

# How your brand can harness consumption occasions to attract more people, more often and more easily

4 April, 2024





HOW GREAT BRANDS **SHAPE EXPECTATIONS**  
THROUGH **EMPATHY** FOR PEOPLE AND THE  
**CONTEXT** OF THE WORLD AROUND THEM



# What do we mean by shaping expectations?

**What people feel and know about the brand and category**

All of the expectations people have about brands including



**Sensorial**



**Functional /  
Emotional**

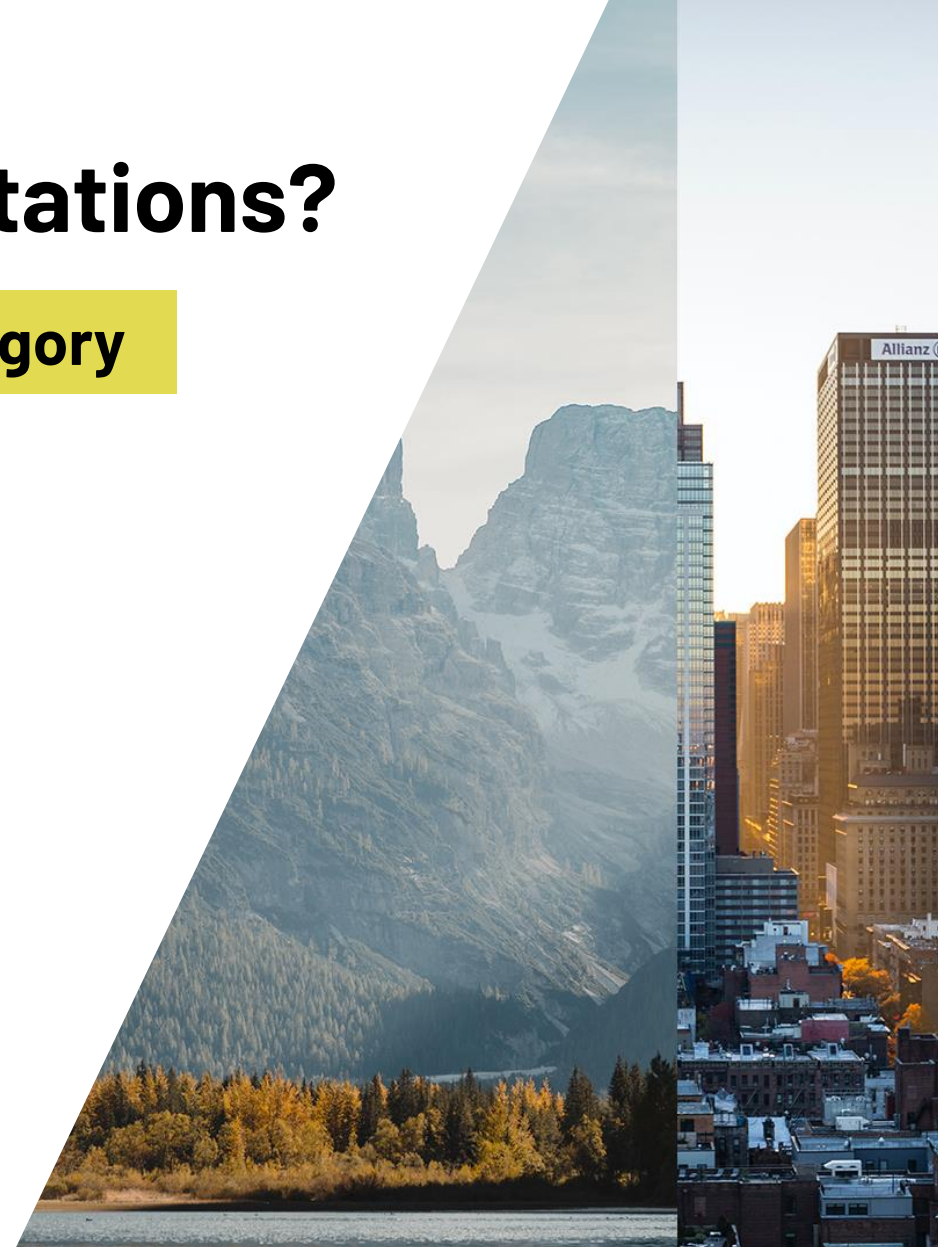


**Social**



**Buying**

Based on the emerging science around the brain as a prediction machine



# Shaping People's Expectations About "Clean Beauty"

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COTY RIMMEL  
LONDON

# What do we mean by context?

Is what's happening in people's lives, and the world around them

2 broad types of context:



## Macro

societal and cultural values, norms, and prevalent issues, topics, and themes



## Micro

The occasions in which people are choosing brands

- Logistics: where, when, with whom
- Needs to satisfy which needs, to solve which problems

