

Fluency ›



# Revolutionizing Insights By Decoding Brand Desire

Clear and Fluency M&C Saatchi | April 2022

Quiz.

99,000

**Quiz.**

**99,000**

***Google searches are  
done every second***

Quiz.

1,000,000,000

**Quiz.**

**1,000,000,000**

***TikToks are  
viewed every  
day***

Quiz.

1,000

**Quiz.**

**1,000**

***Amazon transactions  
are made every  
minute***

**Quiz.**

**90%**



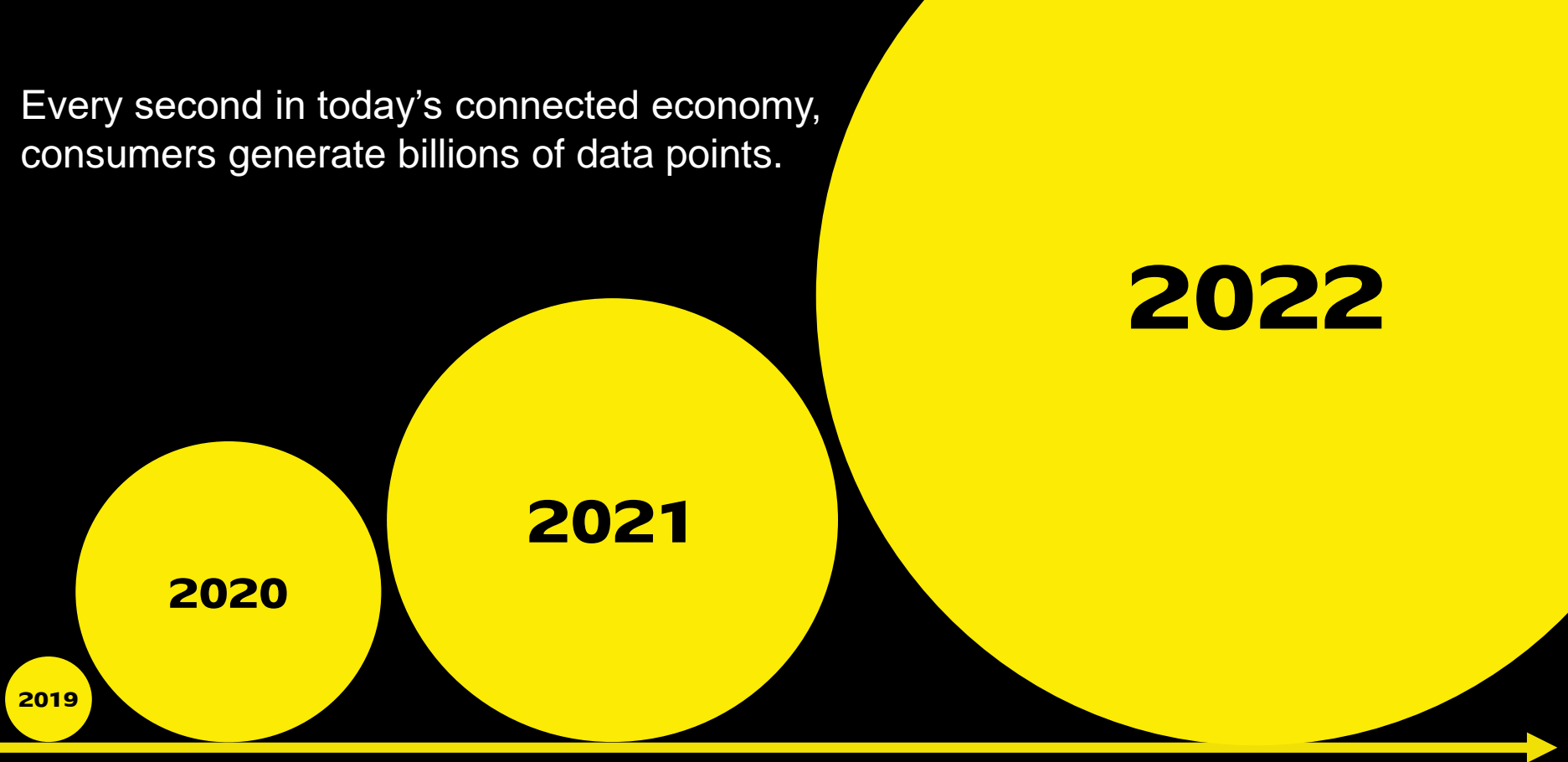


**Quiz.**

**90%**

**of the world's data has  
been generated in the last  
2 years\***

Every second in today's connected economy,  
consumers generate billions of data points.





