

IPSOS CONTEXTUAL BRAND CHOICE

Leverage Expectations, Context and Empathy to drive brand growth

What is Contextual Brand Choice?

Consumers are more aware, more demanding and more powerful than ever before. So, we asked ourselves:

When we measure strategic brand drivers, are we telling the full story?

The answer is no.

Traditional drivers (functional and emotional) don't paint the full picture.

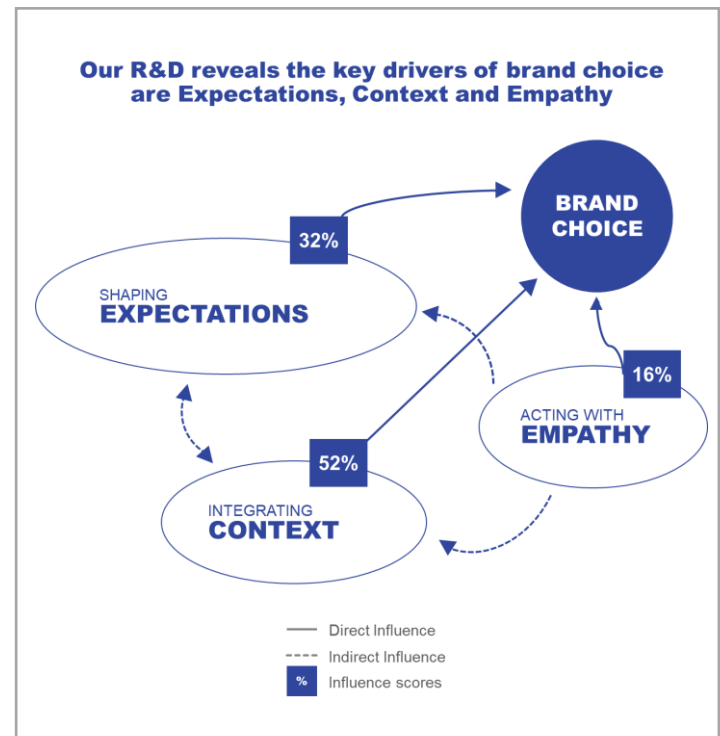
Our new R&D reveals the key drivers of brand choice are Expectations, Context and Empathy

Based on our R&D, we developed a brand tool called **Contextual Brand Choice** that leverages Expectations, Context and Empathy to drive brand growth.

- Expectations: What people feel and know about the brand and category
- Context: What's happening in people's lives and the world around them
- Empathy: Understanding what's important to people and how brands can add to their lives

Contextual Brand Choice answers questions like:

- How can I reshape expectations in a way that only my brand can meet them?
- How can I integrate societal impact in my brand proposition in an ownable and credible way?
- How can I overcome behavioral barriers that stop people from using my brand?
- How can I stretch my brand to more occasions?



Ipsos Advantages

Context-inspired Opportunity

Explore different macro and micro contextual elements that can unlock incremental brand growth.

Ownable Societal Impact

Identify ways in which positive impact on planet and society can be integrated in the brand proposition in a compelling, credible and ownable way.

Expectations that Matter

Identify which functional, emotional and societal expectations are most likely to drive brand growth.

For more information
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