

The Soho Hotel

15th May 2013

Wi-Fi: thedrum
Password: 17889
#IpsosIB2013

Influence

The capacity or power of persons or **brands** to be a compelling force on, or produce effects on, the actions, behaviour and opinions of others

Influence relates strongly to market share



Nature of Influence

Identify with

Have an emotional relationship with

Changed ... the way you shop

... the way you interact

... what you do

Encouraged you to make smarter choices

Fundamental...

Relevant... to your life

Made your life more interesting

Really important in the world today

Part of everyday language

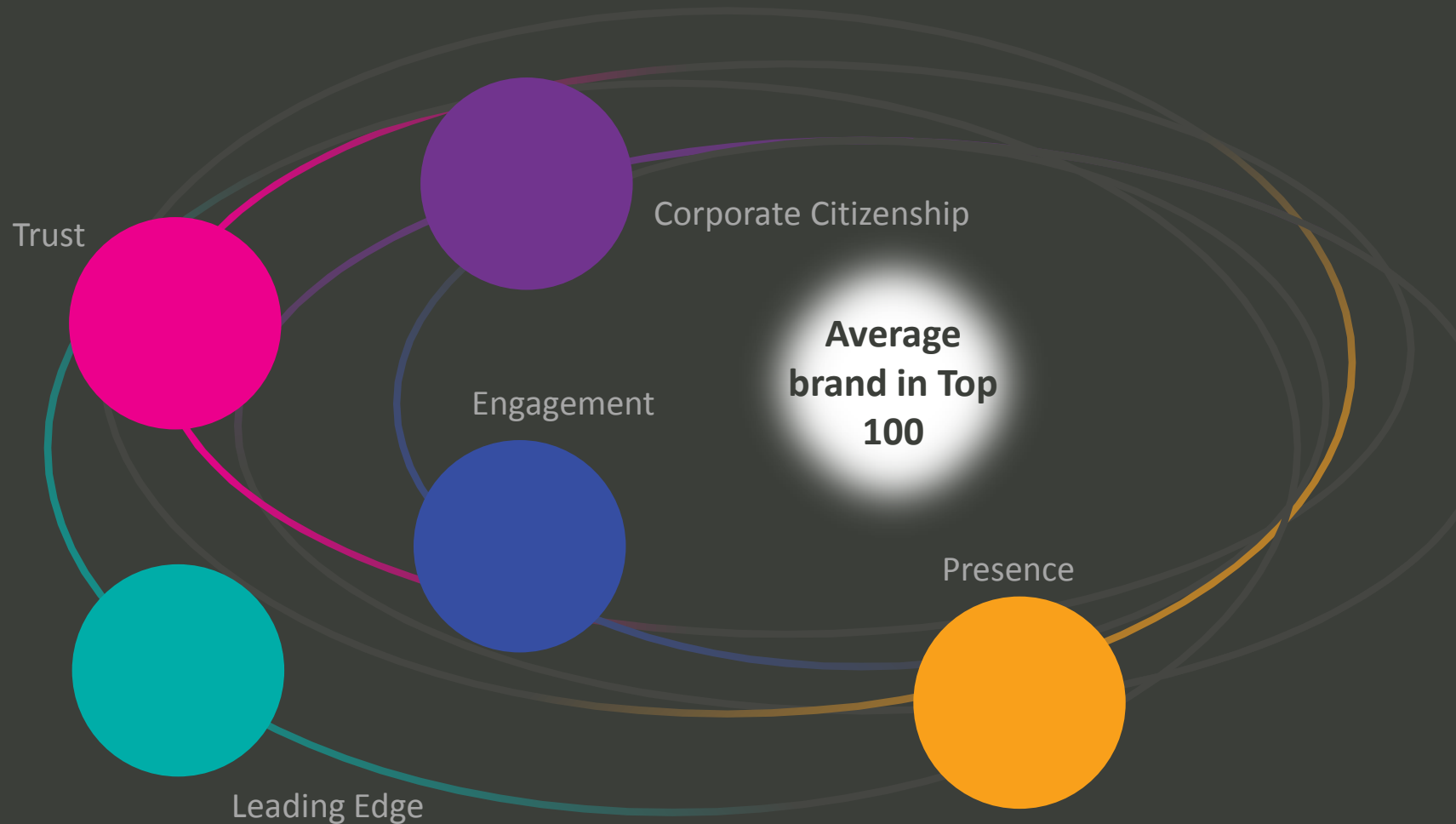
100 UK Brands



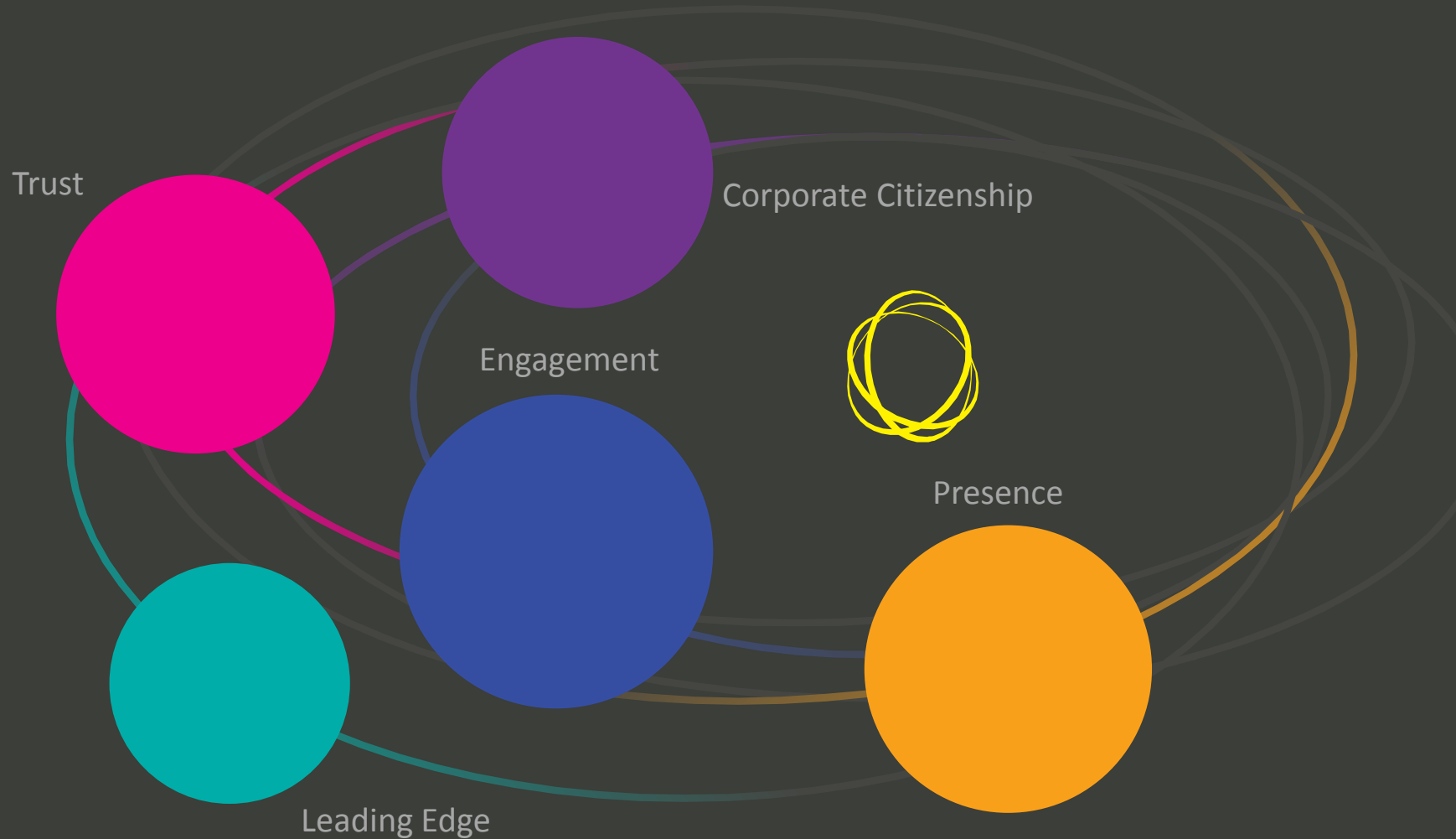
100 UK Brands



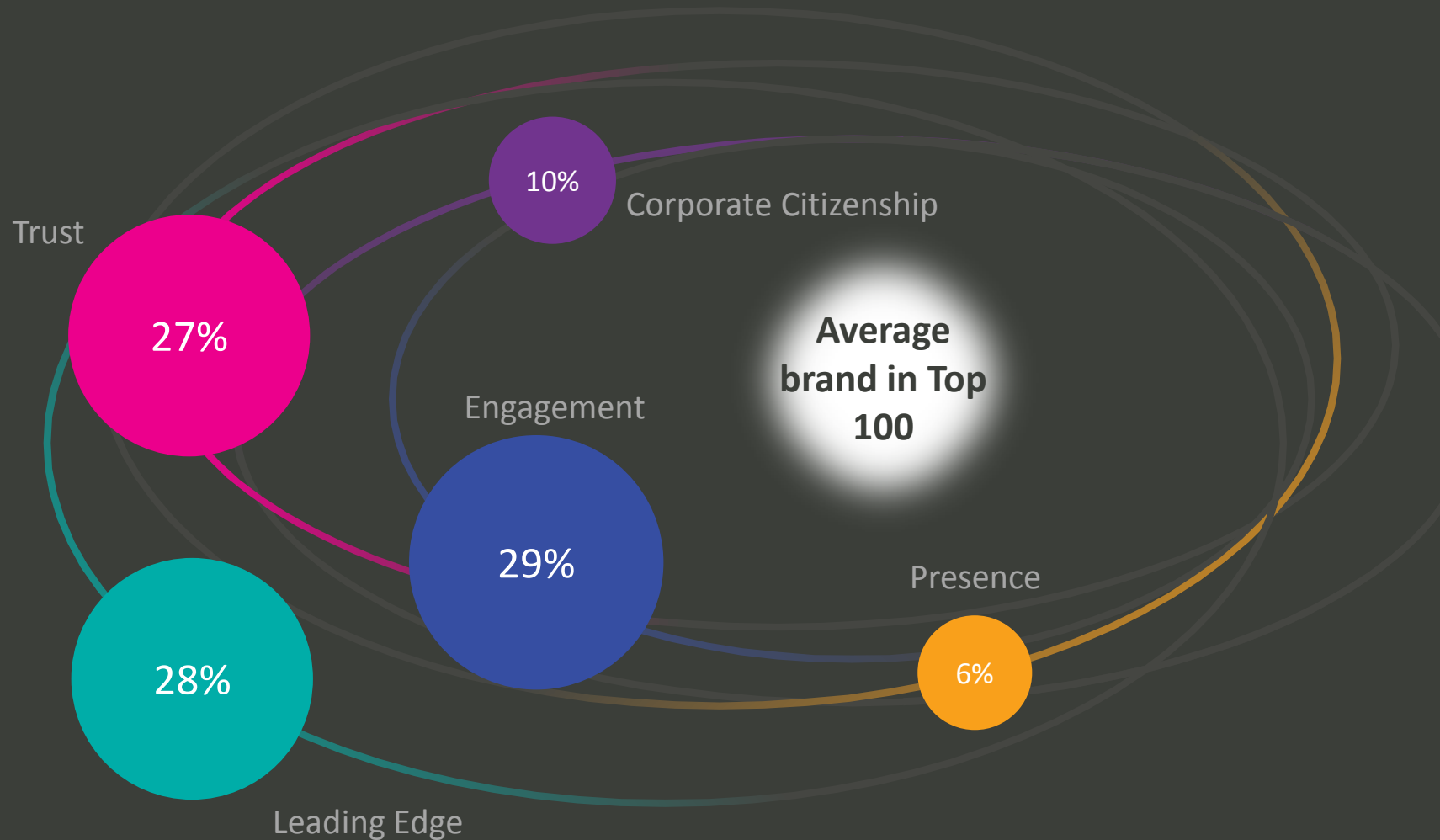
5 key pillars of influence



Personalities differ by category and brand



The average brand personality



The countdown...