How do we harness that data for meaningful insights?

# Blunt tools.

Brands have still had to rely on taking leaps of faith to understand consumer behavior and determine brand value, including:

- moment-in-time data
- limited sample sizes
- siloed data shaped by unconscious bias



# It's the '20s.

We live in a world connected at all points with:

- transient populations
- an explosion of individuality
- diverse behavioral data

We also live in a world where **having a desirable brand is the ultimate driver of business performance.**





# We have to shift our mindsets.

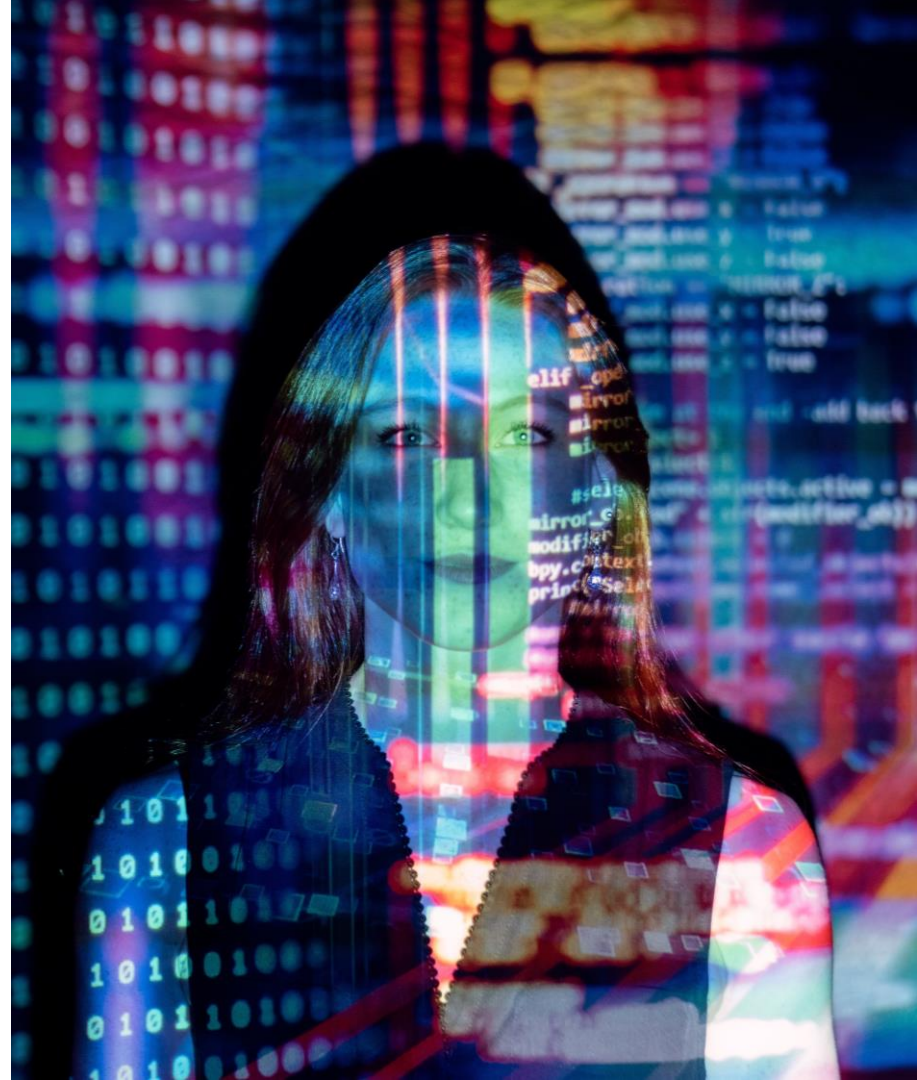
The data is going to keep getting bigger.

The information richer.

The technology more advanced.



