

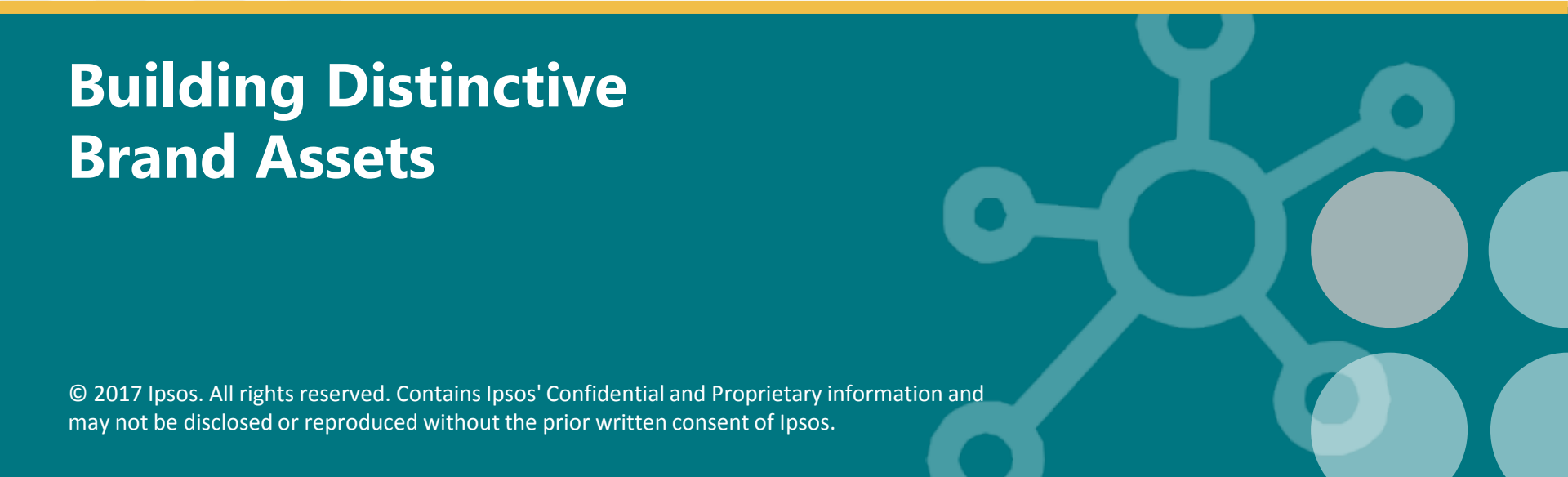


April 2017



Building Distinctive Brand Assets

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The world of our consumers is changing

