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

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

Positive associations

Negative associations

Mentioned 1st
Mentioned 2nd +
Not considered

Breath
Clean
Fresh
Healthy
Mint flavors
Variety

Flavor
Toothpaste
Anti-cavity

Positive sentiment

Flavor
Toothpaste
Family

Red color
Cheap

Mentioned 1st
Mentioned 3rd
Not considered

Brands that come to mind first have more positive associations

Mentioned 1st
Mentioned 3rd
Not considered

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

Brands that come to mind first tend 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