25 

20 

15 

24 

19 **SONY**

14 

23 

18 **Sainsbury's**

13 

22 

17 

12 **TESCO**

21 

16 
WIKIPEDIA

11 **You** 

The top 10

10



\$82bn value of global transactions through Visa in 2012

9



15.9bn items delivered by Royal Mail every year

8



21 million customers per week

7



Smartphone users spend **409 mins** per month on Facebook

6

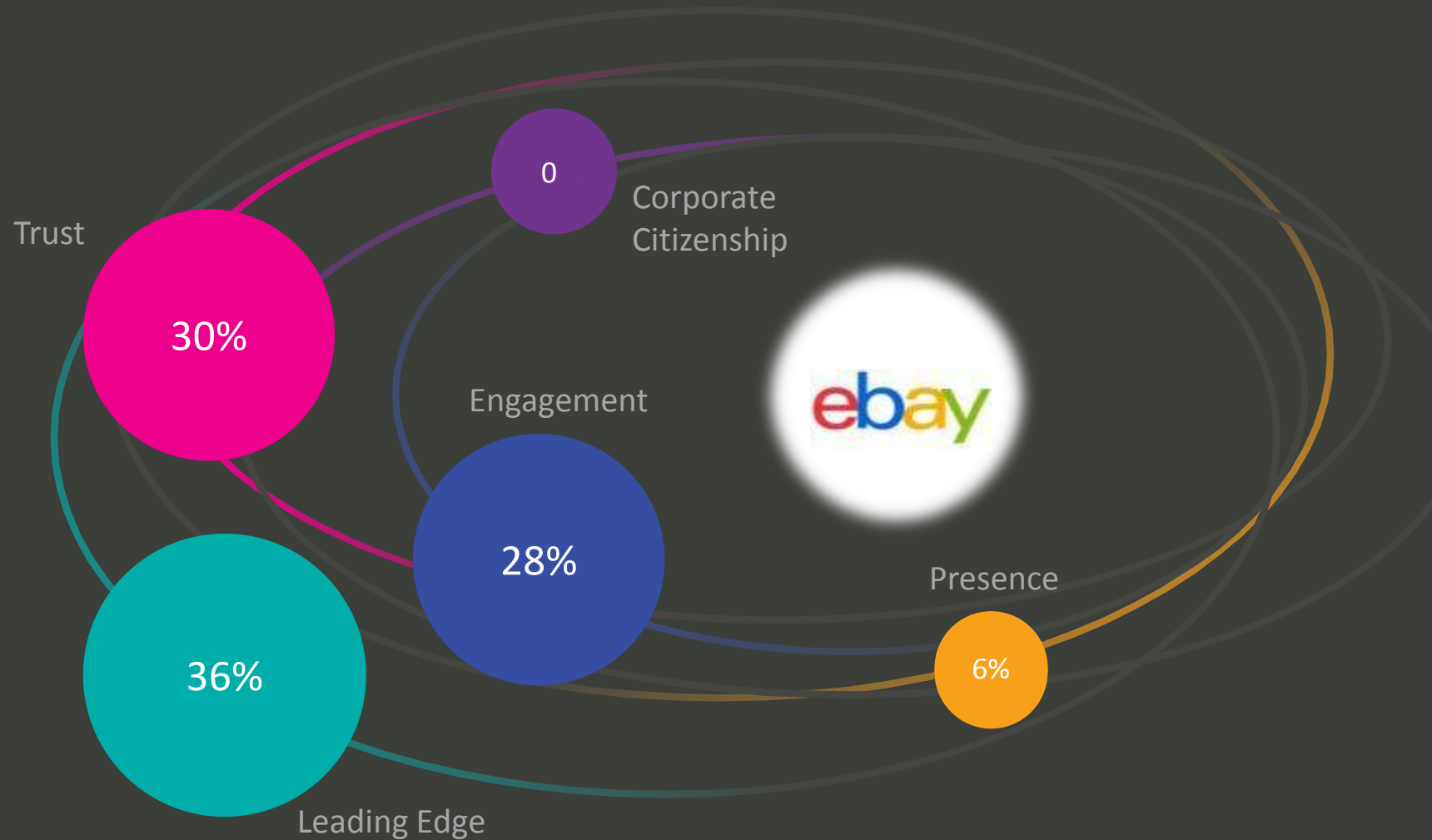


Valued at **\$414 billion** (Jan 2013)



5

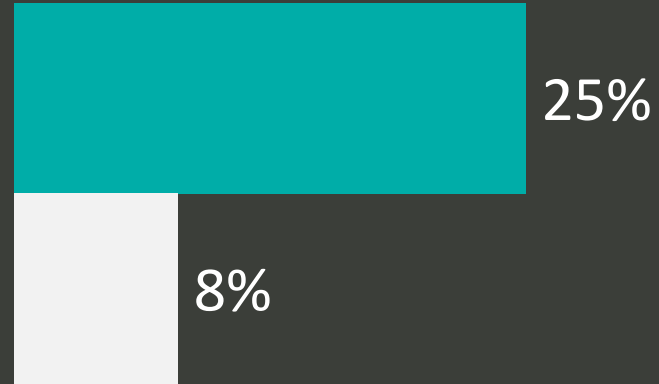
Brand Personality of...





■ eBay

■ Average Top 50



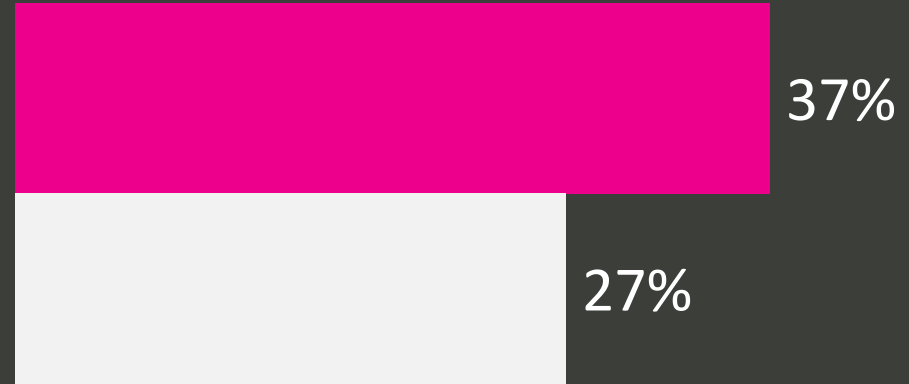
Leading Edge

Introduced me
to something I
never knew I
needed



■ eBay

■ Average Top 50



Trust

Understands
consumer
needs

Avg. Daily
time spent on
eBay:
17 mins



Average Daily time spent on:

