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Enjoy!



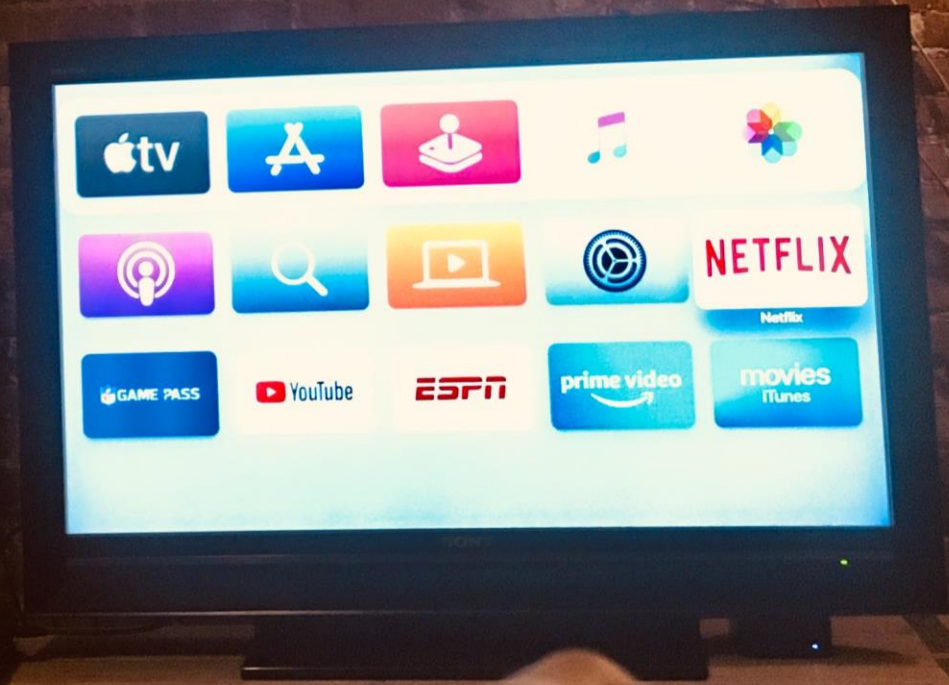
A person stands on a dark, rocky outcrop, looking up at a massive, powerful waterfall cascading down a cliff face. The water is white and turbulent, creating a misty spray at the bottom. The scene is framed by a dark, cave-like opening at the top, with sunlight filtering through the trees in the background. The overall mood is one of awe and discovery.

STOP SCRAPING, START DIGGING

MiE
20
IT'S ALL ABOUT
INSIGHTS

How to seduce the intuitive mind
with your brands and innovations
– with a “taste” of SPA

6 February | Remco de Feijter –SPADEL |
Patricia Verhoelst & Cristiana Caldarelli - IPSOS



VAN NELLE

3 take-outs

In a complex world people take
MENTAL SHORTCUTS to make choices

To influence people's choices
BE TOP OF MIND and **BREAK HABITS**

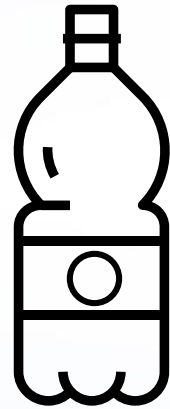
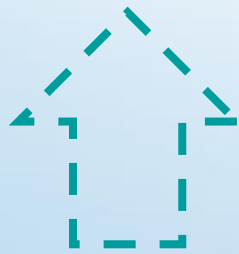
To understand which shortcuts people make
START DIGGING



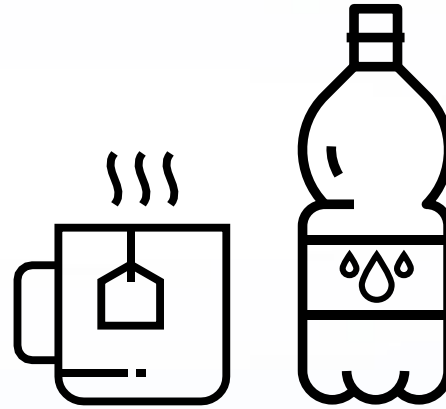
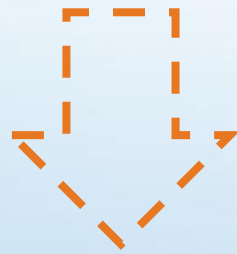
Consumer trends in favour of mineral water