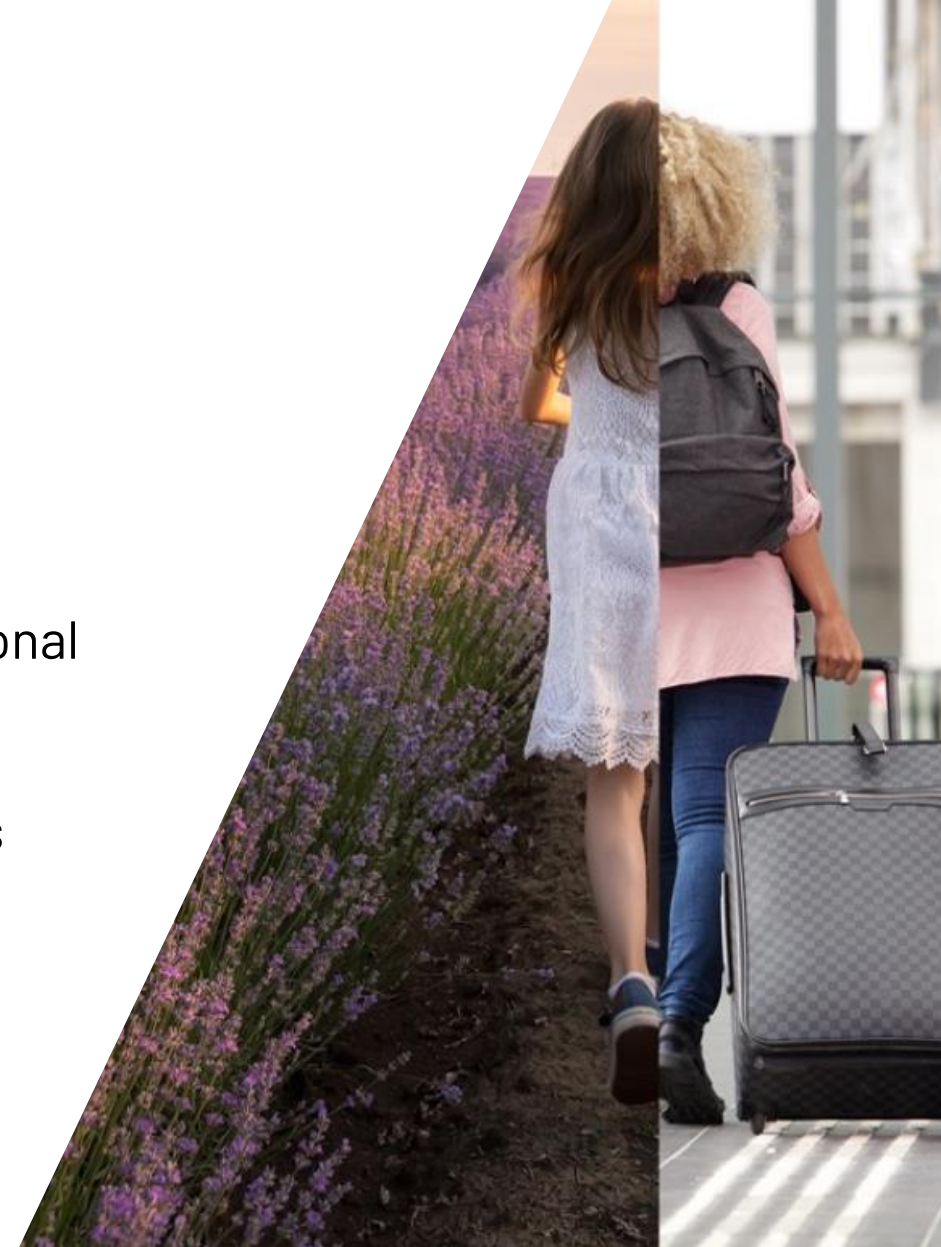




# What do we mean by empathy?

**Is to understand what's important to people,  
and how brands can add to their lives**

- Empathy aims for a total understanding of people, their personal context, needs and expectations
- Brands need to be empathetic in order to shape expectations





# CONTEXTUAL BRAND TRACKING

A new brand performance system to help you navigate today's complexity and propel sustainable brand growth



# Contextual brand choice



## EXPECTATIONS


Functional Expectations

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Experience with products

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Expression -  
role of communication



## CONTEXT

**Micro context:**  
Personal & Behavioral

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**Macro context:**  
Social & Cultural



## EMPATHY

Listen to what people say

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Understand what people feel



# HOW IT WORKS



# Micro context: capturing individual brand choice by occasion

## Context Driven

People are asked about their choices and brand perceptions in-context

**Occasions selected from recent experience**



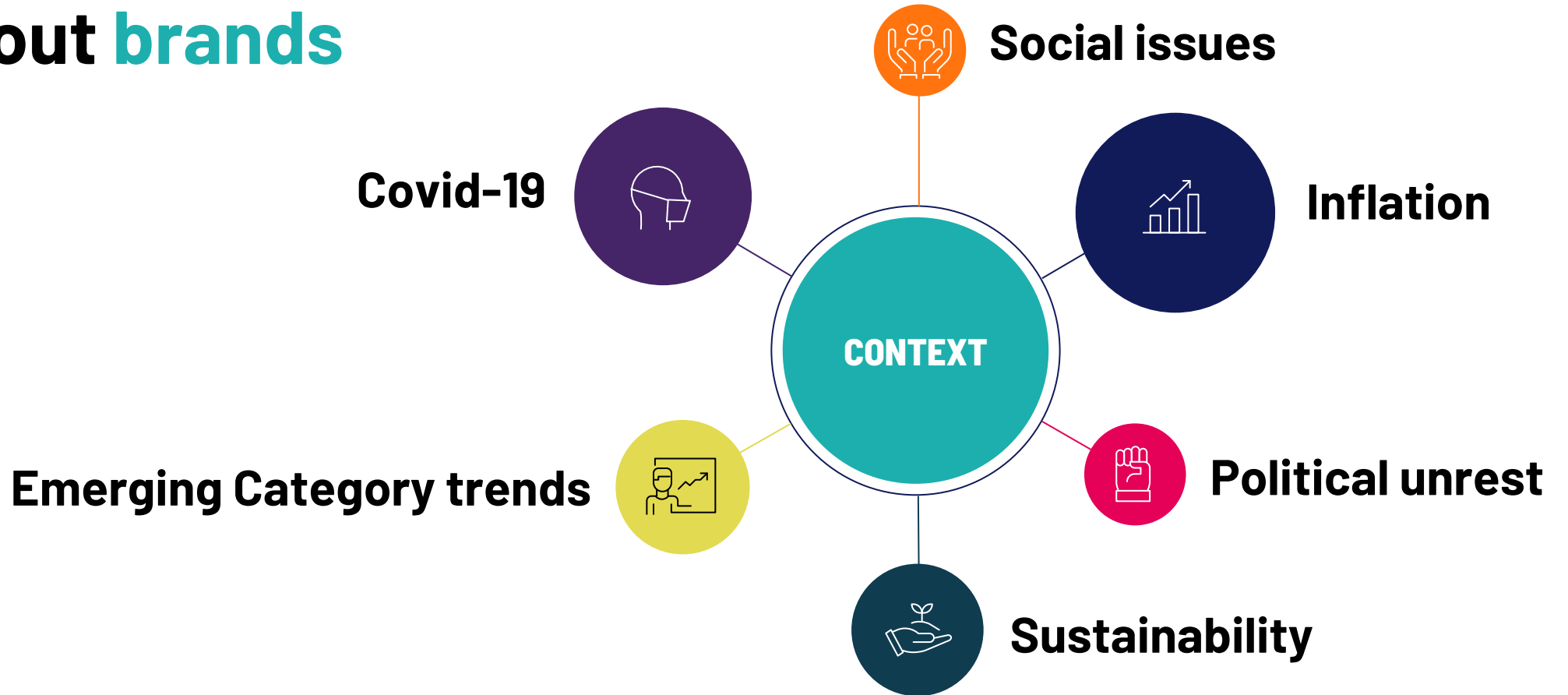
## People Choose

It is people, and not us, who define the competitive landscape of product, services and brands