What decoding brand desire can tell us

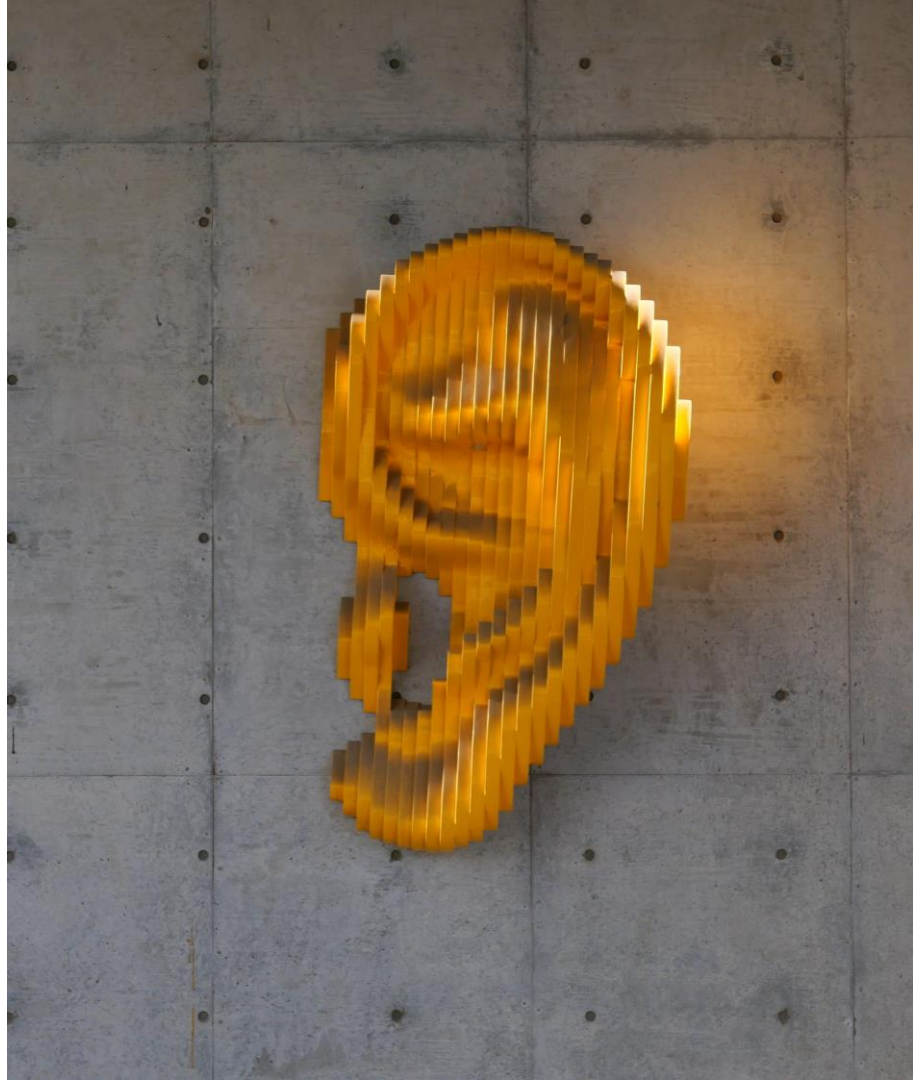


# If you want to know what consumers are doing...

Just listen.



What decoding brand desire can tell us



Tapping the sources.