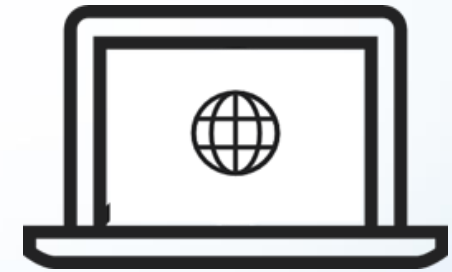
Focus on health &
wellness



Soft drinks
Per capita



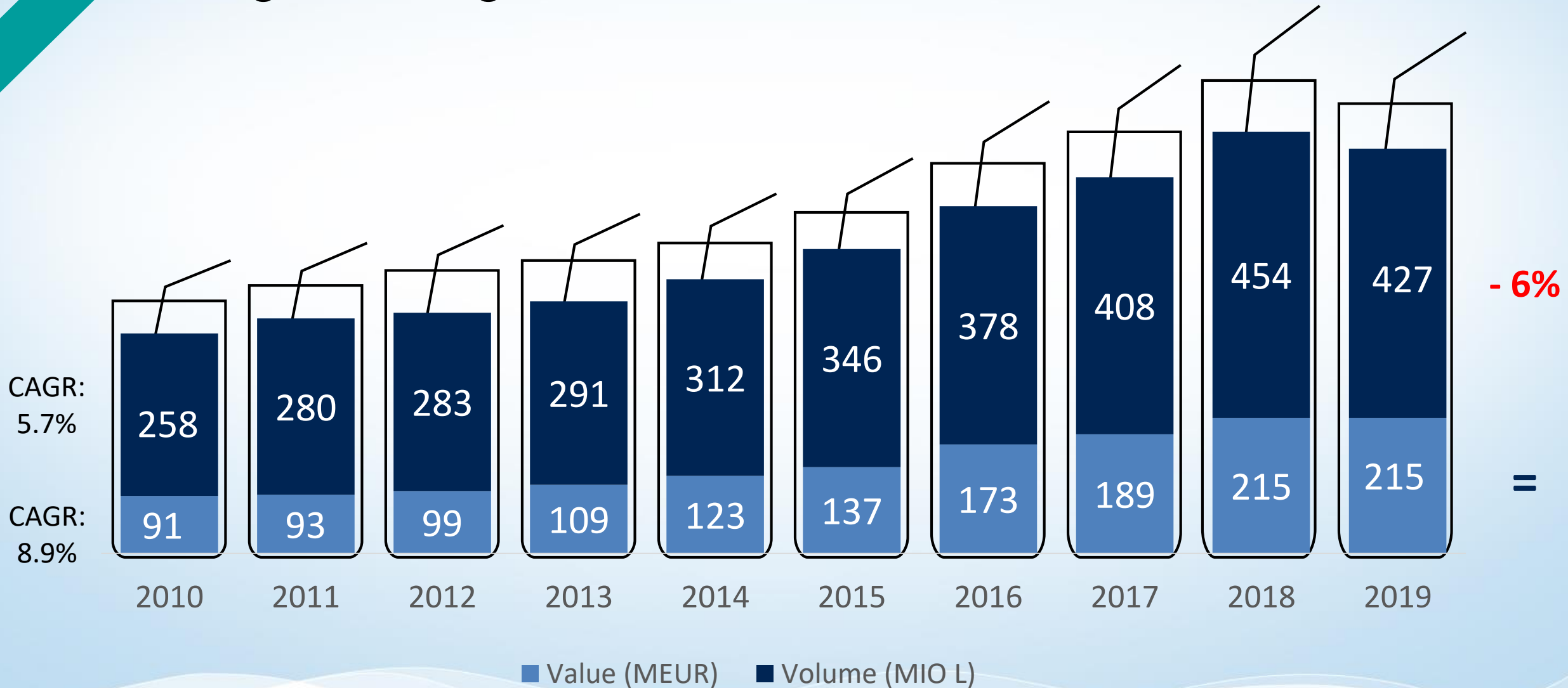
Water + hot drinks
Per capita



New interactions lower
consumer barriers

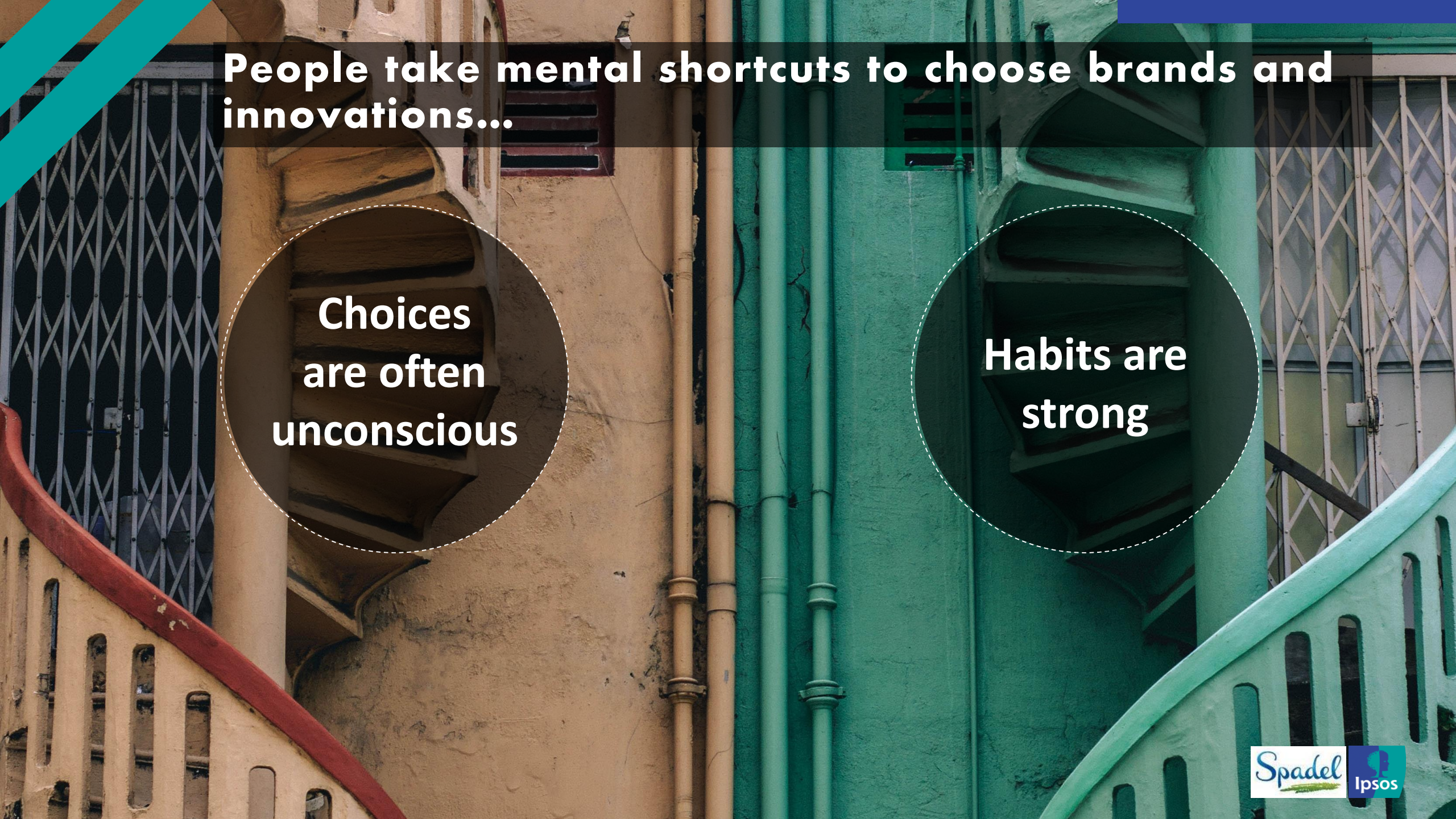


