



**Better Brand Health Basics with Florida's Natural:
Grow Your Brand Using Mental Availability**



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Too slow,
costly, not
actionable



Huge amount
of updated
research*

*Romaniuk, 2023; Sharp, 2010; Sharp, Romaniuk, 2018



Brand Growth = Physical Availability + Mental Availability

Brand Growth

Physical Availability



Wide distribution network,
prominent in-store
positioning, etc.

Mental Availability



Make it come to mind easily
and often in buying
situations

Category Entry Points



Category Entry Points

Independent from your brand



Needs



Occasions



Reasons



Motivations



**More Mental
Availability
Increases
Your Chance
of Being
Bought**





Mental Advantage Analysis



| | Brand A | Brand B | Brand C | Brand D | Brand E |
|--------------------------|---------|---------|---------|---------|---------|
| Refreshment | -3% | -7% | -4% | -5% | 2% |
| Breakfast | 5% | 6% | -3% | 4% | -5% |
| BBQ | 0% | 1% | 2% | 0% | 1% |
| Snack Time | -1% | -3% | 2% | -1% | 3% |
| Thirst quenching | -1% | 2% | 3% | 1% | 1% |
| Picnic | 3% | -0% | -1% | -0% | -0% |
| Treating myself | -0% | -1% | 2% | -1% | 4% |
| Enjoyment | -3% | -5% | -4% | -3% | 0% |
| Socializing with friends | 0% | -3% | -4% | -1% | -2% |
| Energy boost | -3% | -3% | -2% | -1% | 6% |
| Working out | 1% | 6% | -2% | 1% | -2% |
| On-the-go | -4% | 3% | 5% | -1% | 4% |
| Mimosas | 2% | -1% | -0% | 1% | 1% |

→ Defend

→ Open!!

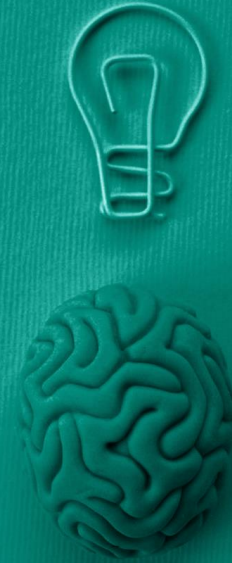
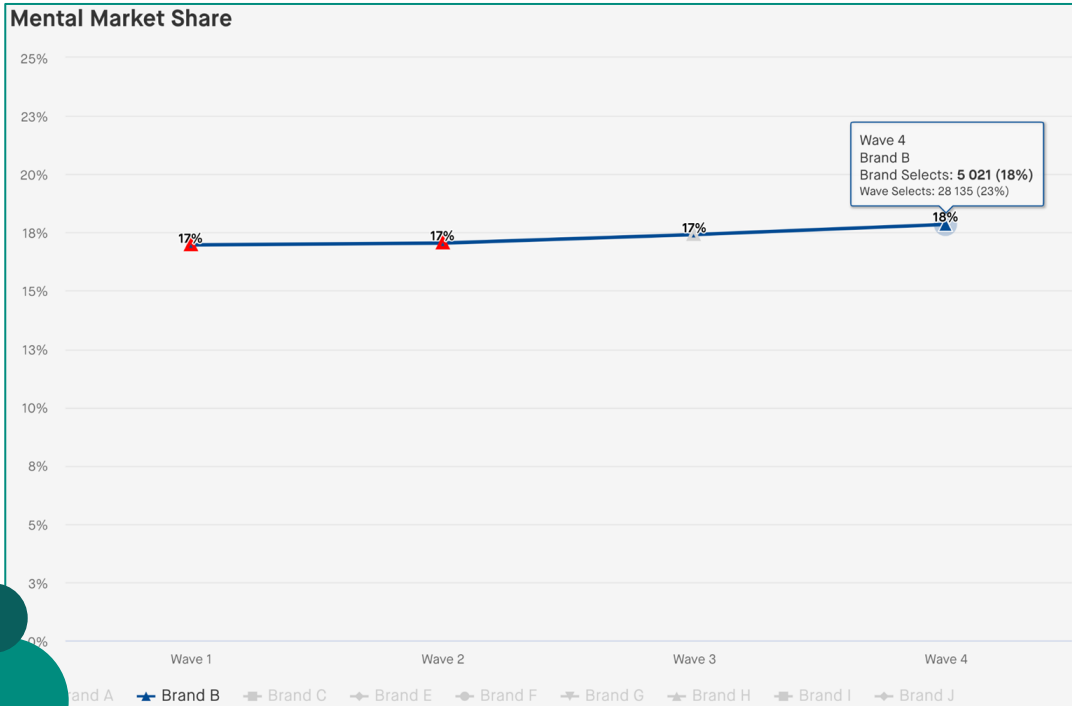
→ Open!!

→ Build



Mental Market Share

How present is my brand in consumers' minds?



Four Mental Availability KPIs for Actionable Insights

| Metric | Calculation | Analysis | Example actions |
|--|---|---|---|
| Mental Market Share (Main KPI) | A brand's share of CEP association among all brand-CEP associations | MMS highly correlates with sales share. Deviations should be a warning sign. | If the MMS is higher than actual sales share, the brand might need to fix physical availability. |
| Mental Penetration | Percent of category buyers with at least one CEP association for a brand | While overall also correlated with sales, MPen is most insightful to analyze for non-buyers of the brand. | If MPen is low for non-buyers, there is large growth potential for brands to target |
| Network Size | Number of CEP associations with a brand (among those with at least one CEP association for a brand) | Should be as high as possible. Insightful to compare the brand's rank to Mental Penetration | If NS is higher than MPen, brands struggle reaching new buyers but rather broaden existing networks. |
| Share of Mind | Share of brand-CEP associations among those with at least CEP association for a given brand | Are competitors' activities reaching those consumers that the brand has built up mental availability with | Competitor is "stealing" SoM from a "brand's consumers". This competition weakens the link between MA and sales |



Brand Health Tracking: Actionable Insights



Fireside Chat



Questions?