NEW TECHNOLOGY



ALWAYS ONLINE

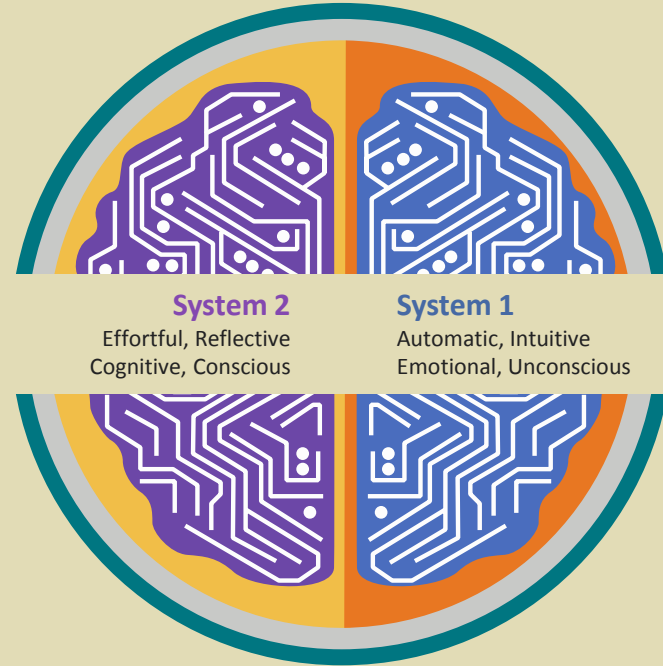


POWER SHIFTING TO THE INDIVIDUAL

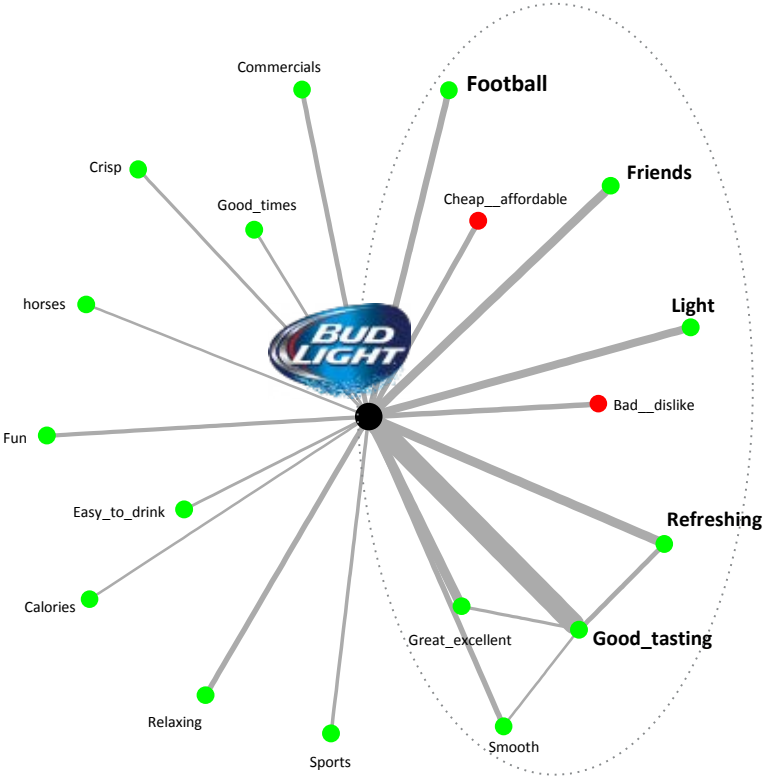


Increasingly, decisions are being made more intuitively

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

Differentiation Is Good

- A “reason to buy”
- Can be shared by brands
- May be temporary

GoPro.
■■■■



Distinctiveness Is Great

- Brand “looks like itself”
- Intrinsically linked to 1 brand
- Is ownable “forever”