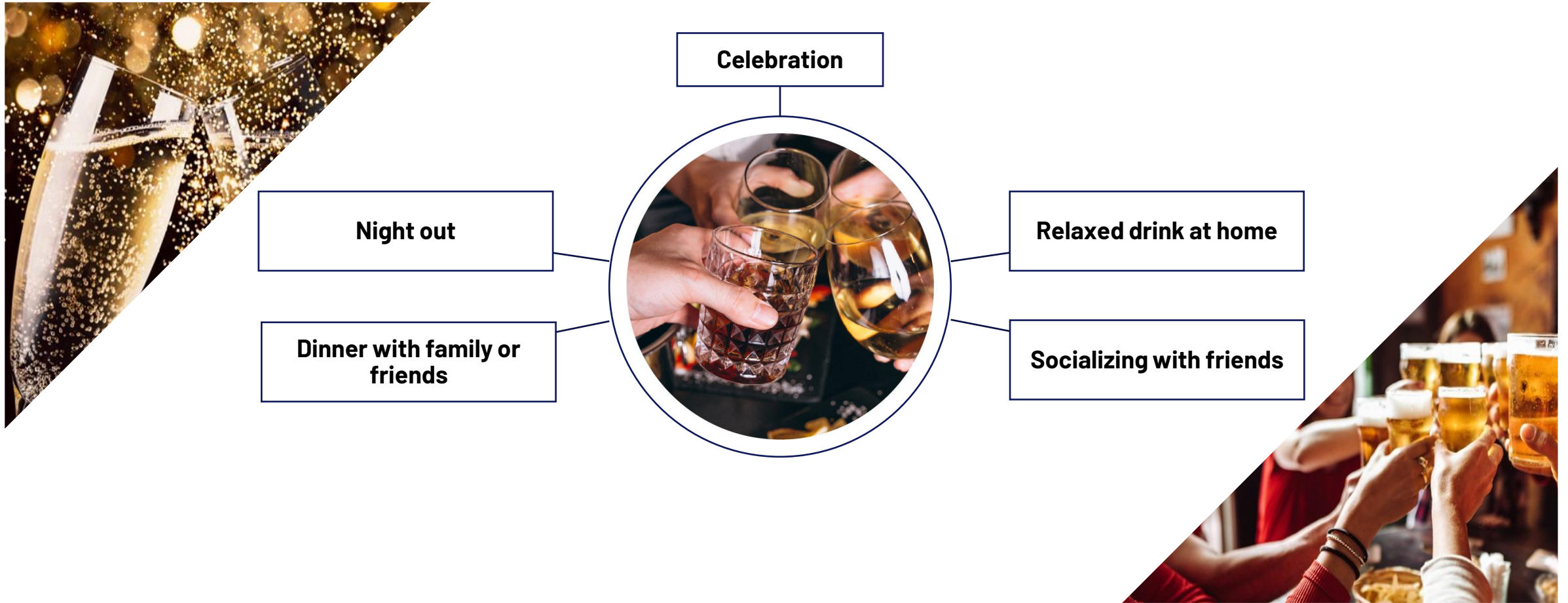
**People select brands relevant to them in each occasion**