Significant growth of mineral water until 2019



New water concepts keep on vitalizing the market



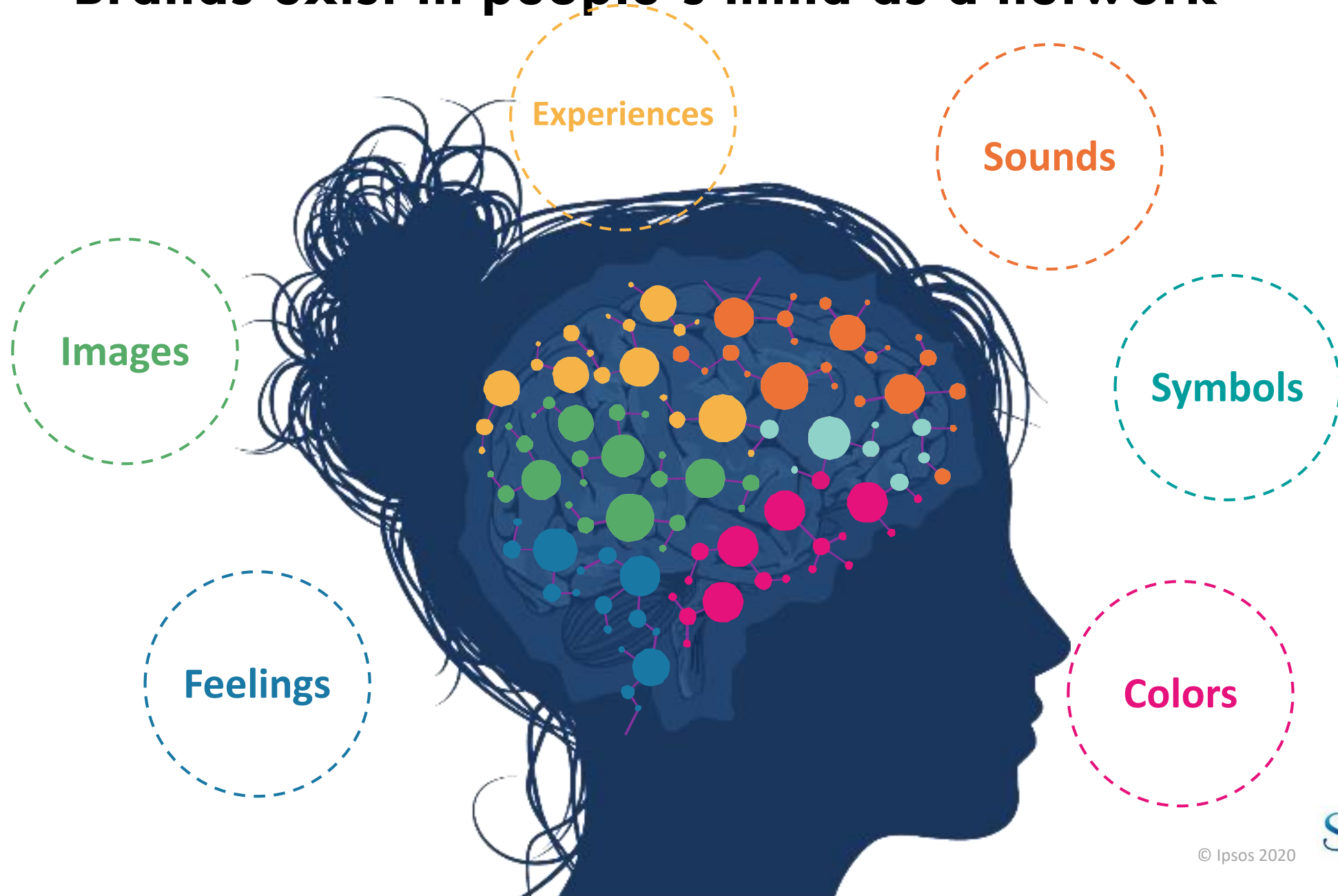


People take mental shortcuts to choose brands and innovations...

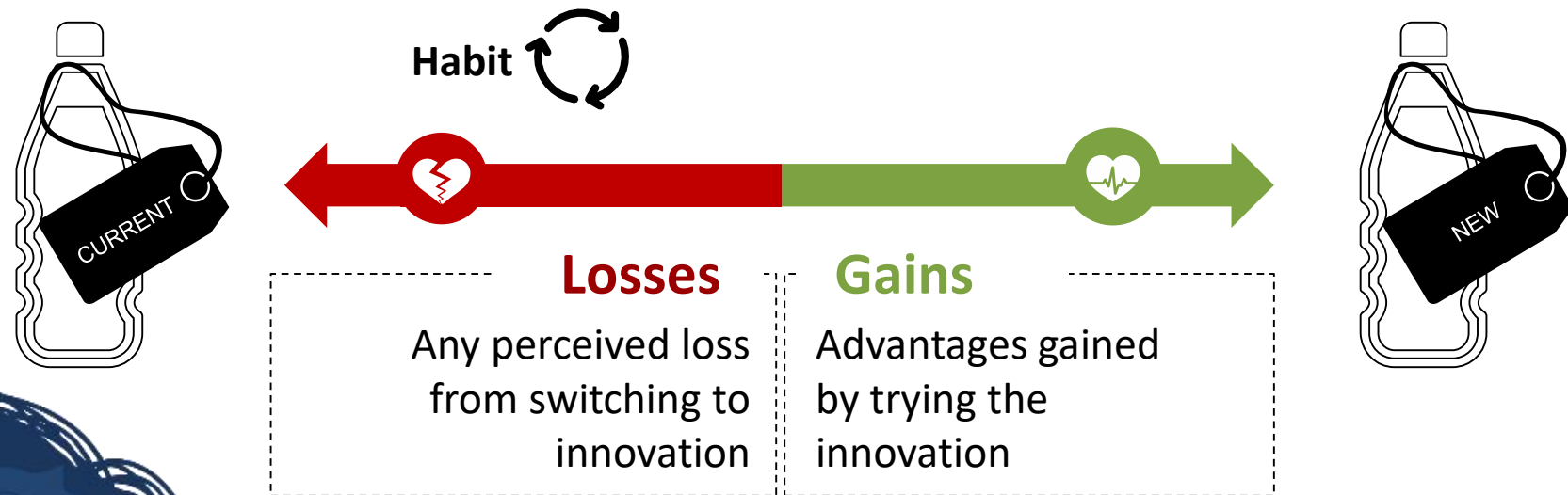
**Choices
are often
unconscious**

**Habits are
strong**

Brands exist in people's mind as a network



Innovations engage in the battle of gains and losses



Convenient



No calories

Hydrate

Natural

Tasty



No calories

Hydrate

Natural

To influence choice you need to ...