Google.co.uk 7 mins

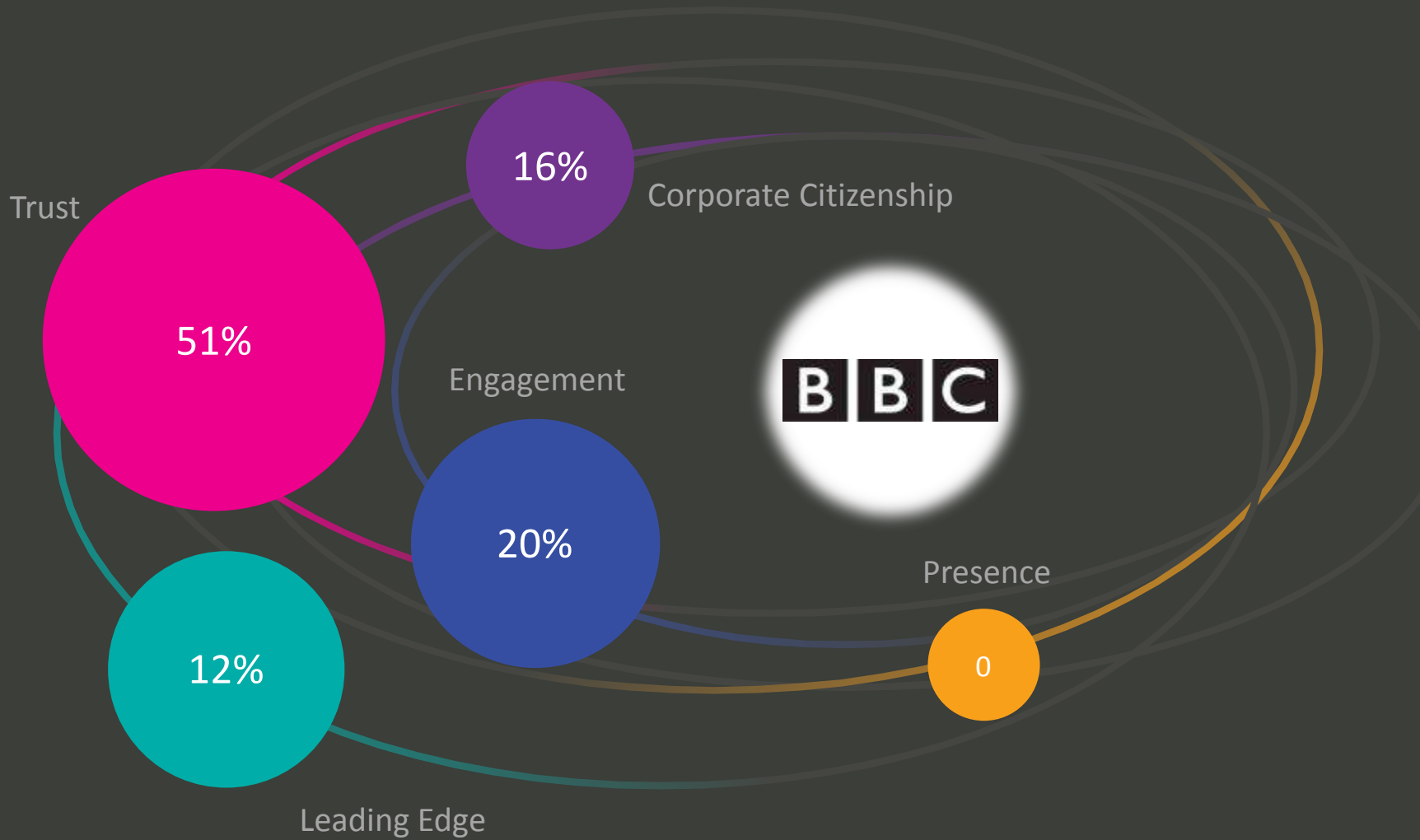
Amazon.co.uk 7 mins

Tesco.com 8 mins

4

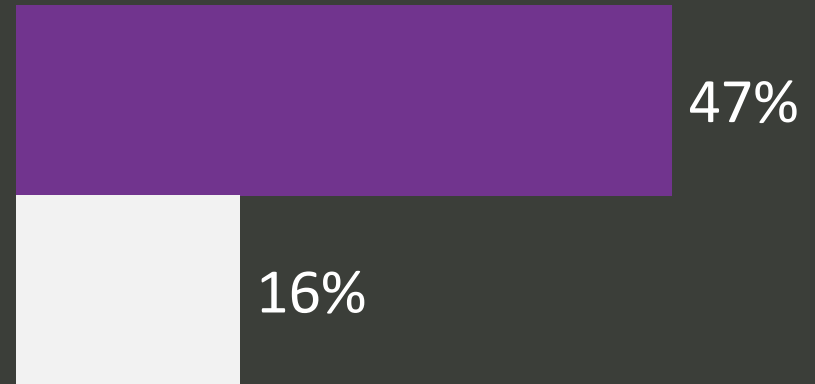
BBC

Brand Personality of...



