

Brand Mental Networks

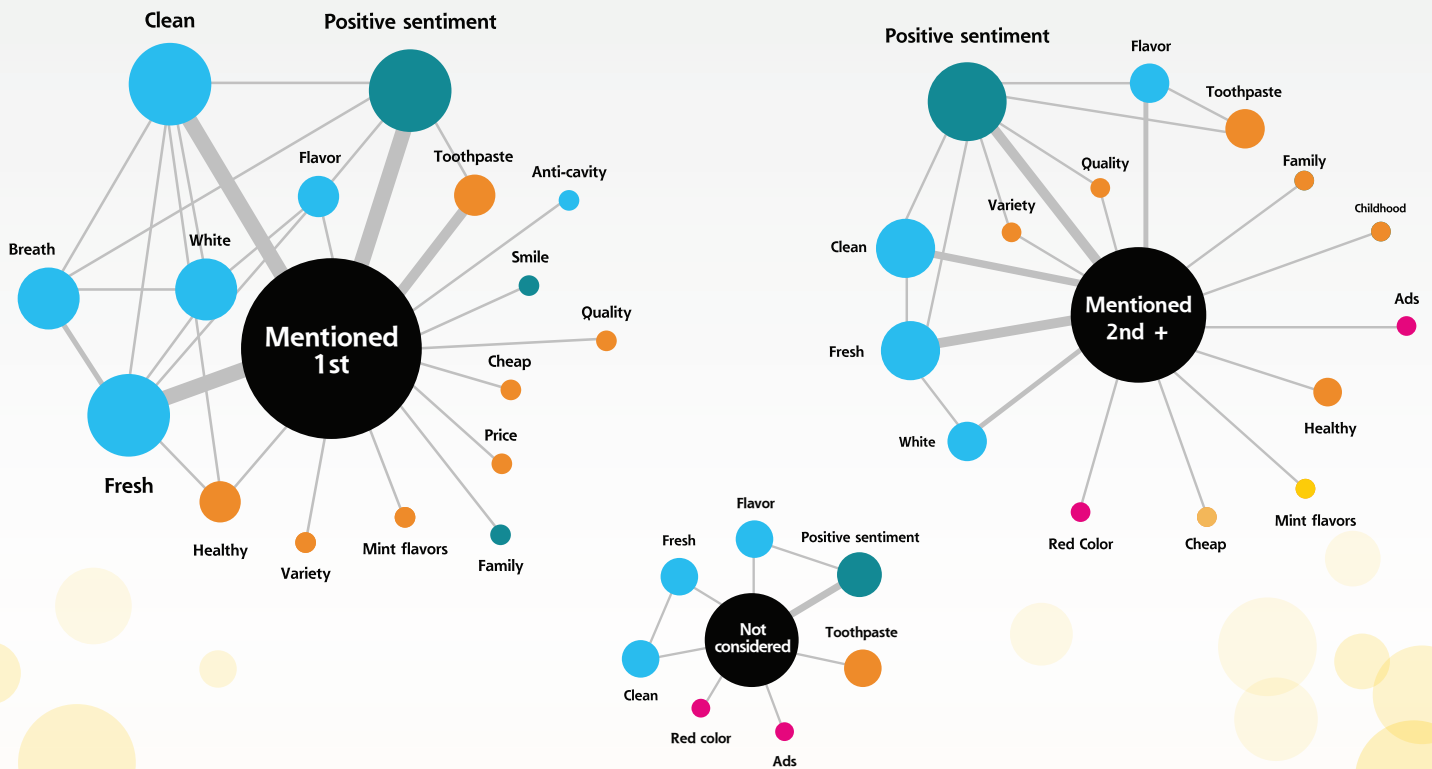
Why it matters

The brand in the mind of consumers

Brand Mental Networks is an Ipsos solution to Deeply Understand Brands in Consumers' Minds. Ipsos R&D* research reveals 4 key learnings and proves that brands with a strong mental network are better equipped for growth.