# Understand what people feel about **brands**



# Context is critical in the spirit category



# Contextual brand tracking

## the 5 principles to guide brand success

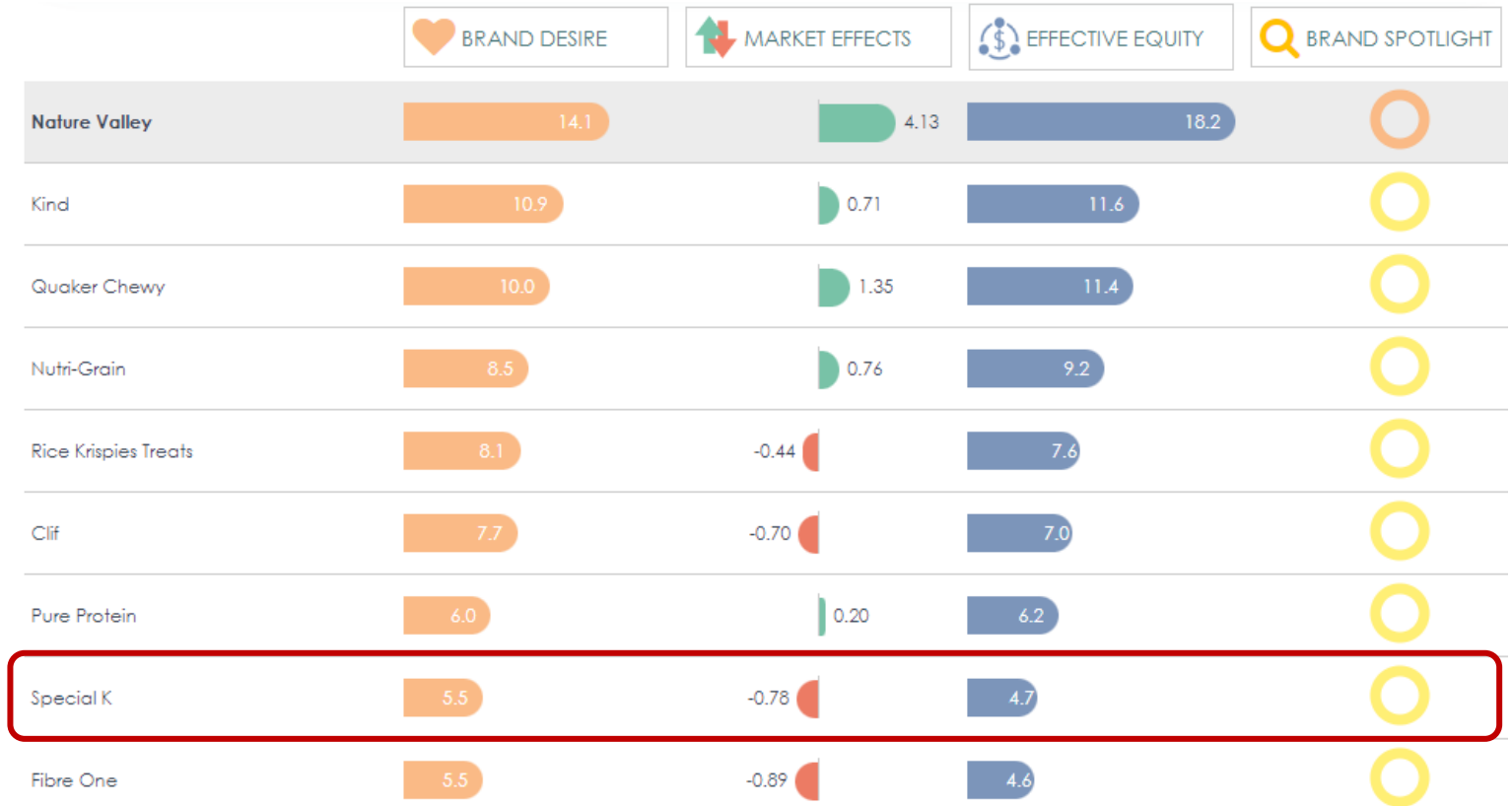




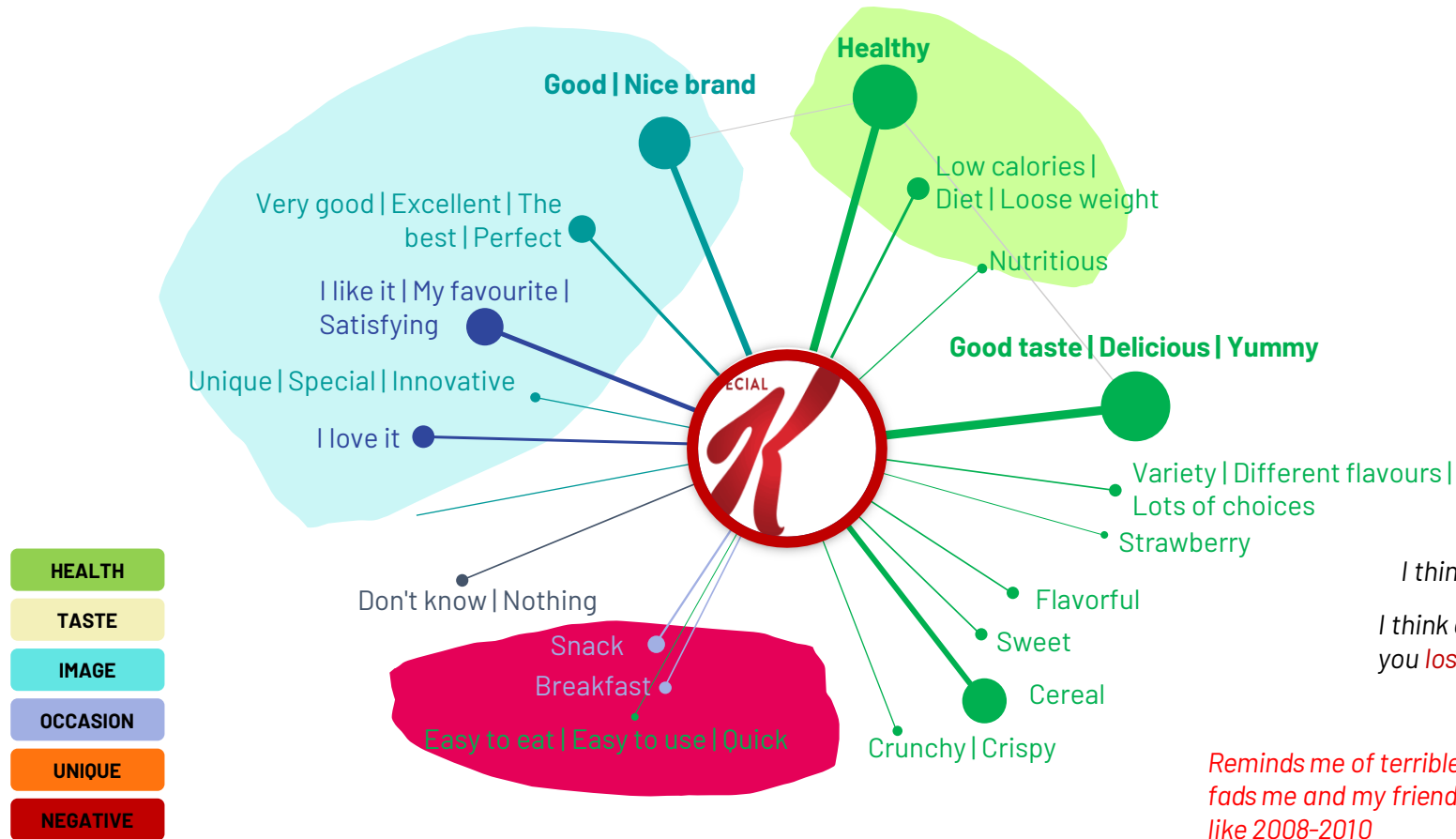
# Special K snack bar: the situation

Client is concerned about the performance of their Special K snack bar; a long-standing cereal bar in the US market.

Concerned with their legacy of dieting and weight loss, a halo coming from Special K breakfast cereal flakes, we wanted to understand more about how Americans choose snack bars at various snacking moments throughout the day. Overall, Special K is ranked in 8<sup>th</sup> position, losing on Market Effects and has a stable growth outlook. What avenues can be explored to achieve success for Special K?