Brandwatch



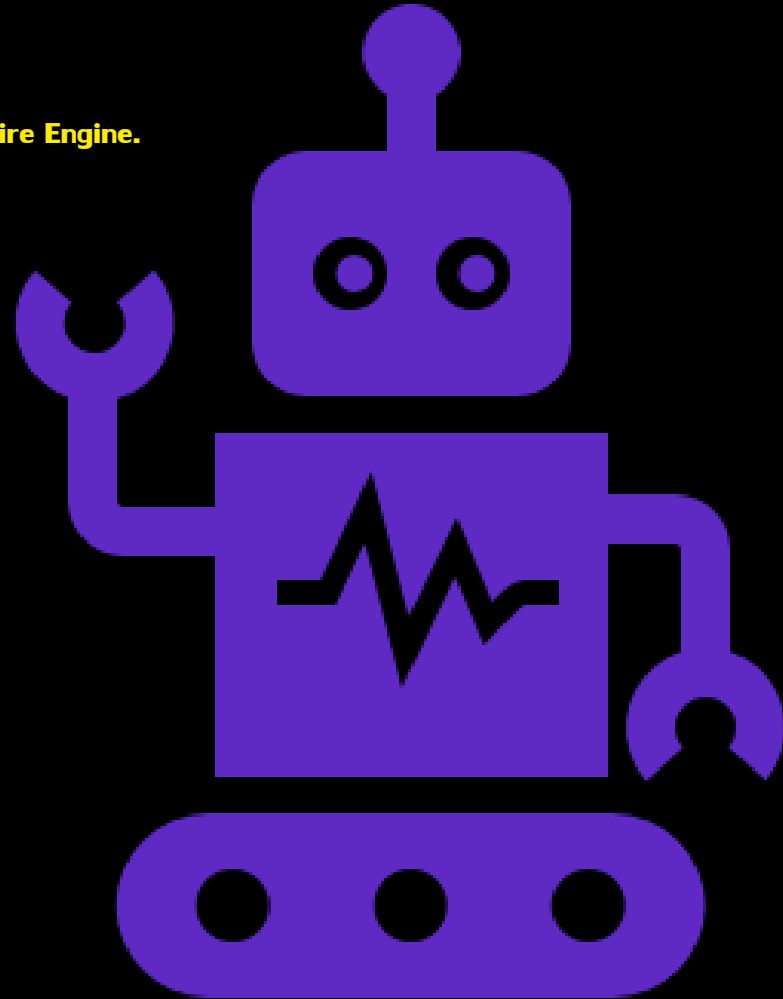
YouGov<sup>®</sup>



**Presenting insights from the Brand Desire Engine.**

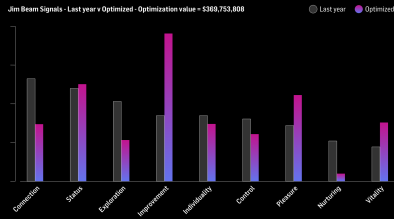
A revolutionary AI-powered tool  
that identifies real-time drivers of brand  
desire to directly impact commercial growth.

Today, we'll share insights  
across three categories.

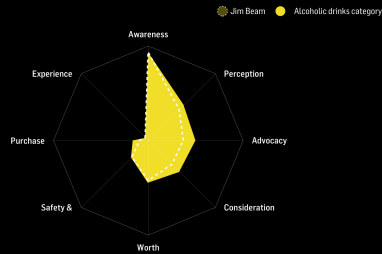


Four key elements to the data.

