

BRAND BIDEN VS. BRAND TRUMP

What happens when we use the latest commercial brand measurement tools to assess Brand Biden and Brand Trump ?

GAME CHANGERS



3 Key Questions

Questions

What **equity** do the candidates have?

What **drives** preference for each candidate?

What perceptual spaces are **uniquely owned**?

- Personality
- Policy

Approach

Application of the commercial brand measurement toolkit

Brand Value Creator (BVC)

Brand Mental Networks (BMN)

Brand Image with Response Time Capture (MCRT)

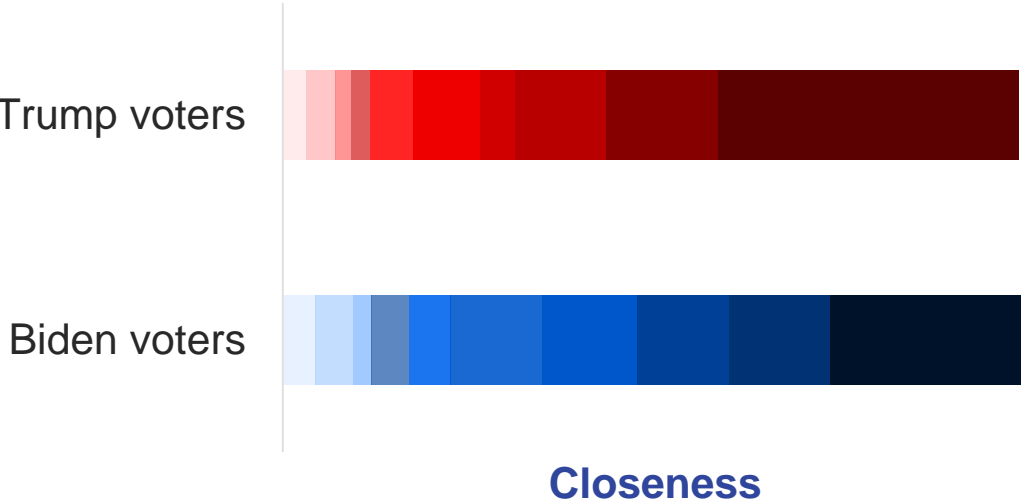


Brand Value Creator: Biden has a small lead on Attitudinal Equity

But Trump has stronger intensity of preference, as Democrats long for Obama



“On a 10 point scale, how close to you feel to each candidate?”