# Health and taste are a good platform to build on however the legacy lingers



Cereal - cereal bar - *healthy* and fit.

A *healthy* alternative when you want to cut back on cereal bars or feel good about what you're eating

*Healthier* ingredients good combination of flavors

A cereal bar that is relatively *healthy* in comparison to other cereal bars.

*Healthy*. High in fiber and tasty.

*Healthy* low calorie sweet fruit cereal

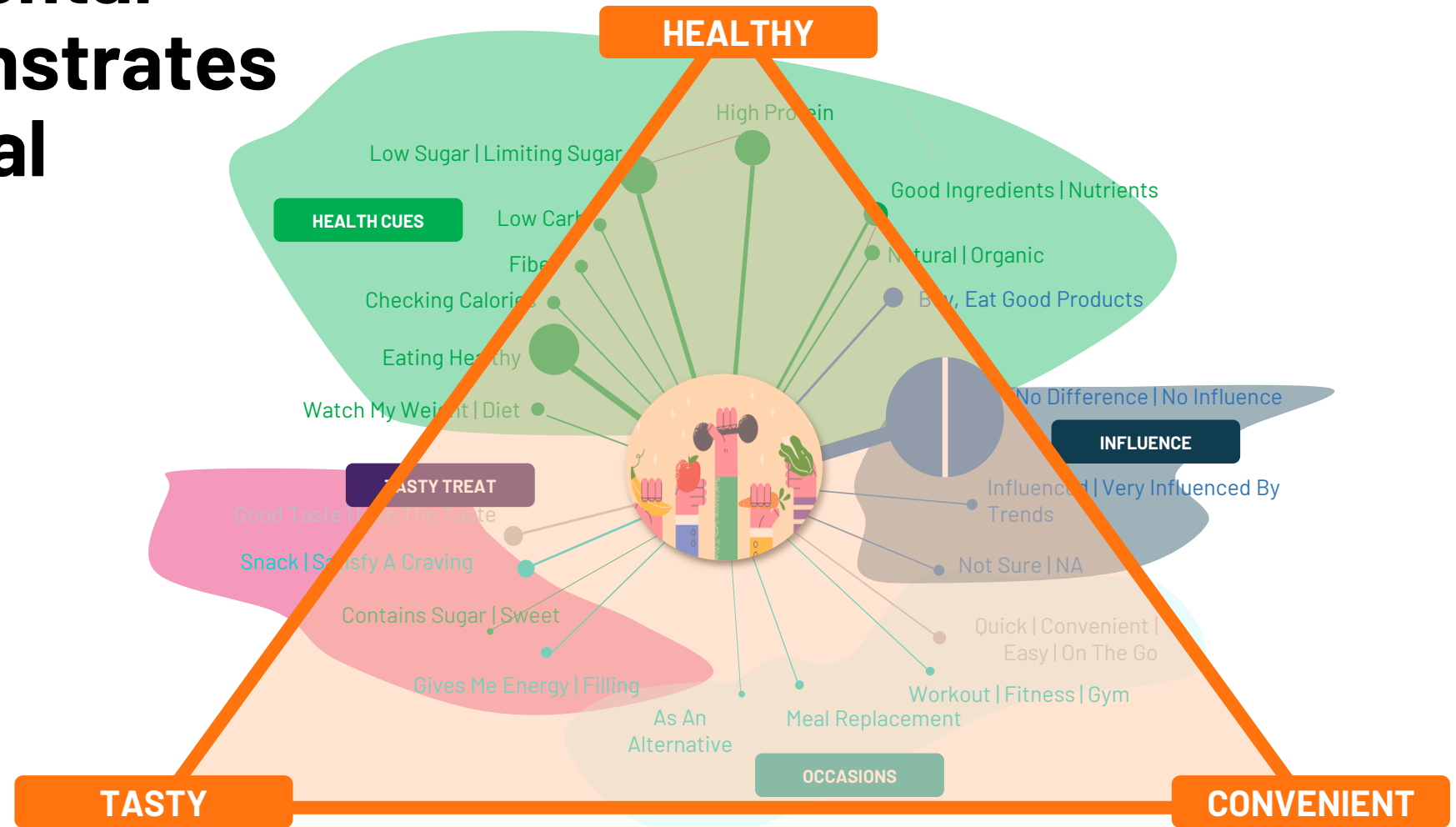
I think of a bar that people who are on a *diet* eat.