**Break
habits**

**Be
top of mind**


Be top of mind

Build **memory** salience

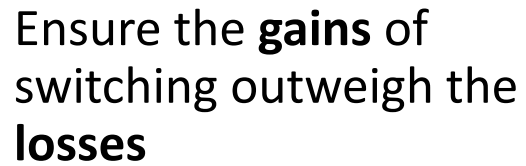
Build **attention** salience



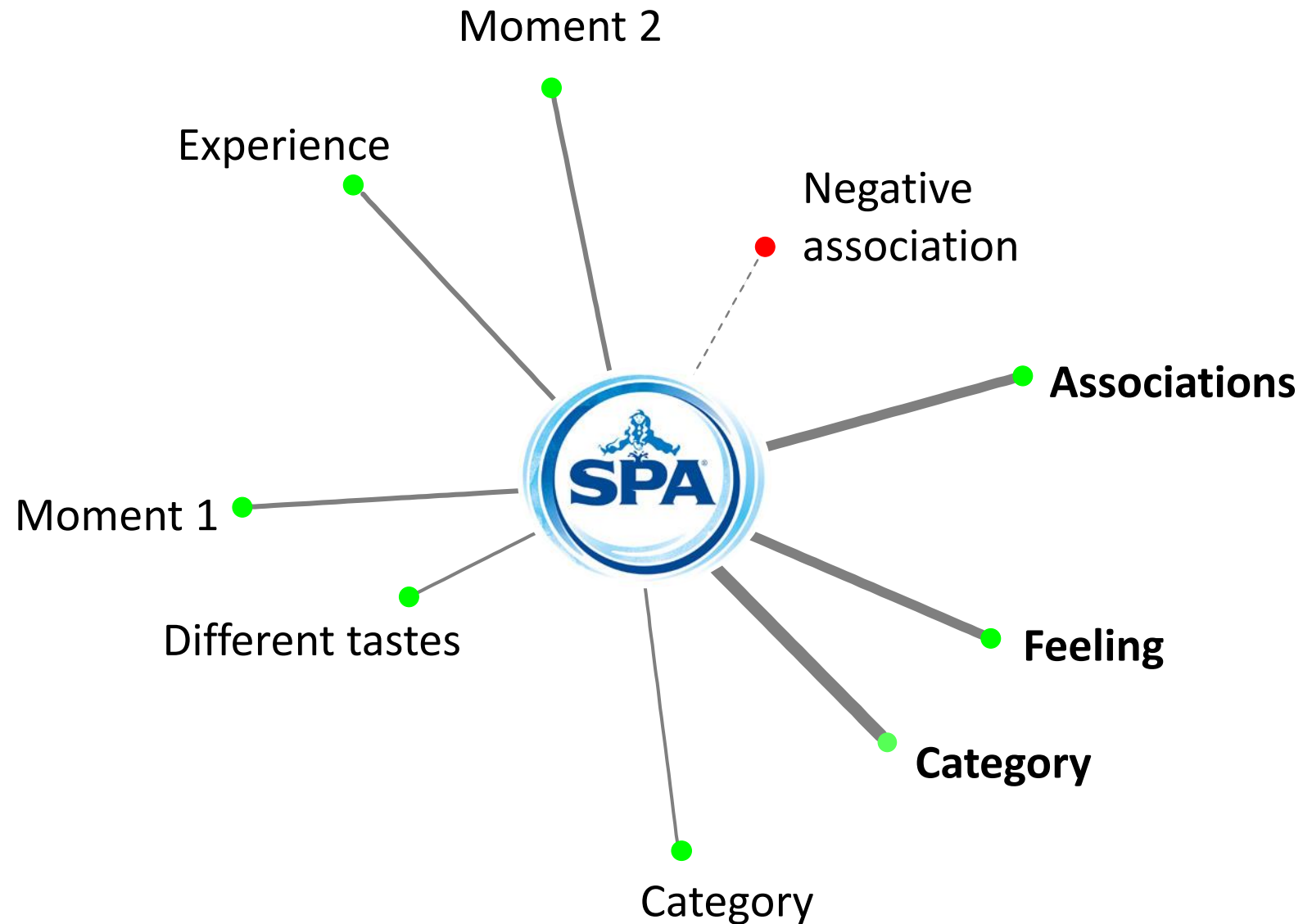
Break through habits



Ensure the **gains** of switching outweigh the **losses**



Build a strong mental network



Build rich and strong brand assets

Font

ABC

Symbol



Icon



Bottle



Color



Taglines

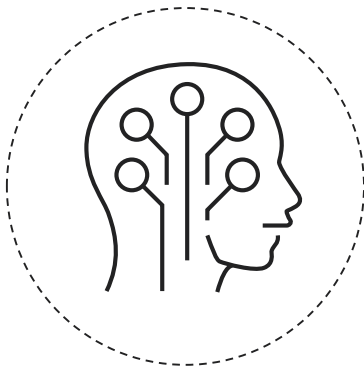
NATURAL SINCE 1583

Op het leven

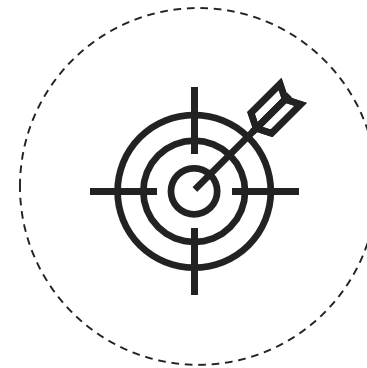
REINE

Distinctive assets consist of Brand Power and Brand Affinity

Brand Power



Brand Affinity



DISTINCTIVE ASSETS

Win the battle of gains and losses with your innovations

SPA® REINE SUBTILE

Puur water met een subtiele smaak.

NEW



De juiste reflex

SPA Op het leven
NATURAL SINCE 1881



© Ipsos 2020

Win the battle of gains and losses with your innovations

Habit 



Losses

- *Natural & pure*
- *No calories*

Gains

What to drink when you want to hydrate and refresh

- ✓ *More than "just water"*
- ✓ *Made of natural water*
- ✓ *No calories*



SPA REINE SUBTILE
Puur water met een subtiële smaak.

NEW



 De juiste reflex

 **SPA** Op het leven
NATURAL SINCE 1898

How about you? What is your current solution?



Losses



Gains

What to drink when you want to hydrate and refresh



Compare to the relevant behavior

Habit 



Losses

Gains

What to drink when you want to hydrate and refresh



SPA REINE SUBTILE
Puur water met een subtiële smaak.