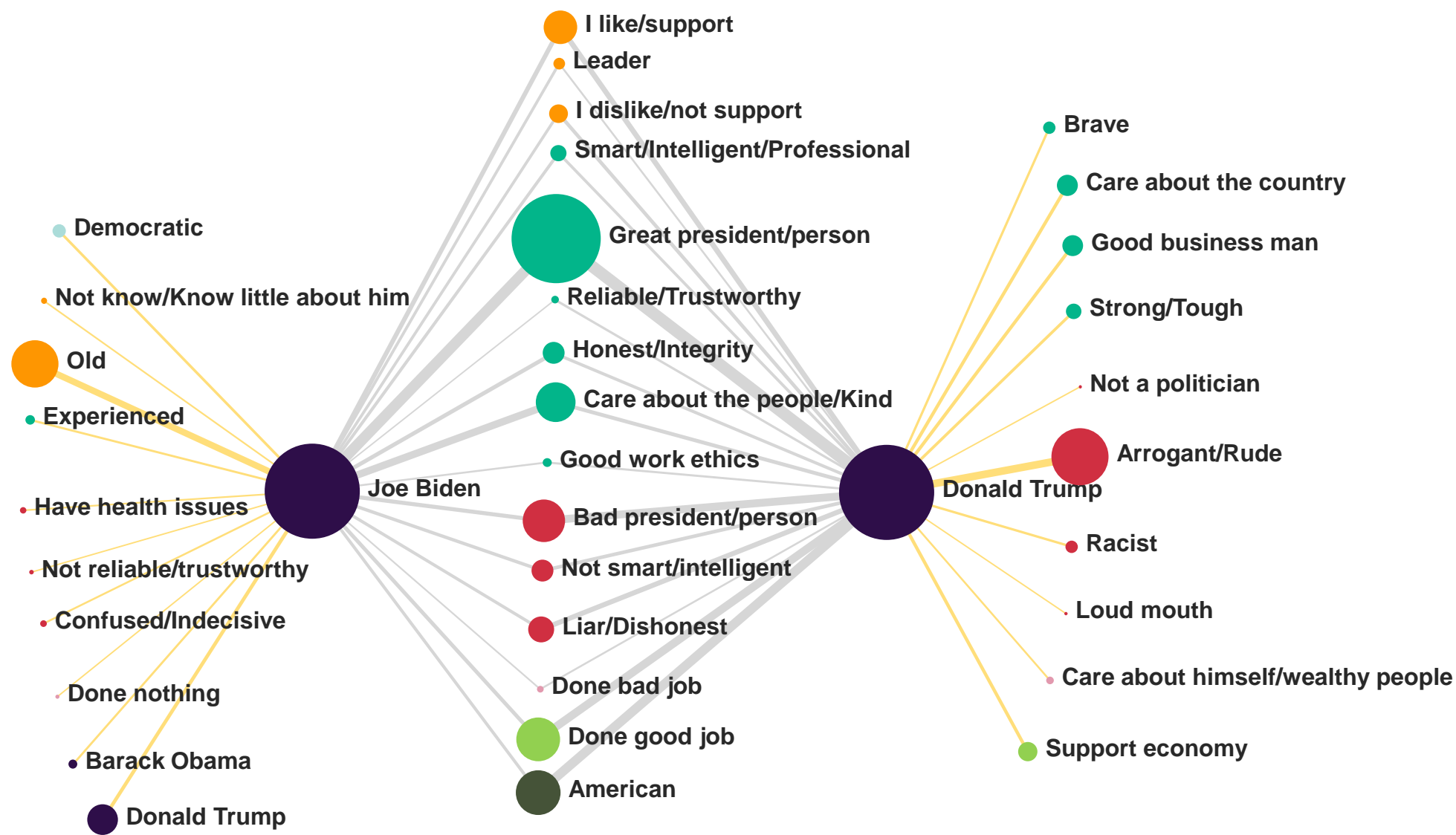


41%...
of those likely to vote for Trump give him a top box score on Closeness.
...while just 26% of those who plan to vote for Biden give him a top box score

Which of the following public figures is your favorite?

	Democrat	Republican
Total	325	327
Donald Trump	5%	59%
Joe Biden	17%	3%
Barack Obama	52%	4%
Mike Pence	1%	7%
Bernie Sanders	11%	1%
George W. Bush	3%	14%
Kamala Harris	7%	1%
None of the above	5%	7%

Brand Mental Networks - Donald Trump vs Joe Biden



POSITIVE BEHAVIORS	
GENERAL	
NEGATIVE BEHAVIORS	
CONTRIBUTION/OBJECTIVE - POSITIVES	
CONTRIBUTION/OBJECTIVE - NEGATIVES	
PARTY/IDEOLOGY	
COUNTRY/STATE MENTION	
NAME OF THE POLITICIAN METIONED	
OTHER	

Using speed-based techniques to understand what drives voter selection

Biden vs Trump: A Story of Attraction and Repulsion

BIDEN

TRUMP

Pull towards Biden

Push from Trump

Push from Biden

Pull towards Trump

Likeable
Trustworthy
Qualified
Stands up/people like you
Respects right to protest

Corrupt
Reckless
Racist
Bully
Liar
Arrogant
Narrow-minded

Irresponsible
Boring
Old

Safeguards the American dream
Strong
Bold
Supports Economic Growth
Fights Government corruption
Intelligent
Respects law and order
Fights political correctness