I think of this being a "*diet*" bar.. Something to help you *lose weight*

*Reminds me of terrible diet fads me and my friends did like 2008-2010*

# The context mental network demonstrates the fundamental expectations of snack bars

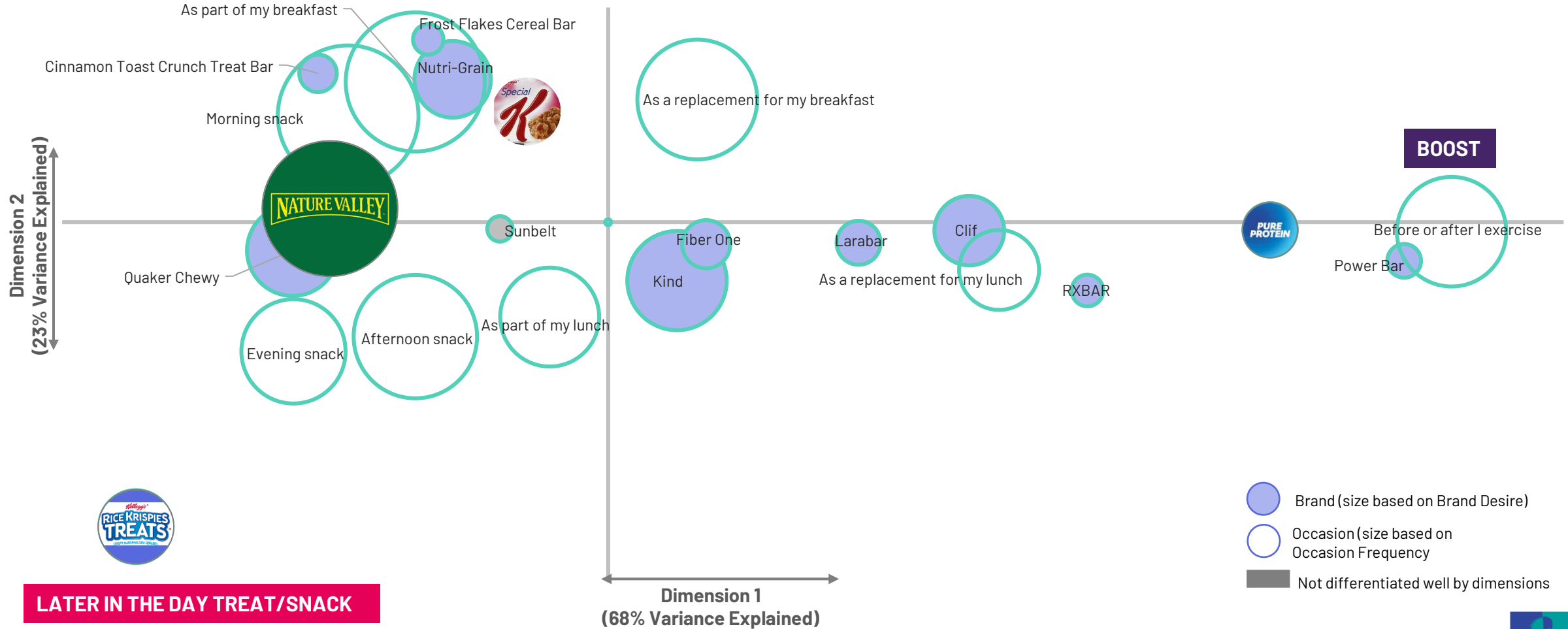
It is about staying true to the balance of being a HEALTHY choice with TASTING good and being CONVENIENT to use (accessible & easy)





# Where to play | brand occasion landscape

## MORNING ROUTINE



## LATER IN THE DAY TREAT/SNACK

# However, brand desire for Special K is lower at the breakfast occasion than at others



Overall

5.5



Breakfast  
(replacement  
or part)