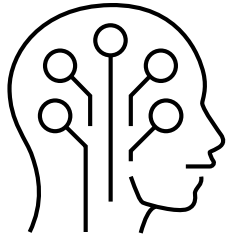
NEW



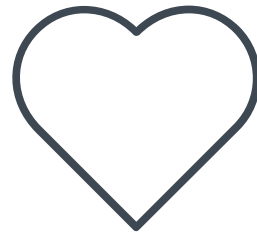
De juiste reflex

SPA Op het leven
NATURAL SINCE 1898

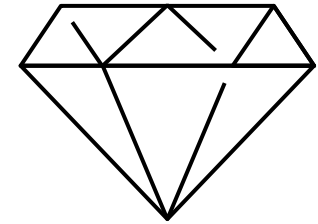
To influence choices you need to build...



Strong & quick
associations



Meaningful
sentiment

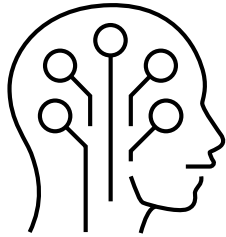


Advantage versus
relevant competition



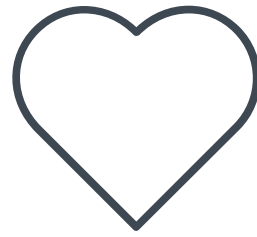
**To understand which shortcuts people
make you need to start digging**

Start digging



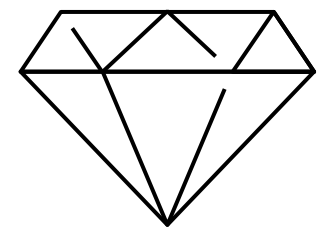
Strong & quick
associations

Capture how convinced
consumers are about
their decisions



Meaningful
sentiment

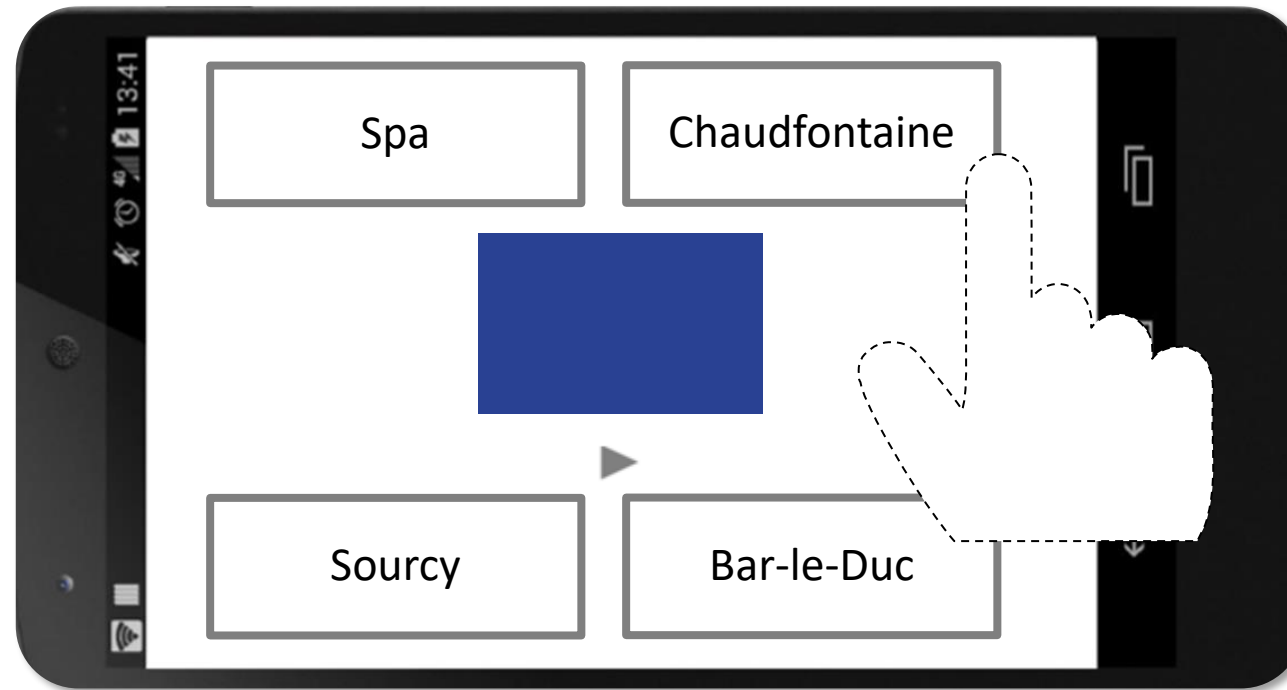
Capture
their true
sentiment



Advantage versus
competition

Capture potential
against real
life competition

We assessed how strong and quickly consumers connect certain assets to SPA



The Brand Power of the SPA assets



Brand Linkage

Explicit

1.



2.

REINE

3.



4.