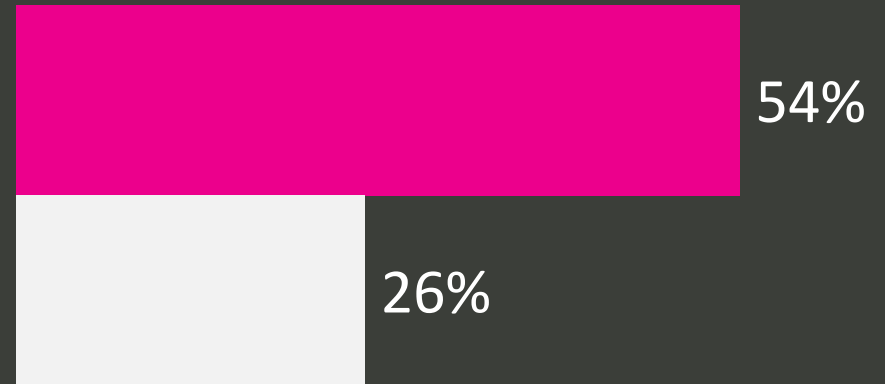
■ BBC

■ Average Top 50



■ BBC

■ Average Top 50

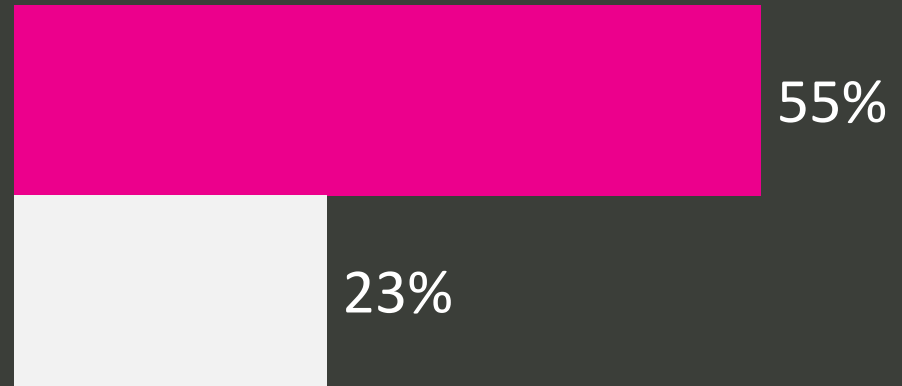


Trust

Is
iconic

■ BBC

■ Average Top 50



Trust

Is a reliable
resource

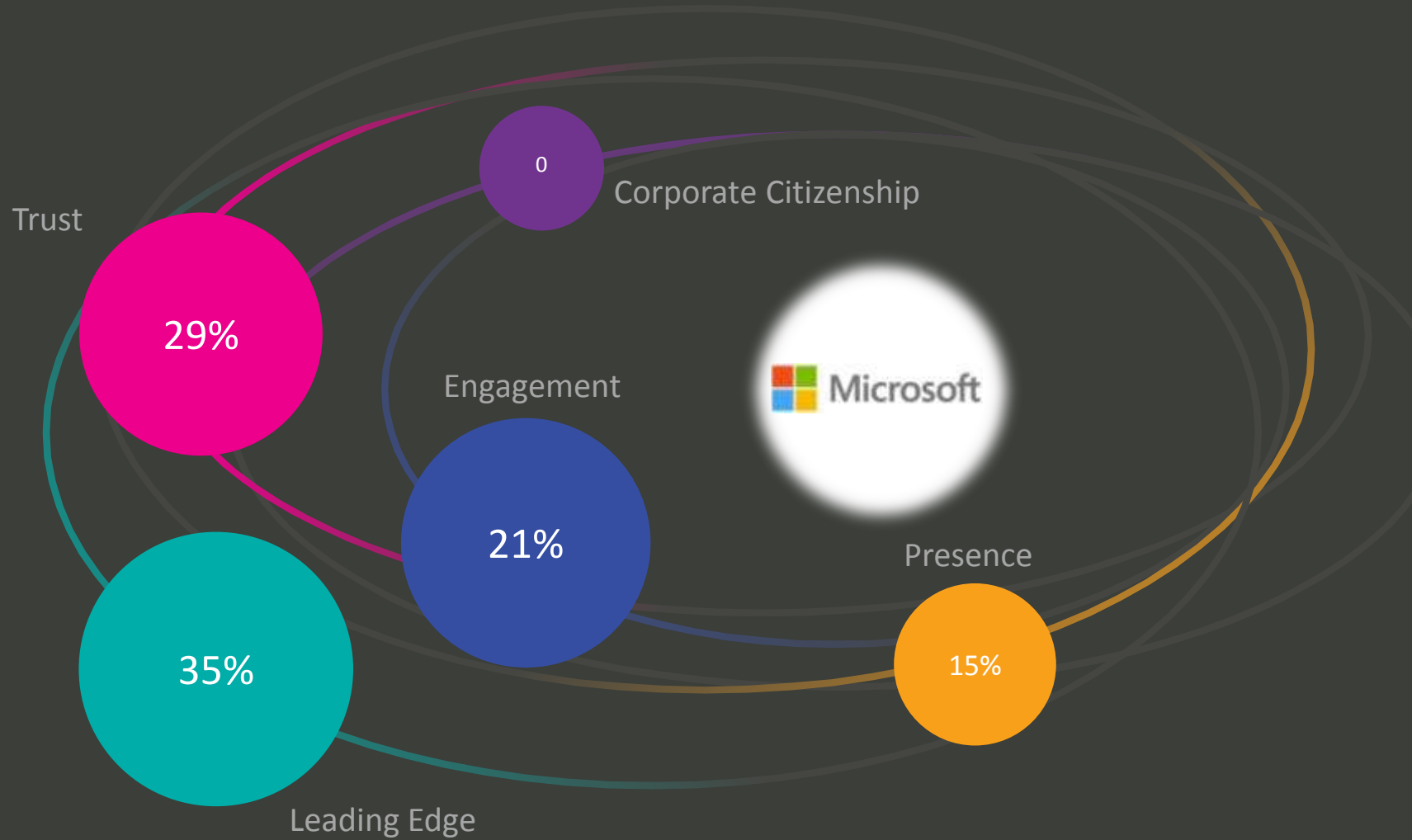
96%
of adults 16+
use the BBC in
any given week



3



Brand Personality of...



