New Censydiam

Connecting Brand With People In A Fast Moving World
Censydiam: Connect brands with deeper human motivations – you will accelerate growth.
What is Censydiam?

A HUMAN-CENTRIC APPROACH TO MARKETING

Social Dimension

Vitality

Power

Recognition

Control

Personal Dimension

Enjoyment

Conviviality

Belonging

Security
BRAND PLANNING DOESN’T HAPPEN IN 3-5 YEAR CYCLES ANYMORE

From BIG IDEA to micro-strategies

Brands operate in a dynamic fast-changing context

Consumer Empowerment
Individual Choice
Market Disruption

The End of Authority
Fragmentation

This means that planning their brand strategy needs to be much more fluid; brands need be ready to respond quickly to changes in the brand context
HELPING MARKETEERS TAKING ACTIONS IN THE DYNAMIC MARKET

The New Censydiam Offering

What it does?

Censydiam Mobile
Brand*Dip

A quick **status update** of your current brand equity & positioning

Censydiam*Social

Making sure your brand is delivering the **right social media content**
Censydiam Mobile Brand*Dip
What is Censydiam Mobile – Brand*Dip?

Censydiam Mobile Brand*Dip

Censydiam Brand*Dip is a simple & concise device-agnostic marketing tool that quickly tests the water on your brand.

Censydiam Brand*Dip enables brand managers to make fast decisions on their brands without needing to know all the details.
CONDUCT BETTER CONSUMER RESEARCH THROUGH Device-Agnostic Surveys

Connect with consumers on their terms
WE OFFER THE RESPONDENT A MUCH MORE ENGAGING EXPERIENCE

The questionnaire is built for mobile first

1. The questionnaire is developed for mobile first, allowing device agnostic access.
2. Length: **10 minutes** (MAX 15 IN ENGLISH)
3. Respondent **engagement** through the use of more intuitive scales, variety, dialogue & shorter questions.
YOU CAN TRY OUT THE QUESTIONNAIRE YOURSELF

Structure of the questionnaire

- Screener
- Category usage
- Brand awareness, consideration & usage
- Brand Equity
- Brand Perception
- Standard emotional & functional benefits for the category
- Project user (open end)
- Visual icons
- Profiling data

DEMO LINK
https://staging01.ipsosinteractive.com/surveys/?pid=S2005078&id=
Censydiam Mobile  
*Brand*Dip

**KEY BUSINESS QUESTION**
How can Ocean Spray grow in an increasingly fragmented market?

**OUR APPROACH**
- **N=200**
- **JUICE DRINKERS**
- **9 MINUTES**
- **PRE-SCRIPTED QNR**
- **DEVICE AGNOSTIC**

**KEY INSIGHTS**
- Build **relevance** on pleasurable experiences, refreshment, full taste and health
- Rejuvenate the brand; create a **fresher & younger** brand identity (communication & packaging)

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1. Understand the current equity and salience of Ocean Spray

Ocean Spray has a decent brand equity, well behind market leaders Tropicana and Innocent, but above new players like Vita Coco and Caution Press.

Attitudinal Equity

5.2%

2. Understand which Motivational Strategies Ocean Spray is reaching

Ocean Spray doesn't really own any motivational territory — although it performs relatively strong in the control, health, and motivation.

Brand Anchor

- Tropicana
- Innocent
- Fresh

3. Identify user profile of Ocean Spray

Ocean Spray is associated with healthy, conscious, active people.

Social Identity

Well off
Health conscious
Active
Fit
Attractive
Outgoing
Selectively
Middle class
Young
Slim
Familial
Sporty
Healthy

4. Identify current and potential brand assets

Cranberries & the Wave are important visual icons for the brand.

Visual Brand Icons

5. Review visual language used in current communication

Ocean Spray has a visual identity that evokes tradition. The way the brand visually expresses itself is not always consistent.

6. Understand which emotional & functional drivers can increase Ocean Spray's relevance

There are many opportunities for Ocean Spray to grow the brand.

Performance vs Relative Importance

Good to think about the role of fun and playful visuals in driving an emotion that comes to mind.
“I am really impressed because it tells a lot of things that feel intuitively right; but now we have all these insights in one piece of research.”

Beth Jordan
Senior Manager, Global Insights
at Ocean Spray Cranberries
Censydiam*Social
How Does the Censydiam Framework Apply to Social Data?
People don’t share facts, they share emotions
Data lives in silos
Sentiment & Volume
Reports are not actionable
Our Solution

Unstructured Data
Unfamiliar Formats

Cognitive Psychology and Linguistics Frameworks

Cultural Integration
Let’s Look at a Case Study
In 2011 Asics changed their creative strategy

Based upon a survey driven Censydiam study
THE CENSYDIAM FRAMEWORK

Unlimited Competitors

Passionate Players

Social Exercisers

Skilled Experts

Healthy Relaxers
Before the study:
After the study:
Asics Corporation
Tokyo Stock Exchange:
2,321 (+0.61%)

In 2015, Censydiam is delivering again this time with social data driving the framework
Coded 250,000 mentions in hours
Validated by human experts with 90% agreement*
Imagine