOPLE MAKE DECISIONS.
Brands exist in people’s minds as an associative network acting as a mental shortcut.
Distinctiveness is the shortest route to your brand

<table>
<thead>
<tr>
<th>Differentiation</th>
<th>Distinctiveness</th>
</tr>
</thead>
<tbody>
<tr>
<td>Is Good</td>
<td>Is Great</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>• A “reason to buy”</td>
<td>• Brand “looks like itself”</td>
</tr>
<tr>
<td>• Can be shared by brands</td>
<td>• Intrinsically linked to 1 brand</td>
</tr>
<tr>
<td>• May be temporary</td>
<td>• Is ownable “forever”</td>
</tr>
</tbody>
</table>

GoPro Competitors
Distinctive assets strengthen a brand’s saliency

MEMORY SALIENCE
To Be Thought Of

ATTENTION SALIENCE
To Be Noticed

Help build and maintain MENTAL NETWORKS around the brand

Help in being noticed AT THE RIGHT MOMENT and improve the brand’s linkage in communication
Brands use assets to activate mental networks and drive saliency

- **Logo**: Nespresso
- **Tagline**: Nespresso. What else?
- **Cups**: Coffee pods in different colors
- **Box**: Nespresso capsules in packaging
- **Sound logo**: Musical notes
- **Ambassador**: George Clooney
- **Color**: Brown
- **Symbol**: "N"
Distinctive brand assets drive brand growth

Brand Attribution In Communication

Brand Recognition

Ease Of Finding In Store
DECONSTRUCTING DISTINCTIVENESS

Four qualities help set brand assets apart

**Branding Power**

- Brand Linkage
- Brand Uniqueness

**Brand Affinity**

- Brand Alignment
- Sentiment
Performance on key metrics guide strategy to leverage and create assets

**DECISION MATRIX**

**BRANDING POWER**

<table>
<thead>
<tr>
<th>High</th>
<th>Moderate</th>
<th>Low</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>DISTINCTIVE ICONS</strong></td>
<td><strong>INVEST</strong></td>
<td><strong>DO NOT USE IN ISOLATION</strong></td>
</tr>
<tr>
<td>Core brand assets use as much as possible</td>
<td>Potential to become icons given sufficient investments</td>
<td>Should be always combined with another brand</td>
</tr>
</tbody>
</table>

**Brand Linkage**

**Brand Uniqueness**

**Brand Alignment**

**Brand Affinity**

**Sentiment**
Petcare: Stengthen sub-brand’s saliency by identifying strongest assets

### BUSINESS ISSUE
Improve brand linkage for sub-brands

### ANALYSIS
Grouped assets into four main classifications, based on use

<table>
<thead>
<tr>
<th>Brand Asset</th>
<th>Sub-Brand Assignment</th>
<th>Consideration</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dog Food</td>
<td>Distinctive Icon</td>
<td>Always Use</td>
</tr>
<tr>
<td></td>
<td>Do Not Use in Isolation</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Invest</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Caution &amp; Diagnose</td>
<td></td>
</tr>
</tbody>
</table>

### OUTCOME
Provide actionable recommendations for each asset

<table>
<thead>
<tr>
<th>Logo</th>
<th>Character</th>
<th>Tagline</th>
<th>Color</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image" alt="Dog Food #1 Logo" /></td>
<td><img src="image" alt="Dog Food #1 Character" /></td>
<td>“My Dog Loves It!”</td>
<td><img src="image" alt="Dog Food #1 Color" /></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Logo</th>
<th>Character</th>
<th>Tagline</th>
<th>Color</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image" alt="Dog Food #2 Logo" /></td>
<td><img src="image" alt="Dog Food #2 Character" /></td>
<td>“Authentic recipes for a healthy pet.”</td>
<td><img src="image" alt="Dog Food #2 Color" /></td>
</tr>
</tbody>
</table>

---

**Sub-Brand 1**
- **Logo**: Dog Food #1
- **Character**: 
- **Tagline**: “My Dog Loves It!”
- **Color**

**Sub-Brand 2**
- **Logo**: Dog Food #2
- **Character**: 
- **Tagline**: “Authentic recipes for a healthy pet.”
- **Color**

---

**CASE STUDY 1**

**BUSINESS ISSUE**
Improve brand linkage for sub-brands

**ANALYSIS**
Grouped assets into four main classifications, based on use

**OUTCOME**
Provide actionable recommendations for each asset
# Brand Linkage

<table>
<thead>
<tr>
<th>Measure</th>
<th>Impact</th>
<th>Metric</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brand Linkage</td>
<td>Does The Asset Evoke The Brand?</td>
<td>% People Who <strong>IMPLICITLY</strong> Associate the Brand With The Asset, Weighted by Explicit Association</td>
</tr>
</tbody>
</table>
## Uniqueness

<table>
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<th>Measure</th>
<th>Impact</th>
<th>Metric</th>
</tr>
</thead>
<tbody>
<tr>
<td>Uniqueness</td>
<td>How Unique is the Brand Association (vs. Total Association?)</td>
<td>% Brand Association vs. Total Association</td>
</tr>
</tbody>
</table>
## Brand Alignment

<table>
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<th>Measure</th>
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<th>Metric</th>
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<tbody>
<tr>
<td>Brand Alignment</td>
<td>Is the Asset Aligned for the Overall Brand’s Message</td>
<td>% Association with what the Brand wants to stand for</td>
</tr>
</tbody>
</table>

### Brand Asset Example

- **Target**
- **i’m lovin’ it**
- **DEW TOUR**
- **Share a Coke with Friends**
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<th>Impact</th>
<th>Metric</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sentiment</td>
<td>Do people like the asset?</td>
<td>% Dislikes “Negative Sentiment”</td>
</tr>
</tbody>
</table>

**BRAND ASSET EXAMPLE**

**Sentiment**
**BUSINESS ISSUE**
A beer brand wants to build a stronger identity by making better use of existing brand markers.

**ANALYSIS**
Many assets generated high brand linkage but did not support the brand message or create strong positive sentiment.

**OUTCOME**
This enabled the client to complement the existing brand assets (which already generate high brand linkage) with more meaningful assets (that have a positive impact on brand image).
CASE STUDY 3

Dairy: Choosing New Brand Icons

BUSINESS ISSUE

A dairy company has recently decided to stretch its brand into a new emotional territory.

They want to create a new brand icon that conveys this meaning while at the same time having high potential branding power.

ANALYSIS

Assets generally found to be aligned with the brand and uniquely associated

Brand linkage was low for most of the assets tested

OUTCOME

The results clearly identified one brand asset that married possible unique brand linkage to meaningful associations.

2 other assets can be used to convey the new emotional territory, but do not have sufficient branding potential to be used in isolation.
In Summary

1. **DISTINCTIVE ASSETS**
   Strengthen associative mental networks and help build brand saliency

2. Distinctiveness can be deconstructed into **FOUR QUALITIES**
   to find your best assets

3. We can help you **ASSESS AND BUILD** assets
   that can be leveraged to foster brand growth
THANK YOU

For more information contact
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Or your main Ipsos contact

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