Largest R&D spend of any company in Silicon Valley in 2012

Microsoft = \$9.8bn

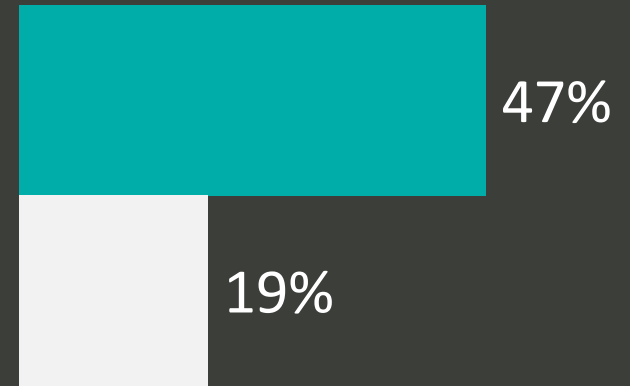
Apple = \$3.4bn





■ Microsoft

■ Average Top 50



Leading
Edge

Is
innovative

Windows – a permanent fixture



1982 – Windows 1.0



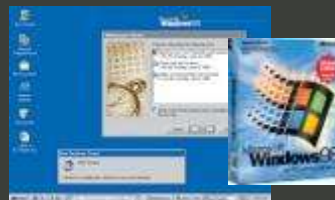
1987 – Windows 2.0



1990 – Windows 3.0



1995 – Windows 95



1998 – Windows 98



2001 – Windows XP



2006 – Windows Vista



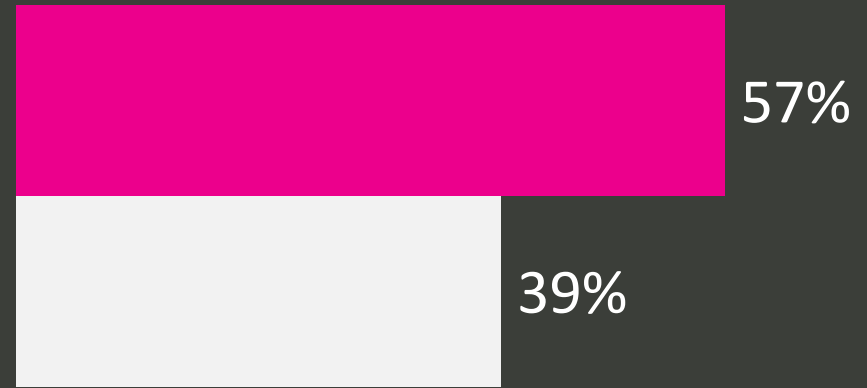
2009 – Windows 7



2012 – Windows 8

■ Microsoft

■ Average Top
50



Trust

Have a
strong
future

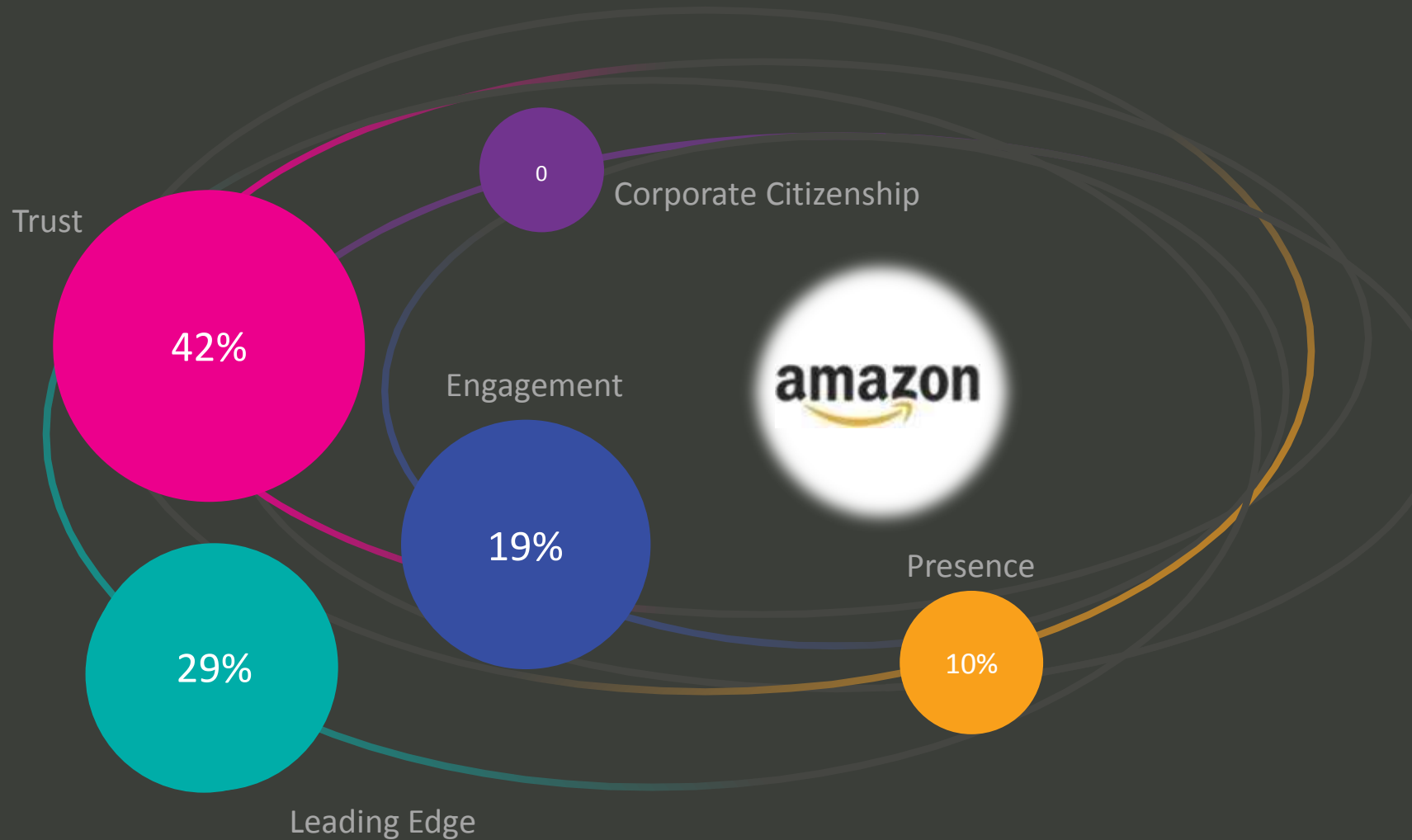
Would you have invested?



2

amazon

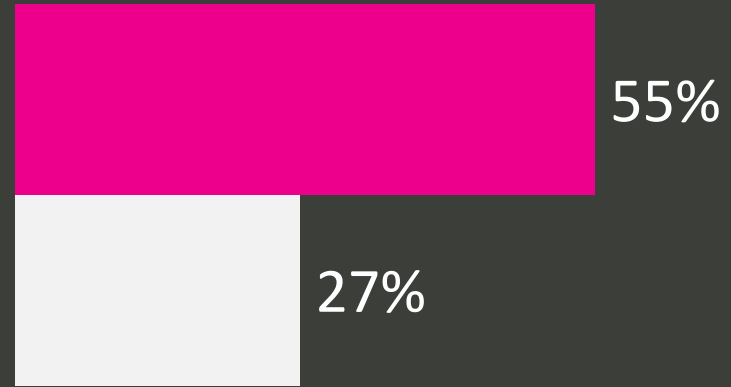
Brand Personality of...





■ Amazon

■ Average Top 50



Trust

Understands
consumer
needs

Amazon.co.uk – tailored to you

Today's Recommendations For You

Here's a daily sample of items recommended for you. Click here to [see all recommendations](#).

Page 1 of 16



[IPOD NANO 3rd GENERATION
NANO BLACK SILICONE CASE](#)

★★★★☆ (11) £1.25

[Fix this recommendation](#)



[Belkin iPod Nano 3G Neoprene
Armband - Black / ...](#)

★★★★☆ (10)

[Fix this recommendation](#)



[GARMIN Forerunner 50 SD](#)

★★★★☆ (69)

[Fix this recommendation](#)



[Max Value USB 2.0 / eSATA
Combo Enclosure for 2...](#)

★★★★☆ (4) £15.67

[Fix this recommendation](#)



[Black 2.5" USB 2.0 External
Caddy / Enclosure F...](#)

★★★★☆ (15) £4.99

[Fix this recommendation](#)

New for You



[Mac OS X Snow Leopard: The
Mission... \(Paperback\) by David
Pogue](#)



[Ice Age 3: Dawn of the
Dinosaurs... DVD ~ Ray Romano](#)

★★★★☆ (13) £9.00



[Microsoft Windows 7 Home
Premium Full Version...](#)

★★★★☆ (146) £109.47



[Year One \[DVD\] \[2009\] DVD ~
Jack Black](#)

★★★★☆ (10) £6.48

Improve Your Recommendations

Sennheiser PMXB0SPORT
ECO Rugged Stereo
Neckband Headphones for
Sports



Rate this item:

X|★★★★☆

☐ Don't use for recommendations

Items you own (11)