Brands that come to mind **first** have **more** associations



Brands that come to mind **first** have **more positive** associations



Positive associations

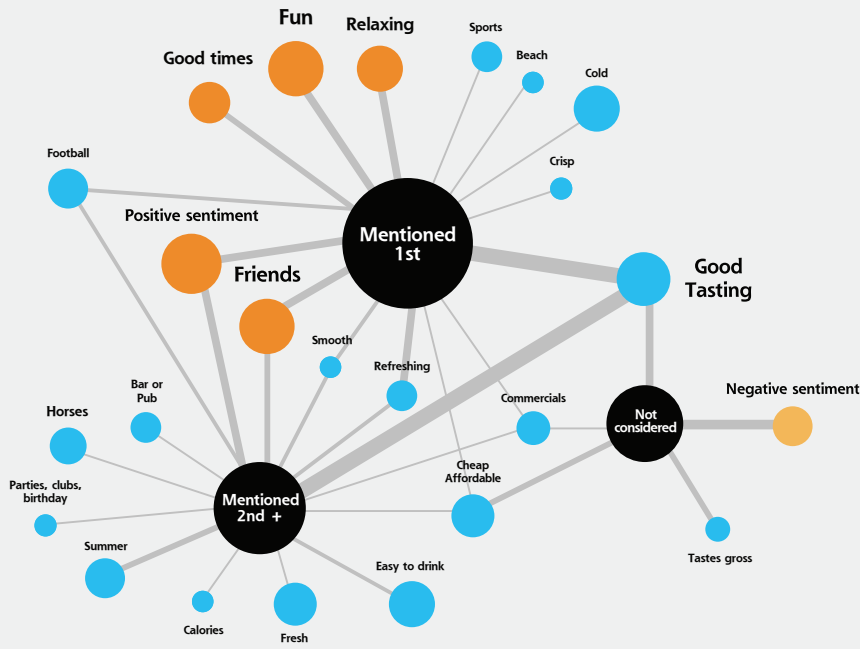
Negative associations

Brand Salience is correlated with the number of positive and negative associations

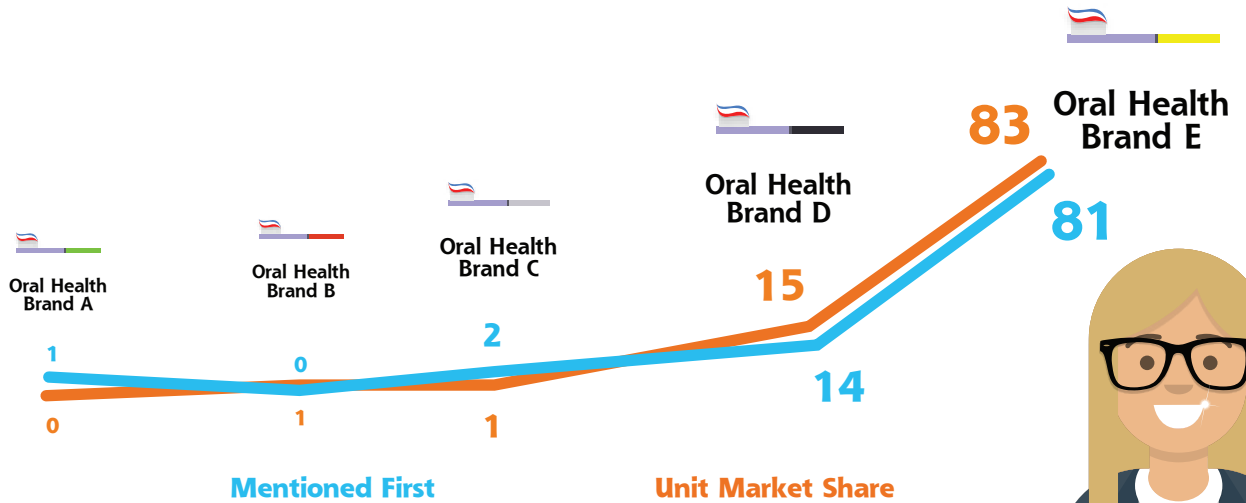




Brands that come to mind **first** tend to have **more distinct and emotional** associations



Brands that come to mind **first** are more likely to have **higher market share**



What it means for Marketers

Identify a selection of strong, relevant and distinct functional and emotional dimensions that you can consistently and holistically communicate across touch points and cross fertilize through icons mnemonics, signatures and packaging.

* R&D conducted on 3 categories (beer, oral health, smartphones) to analyse the relationship between brand salience and Brand Mental Networks — Ipsos 2017