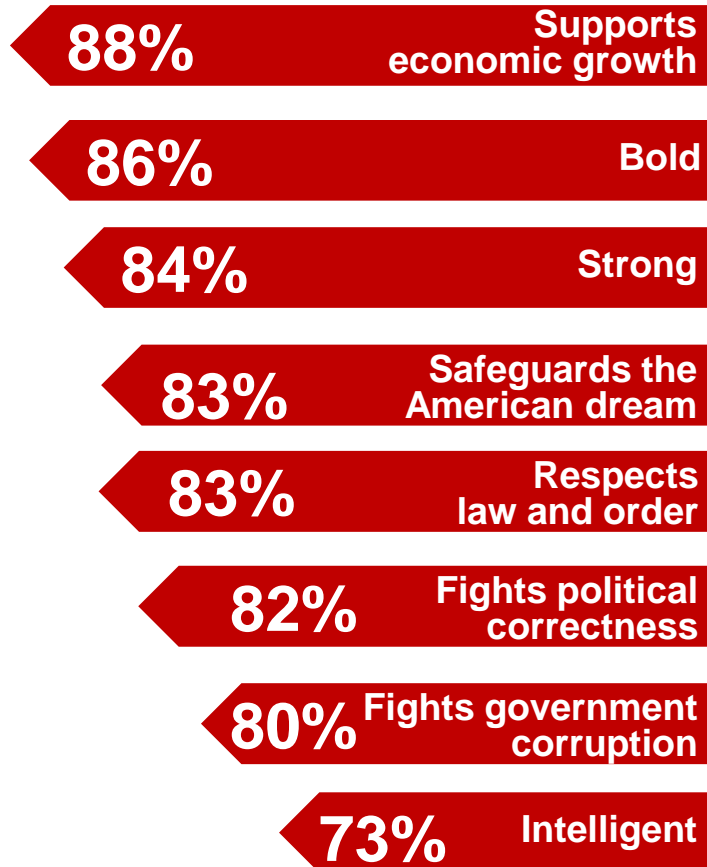


IMPACT ON CHOICE

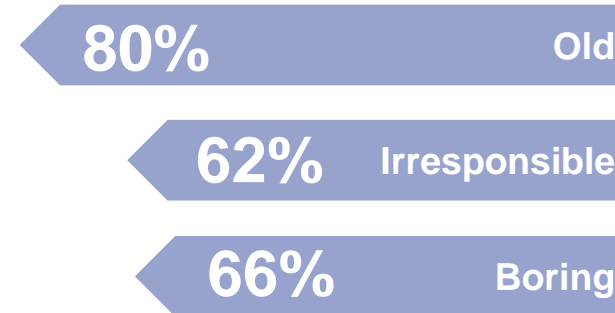
“Shy” Trump voters?

Trump’s base is highly enthusiastic. His voters are much more driven by ‘Trump positives’ than “Biden negatives”

Of those *pulled* to Trump, he is seen as...



Of those *pushed* from Biden, he is seen as...