ABC

Implicit



REINE

ABC

Brand Uniqueness



REINE



ABC

It is also possible to capture consumer's true sentiment

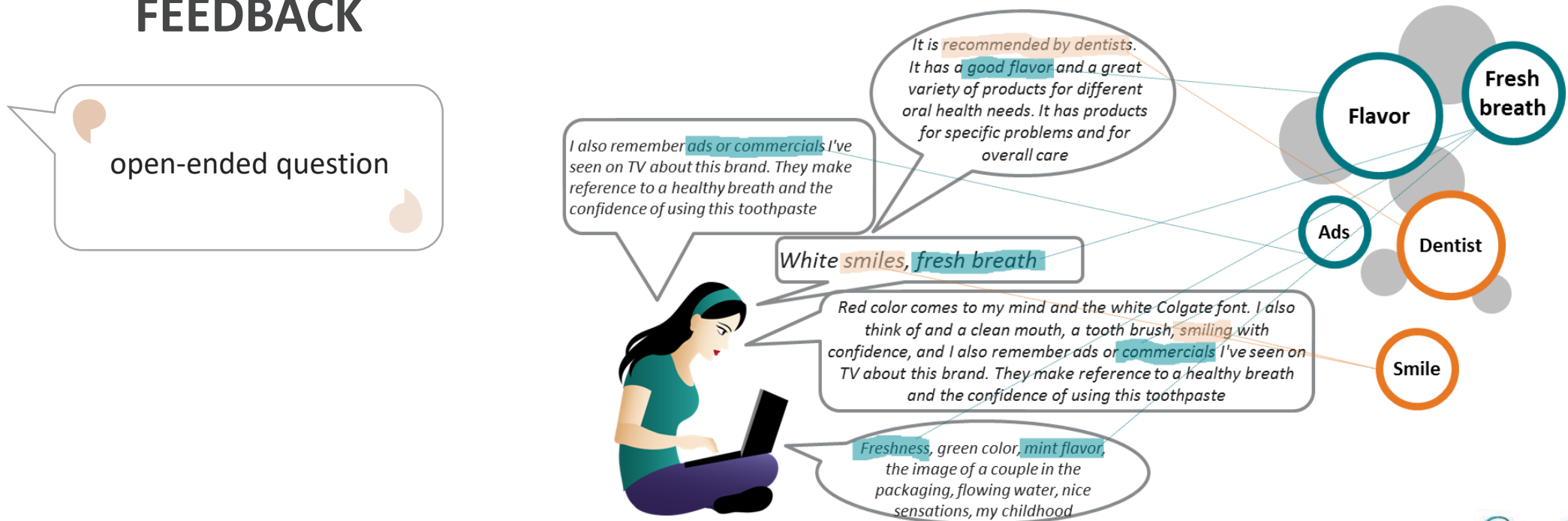
NATURAL AND
SPONTANEOUS
FEEDBACK

+

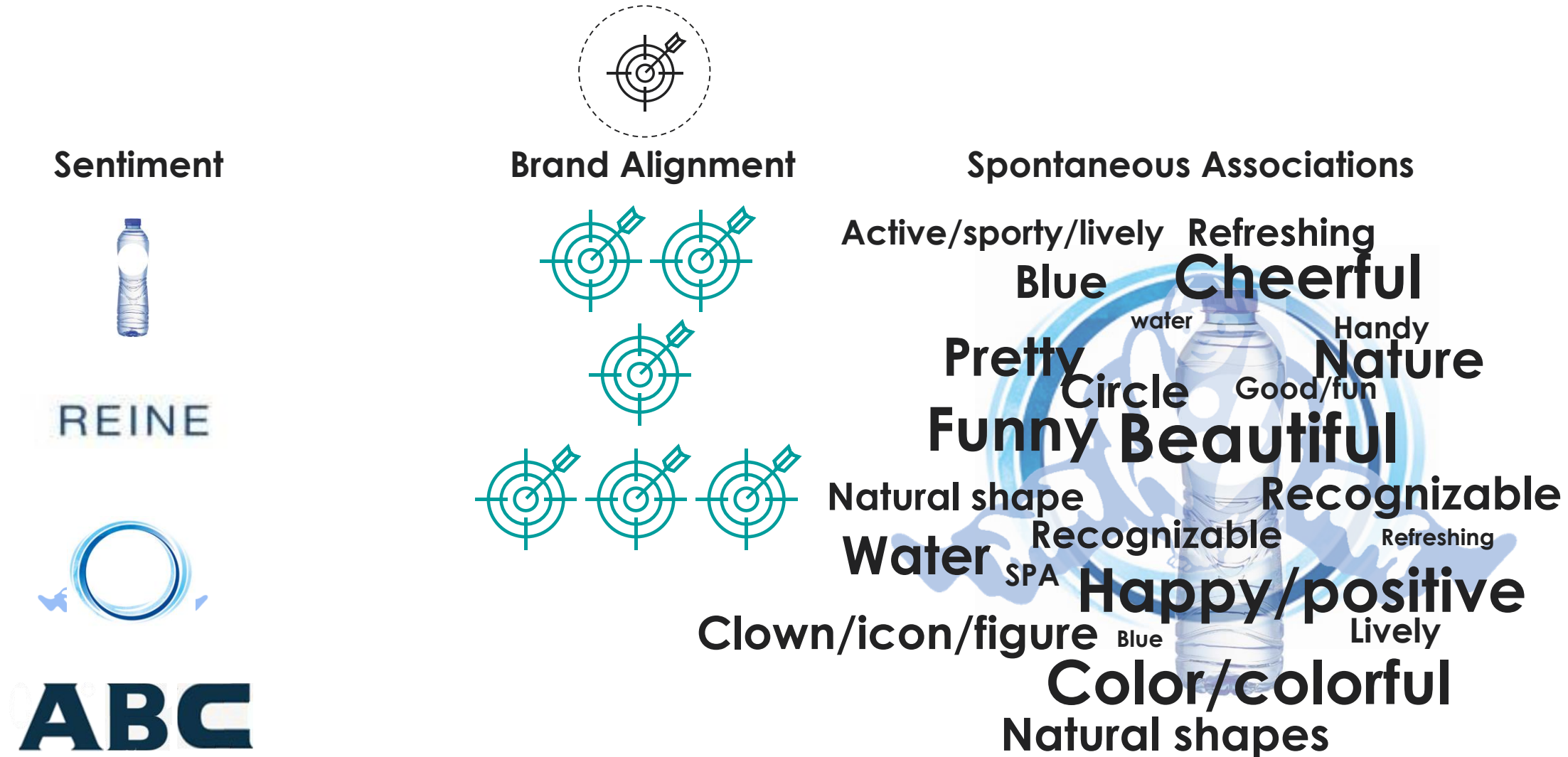
ANALYSIS OF
EVERYDAY LANGUAGE

=

PROMINENT
ASSOCIATIONS



Taking the Brand Alignment of the SPA assets into consideration



Capturing SPA Subtile's performance against real life competition

Capture conviction



Capture the choice



Capturing SPA Subtile's performance against real life competition

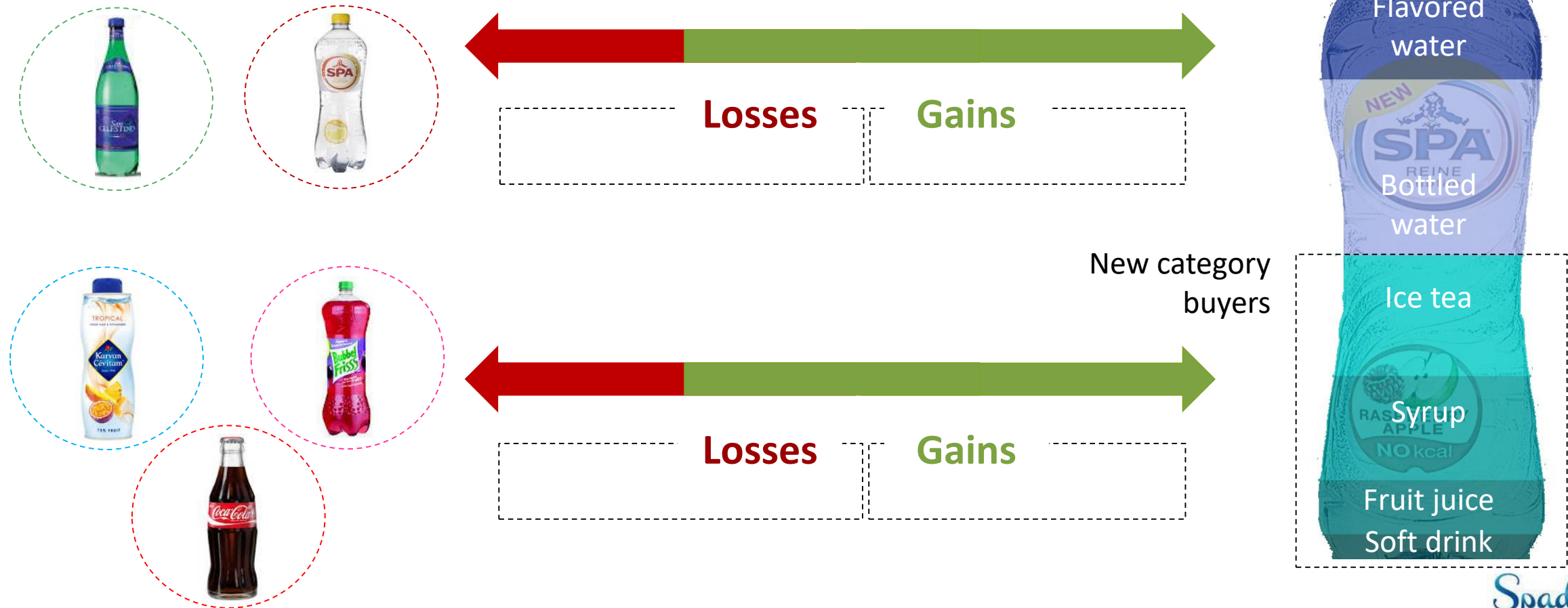


Capture sentiment



With SPA Subtile new buyers enter the category

Where do buyers of the new product come from:



Interesting to see which **mental associations** consumers have regarding our brand

Great to see how our **assets contribute to our brand strategy**

Great to see performance of our **innovation versus real life competition**



What are the **mental shortcuts**
that consumers take regarding your brand?

Which elements of your brand are **top of mind**?
Does your innovation truly **break habits**?

To capture the real potential
have you already started digging?



Want to know more?



**Patricia
Verhoelst**
Brand Expert

**Cristiana
Caldarelli**
Innovation Expert

**Remco
de Feijter**
Senior Brand Manager



Find us at the Ipsos stand BOOTH 19

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