5.9



Morning snack

6.5



Breakfast or  
lunch  
replacement

6.1



Afternoon  
snack

6.5



Evening snack

7.7

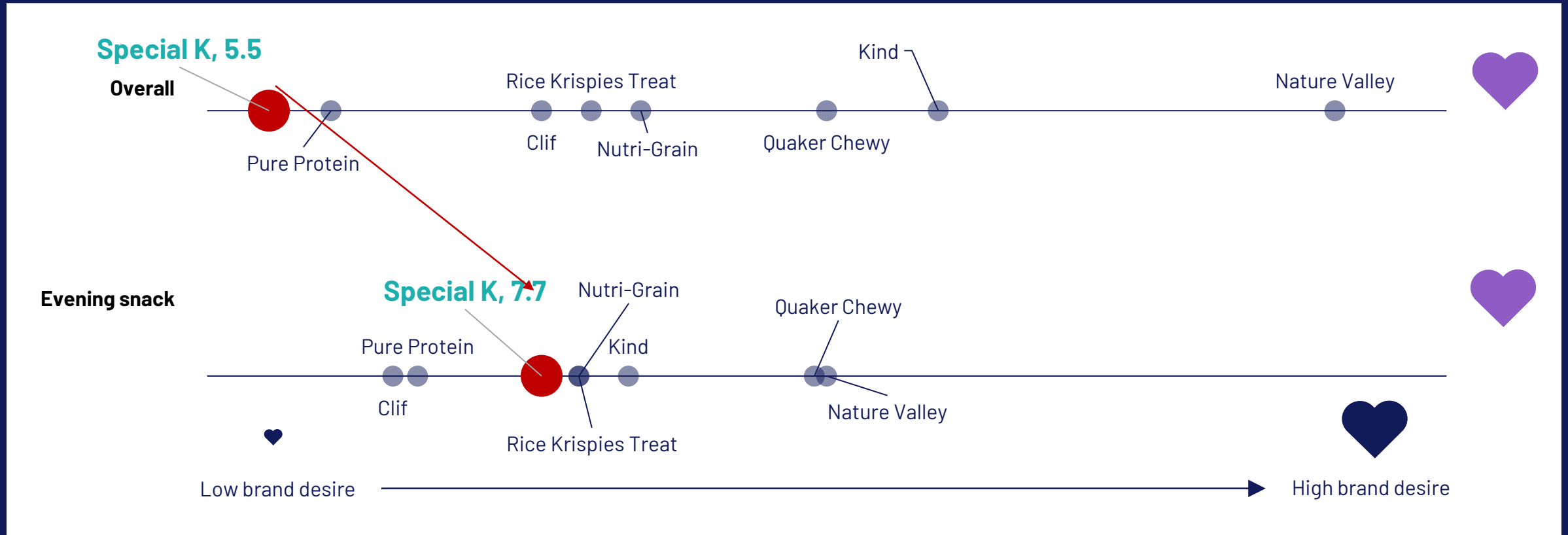


Before or after  
exercise

7.3

# Amongst daily evening snackers, Special K enjoys the highest level of desire of all occasions

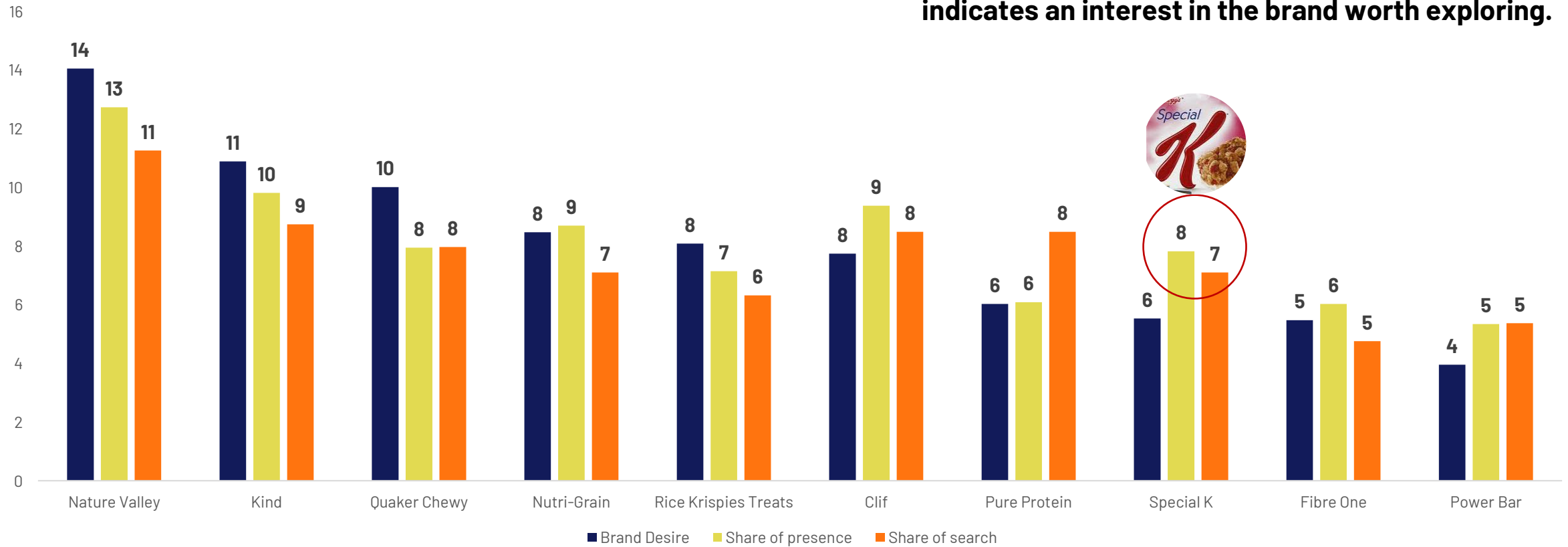
Brand Desire amongst people who have bars as an evening snack every day





# Share of search and share of social media presence is higher ...

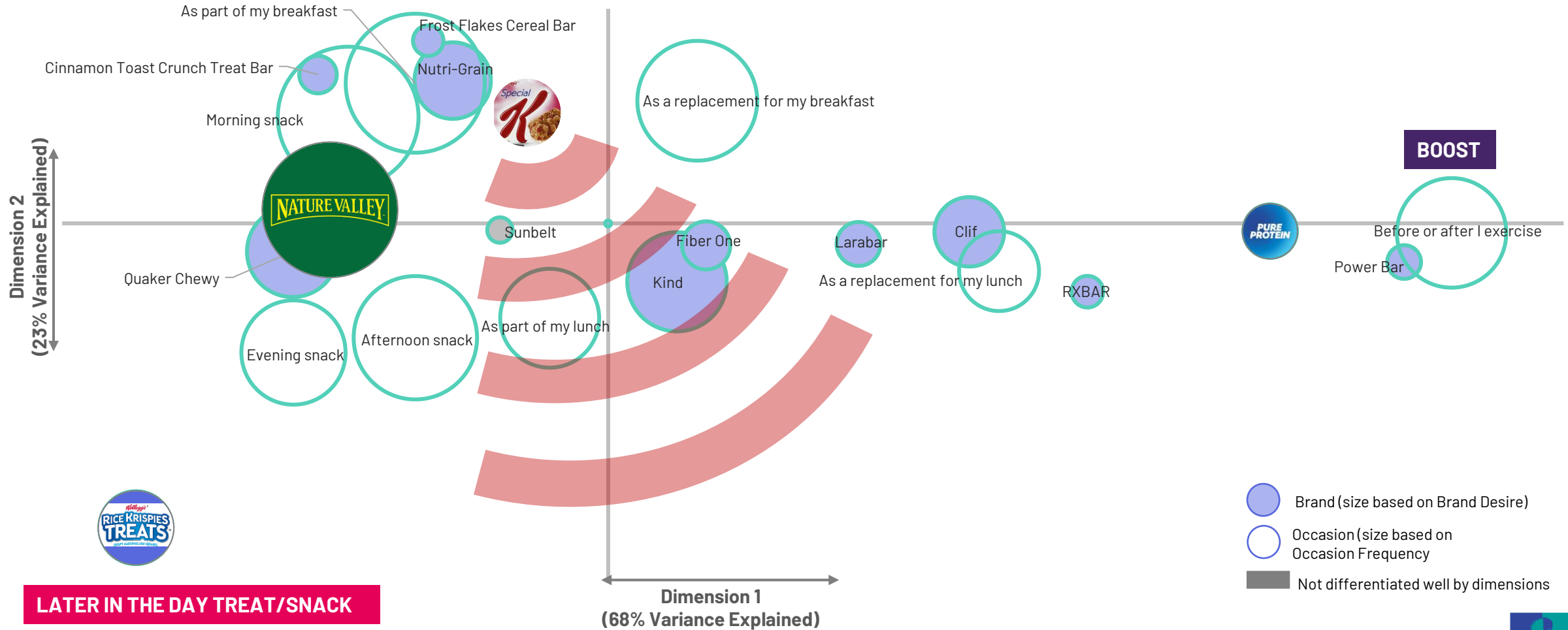
...than share of Brand Desire which indicates an interest in the brand worth exploring.