Satisfied Customers

UK Retail Websites Customer Satisfaction Index



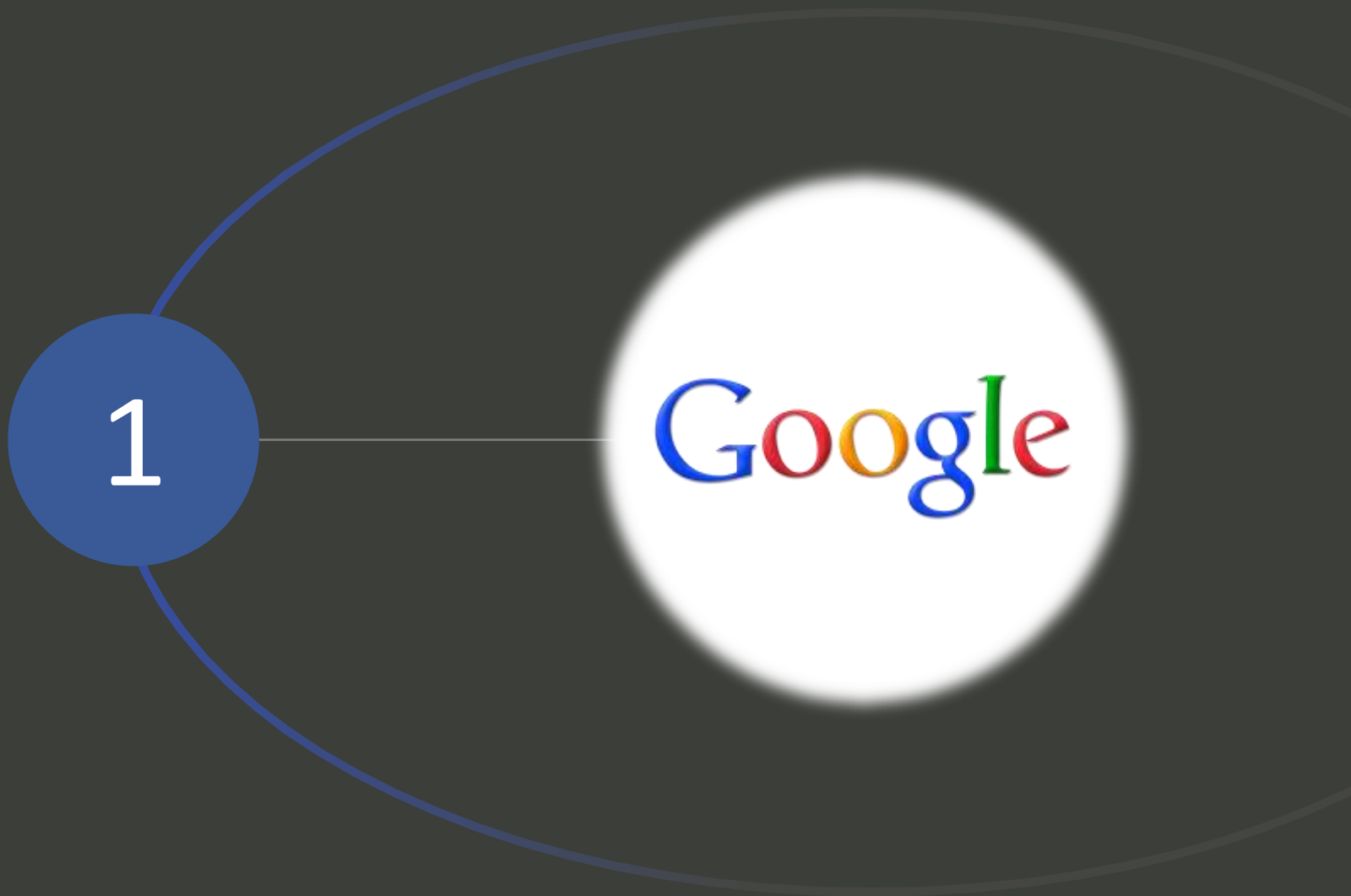
1) Amazon UK – 86%

2) John Lewis – 80%

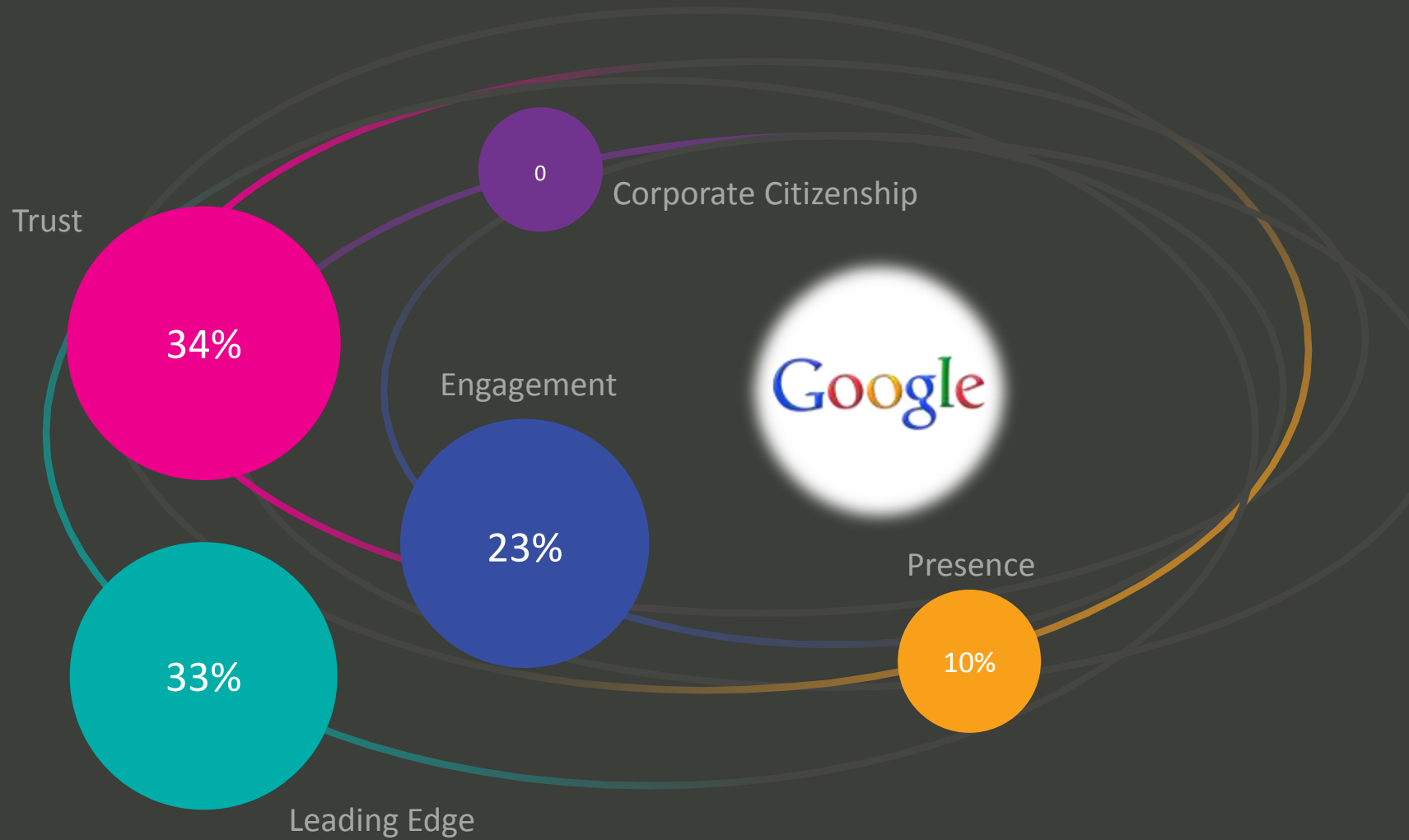
3) Play – 79%

4) Apple – 77%

5) Asda – 77%



Brand Personality of...





■ Google

30%

■ Average Top 50

8%

Leading Edge

Introduces
things I
never knew I
needed



■ Google

41%

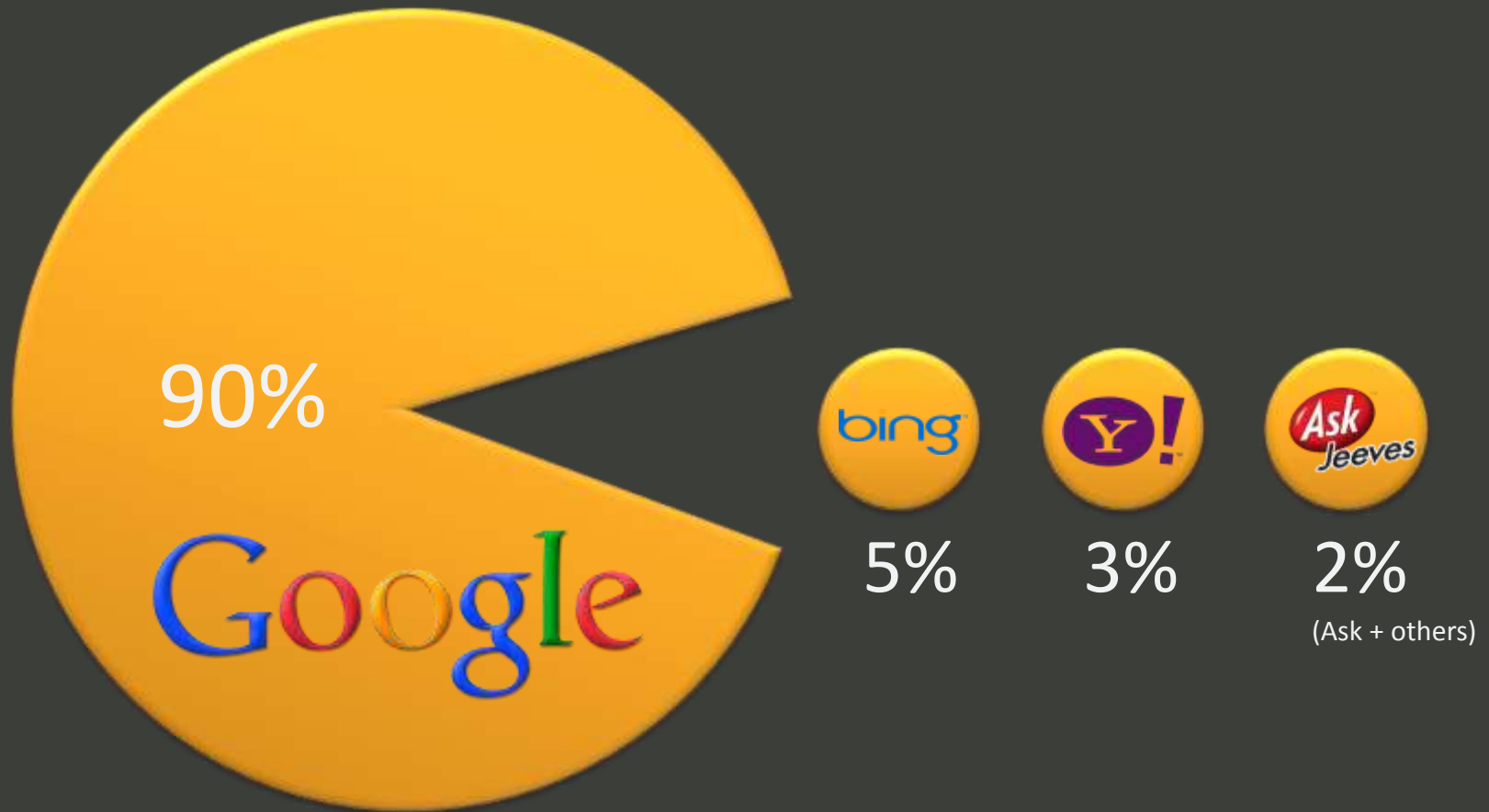
■ Average Top 50

17%

Leading Edge

Forever
changes the
consumer
landscape

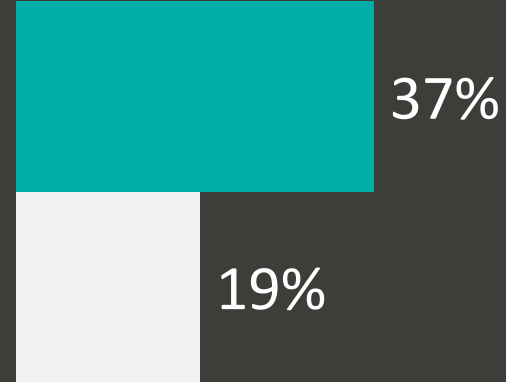
UK 'search' market share





■ Google

■ Average Top 50



Leading
Edge

Stands
out



Google Maps



Google play



Google Search

I'm Feeling Lucky

Sign in



ANDROID

YouTube



Advertising Business About

Privacy & Terms Settings Google.com



■ Google

36%

■ Average Top 50

17%

Trust

Continues
to get
better

Google Maps vs. Apple Maps



Constantly Strive
To **Understand**
People

Innovate & Adapt
To Change

Use **Technology**
To Shape Behaviour



Best
Better
Good



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