Distinctive assets strengthen a brand's saliency

MEMORY SALIENCY

To Be
Thought Of

Help build and maintain
MENTAL NETWORKS
around the brand

ATTENTION SALIENCY

To Be Noticed

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



Tagline



Cups



Box



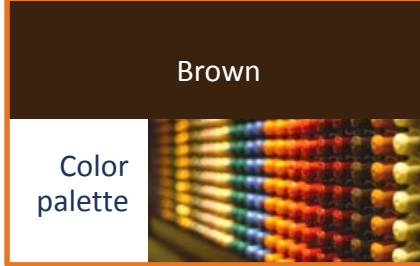
Sound logo



Ambassador



Color



Symbol



Distinctive brand assets drive brand growth

Brand Attribution In Communication



Brand Recognition



Ease Of Finding In Store



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



BRAND LINKAGE



BRAND UNIQUENESS



SENTIMENT



BRAND ALIGNMENT



BRAND AFFINITY

BRANDING POWER

High

Moderate

Low

Positive / Neutral

DISTINCTIVE ICONS



**CORE BRAND ASSETS USE
ASMUCH AS POSSIBLE**

INVEST



**POTENTIAL TO BECOME ICONS
GIVEN SUFFICIENT INVESTMENTS**

**DO NOT USE
IN ISOLATION**



Negative



CAUTION & DIAGNOSE

**UNDERSTAND POTENTIAL
NEGATIVE IMPACT ON BRAND**




**SHOULD BE ALWAYS COMBINED
WITH ANOTER BRAND**

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



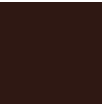
BUSINESS ISSUE

Improve brand linkage for sub-brands

Sub-Brand 1

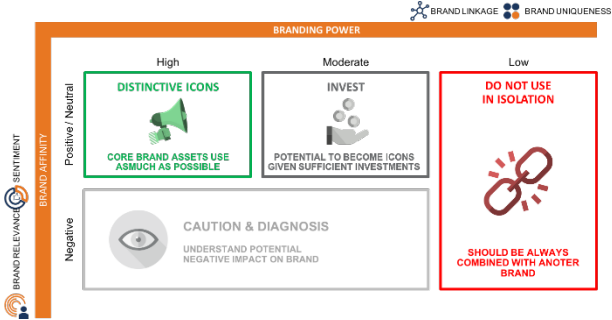
| Logo | Character | Tagline | Color |
|---|---|--------------------|---|
|  Dog Food #1 |  | "My Dog Loves It!" |  |

Sub-Brand 2

| Logo | Character | Tagline | Color |
|--|---|--|---|
|  Dog food |  | "Authentic recipes for a healthy pet." |  |








ANALYSIS


Grouped assets into four main classifications, based on use



OUTCOME

Provide actionable recommendations for each asset


| Brand Asset | Sub-Brand Assignment | Consideration |
|---|---|--------------------------------|
|  Dog Food |  | Distinctive Icon Always Use |
|  |  | Do Not Use in Isolation |
|  |  | Invest |
| "Authentic recipes for a healthy pet." |  | Caution & Diagnose |

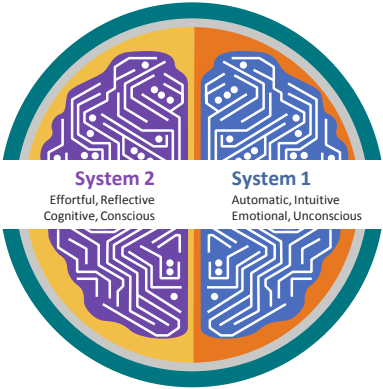


11

BRAND ASSET EXAMPLE

Brand Linkage

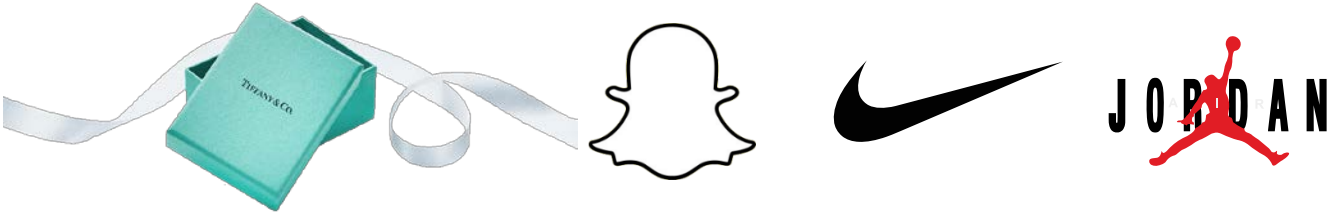
| Measure | Impact | Metric |
|---|---------------------------------|---|
|  Brand Linkage | Does The Asset Evoke The Brand? | % People Who <u>IMPLICITLY</u> Associate the Brand With The Asset, Weighted by Explicit Association |



BRAND ASSET EXAMPLE


Uniqueness

| Measure | Impact | Metric |
|--|---|--|
|  Uniqueness | How Unique is the Brand Association (vs. Total Association?) | % Brand Association vs. Total Association |



BRAND ASSET EXAMPLE

Brand Alignment

| Measure | Impact | Metric |
|--|--|--|
|  Brand Alignment | Is the Asset Aligned for the Overall Brand's Message | % Association with what the Brand wants to stand for |




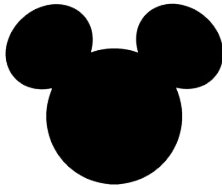
i'm lovin' it



BRAND ASSET EXAMPLE

Sentiment

| Measure | Impact | Metric |
|--|---------------------------|------------------------------------|
|  Sentiment | Do people like the asset? | % Dislikes “Negative Sentiment” |



Beer: Building a Stronger Identity

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)



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.



Sentiment

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
Dave Gryga (david.gryga@ipsos.com)
Or your main Ipsos contact

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