Share of presence - A brand I often see online or in social media  
 Share of search - A brand I often search for online

# This may afford Special K the opportunity to extend beyond breakfast to later in the day snacking occasions

## MORNING ROUTINE



## LATER IN THE DAY TREAT/SNACK



**LOOKING AHEAD**



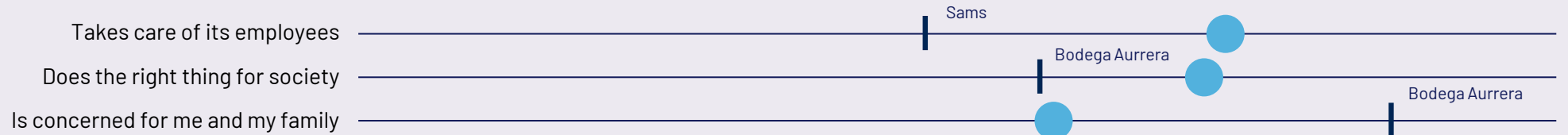
# An overview of brand expectations by occasion with brand desire



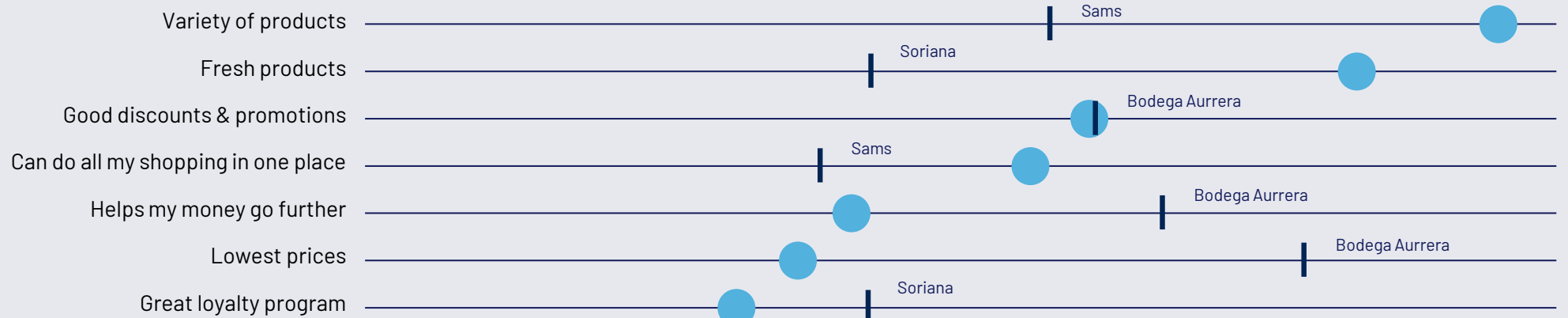
## CONTEXT



## EMPATHY

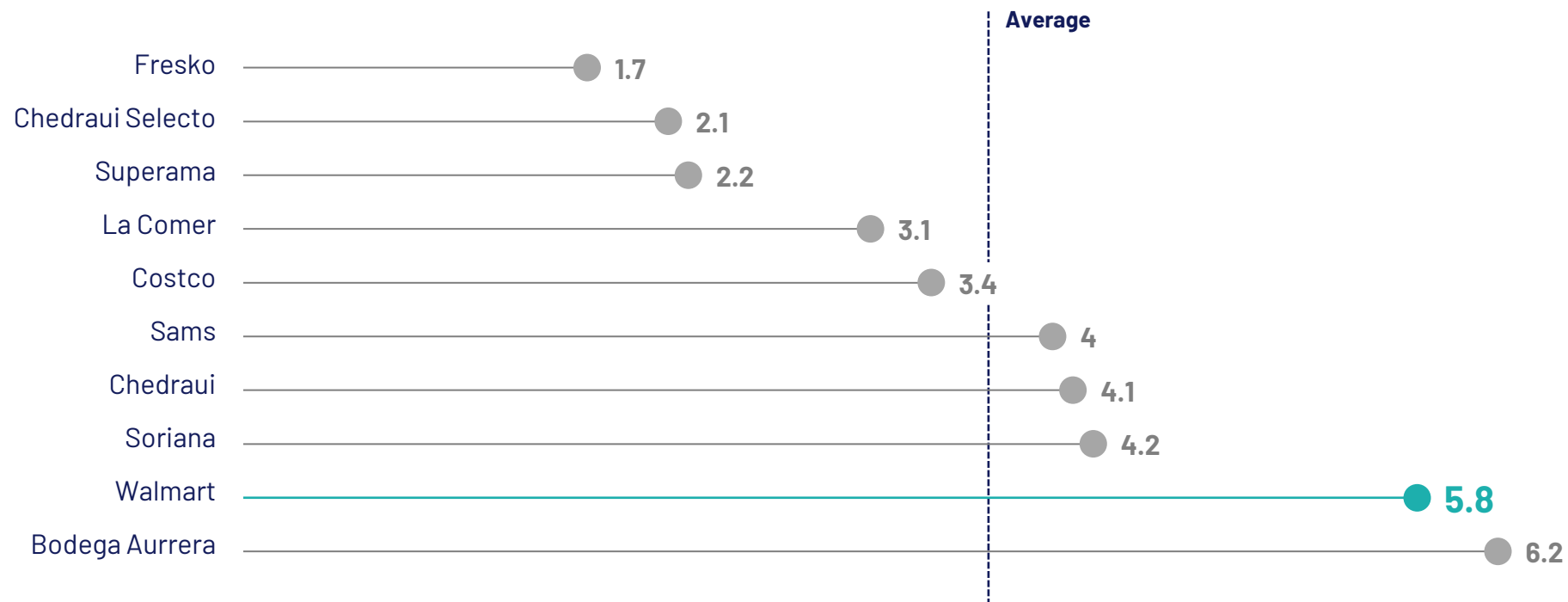


## EXPECTATIONS



# The perceived empathy indicator

An indication of the degree to which people perceive your Brand is performing on empathy relative to competitors



The Perceived Empathy Indicator uses image statements from your existing study design - identified as pertaining to empathy - to understand how well your brand is performing on perceived empathy relative to competitors

# Identify actions for future growth with “what if” scenarios by occasion

## OCCASION A

CURRENT  
BRAND DESIRE

15.4%

Understands my needs in  
the current situation

34%

Is concerned for me and  
my family

42%

Helps my money go  
further

48%

BRAND  
ASSOCIATION

SIMULATION  
**+5%**

IMPACT ON  
BRAND DESIRE

▲  
**+1.10**

▲  
**+0.30**

▲  
**+0.60**

SIMULATED  
BRAND DESIRE

16.5%

15.7%

16.0%

**EXPLORE**

**WITH ME**

**Emmanuel Probst**

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*SCAN ME*





**QUESTIONS?**