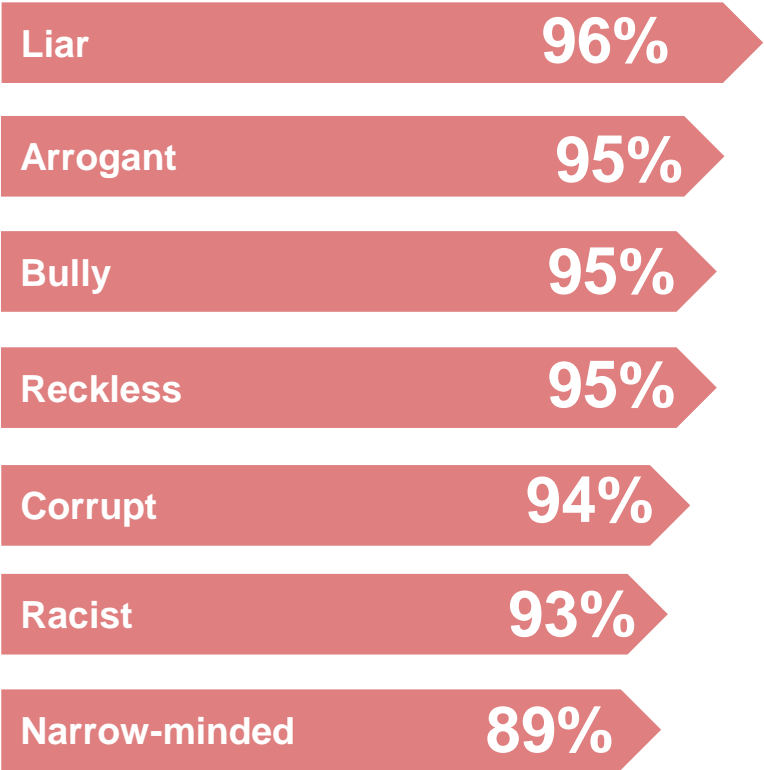


* MCRT data is

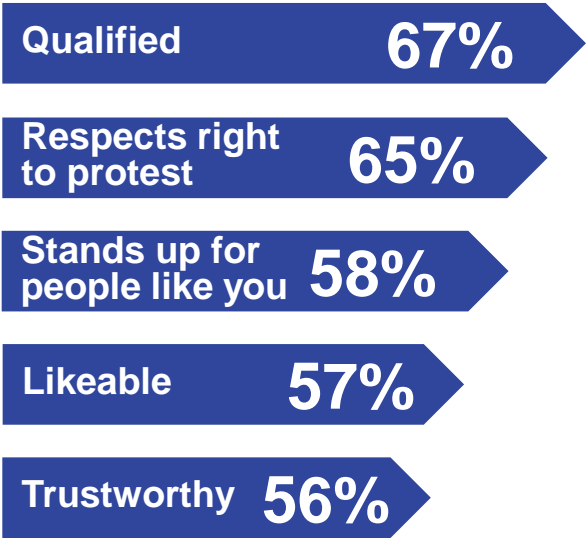
Biden is no Obama. Many are pushed his way by distaste for Trump.

Biden has meaningful positives, but they are more muted

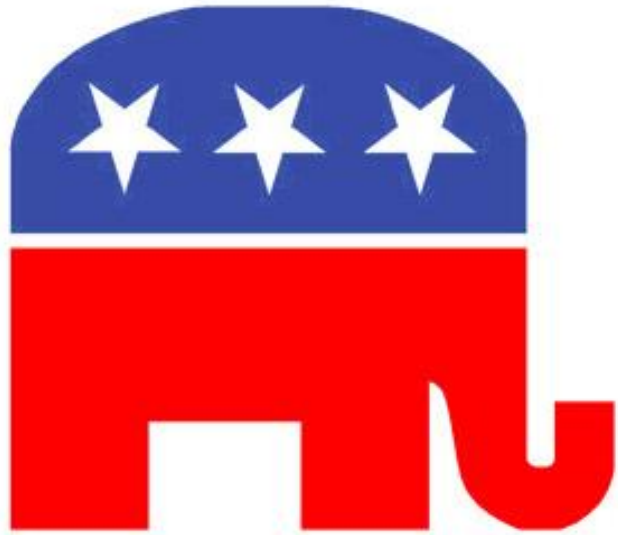
Those *pushed* from Trump
see him as...



Those *pulled* to Biden see
him as...



How do you plan to vote?



62%

**of Republicans plan to vote
in person**



55%

**of Democrats plan to vote
by absentee ballot or mail**

Recap: In many ways, the election is all about Trump

BRAND BIDEN



Biden has a modest equity advantage.

His supporters may be motivated to action by negative Trump associations - but “negative avoidance” is risky

Vulnerabilities could discourage participation:

- Brand Biden is perceptually non-descript
- Lack of intense support amongst those who favor him
- Extreme fondness for the past

To ensure conversion from preference to action, Biden needs to build upon his positive associations as antidotes to Trump negatives: **qualified, likeable, trustworthy.**

BRAND TRUMP



The comparative intensity of the Trump voter...

..combined with their willingness to venture to the polls...

..could yield another poll-defying November result.

But the intensity of Trump detractors could more than counter-balance the enthusiastic participation of Trump voters

To broaden his appeal among the small group of persuadable voters, he will need to appeal to their **economic sensibilities.**