## Signals



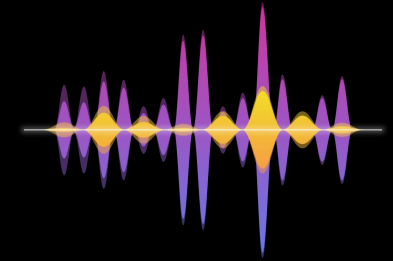
## Amplifiers



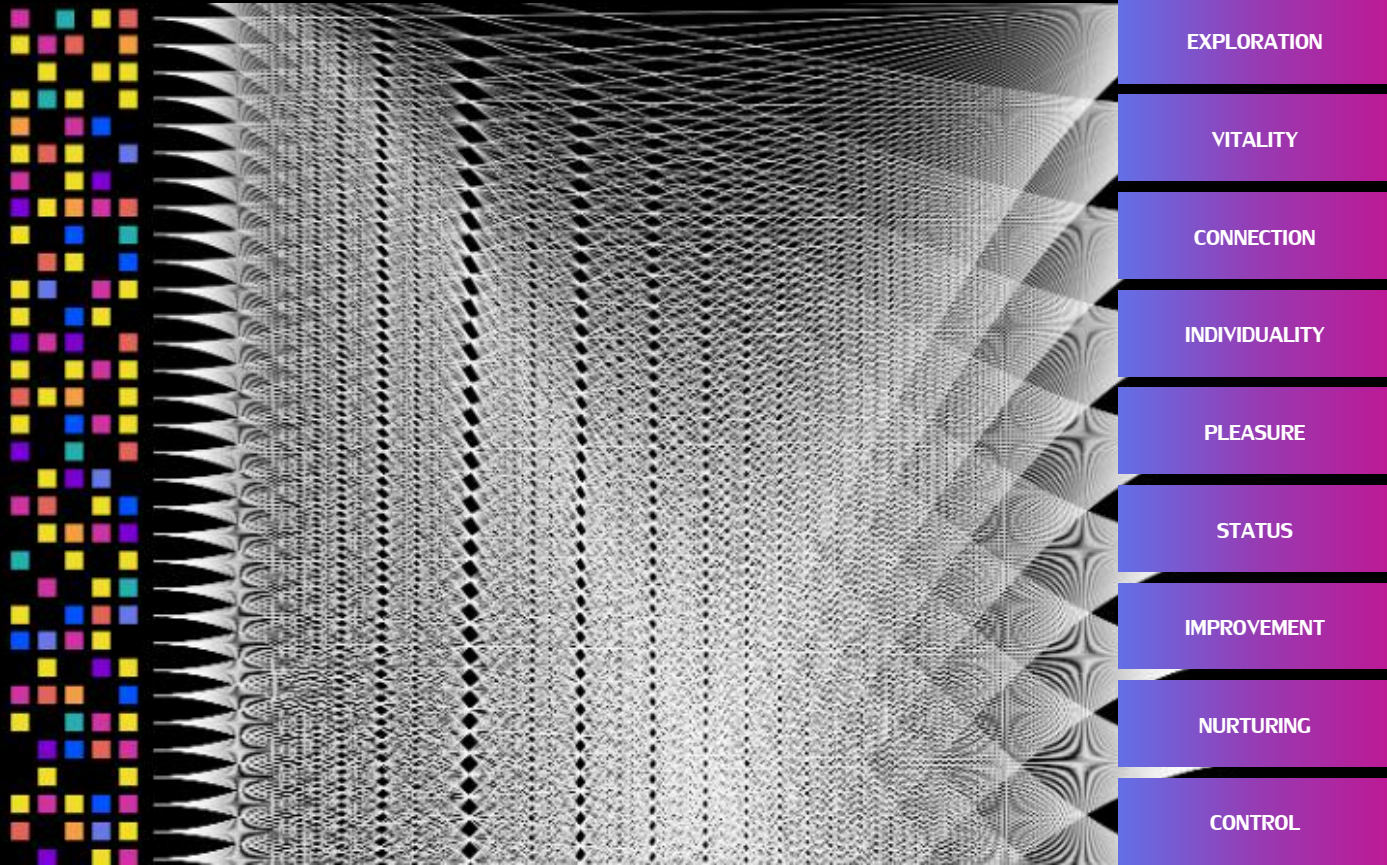
## Opportunity

**\$725m**

## Signature

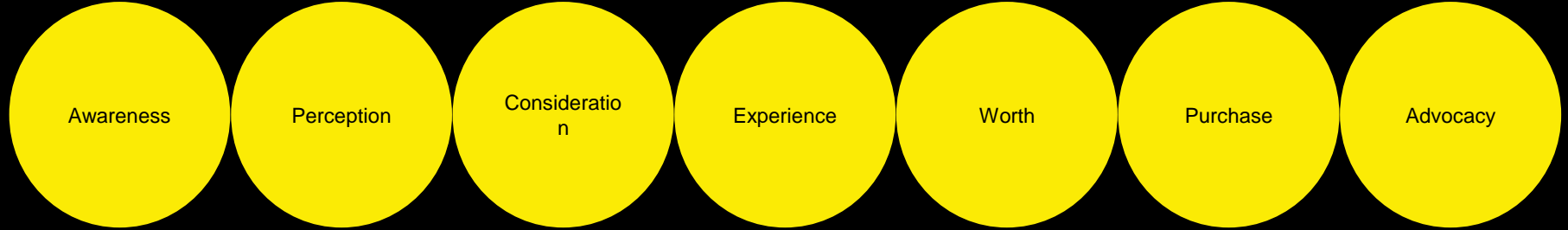


## Decoding the universal drivers of brand desire.



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**Those signals get amplified in varying degrees across the consumer journey.**





# \$725m

Average additional annual  
revenue opportunity for brands  
analyzed in this category  
if they optimized their  
Brand Desire Signature

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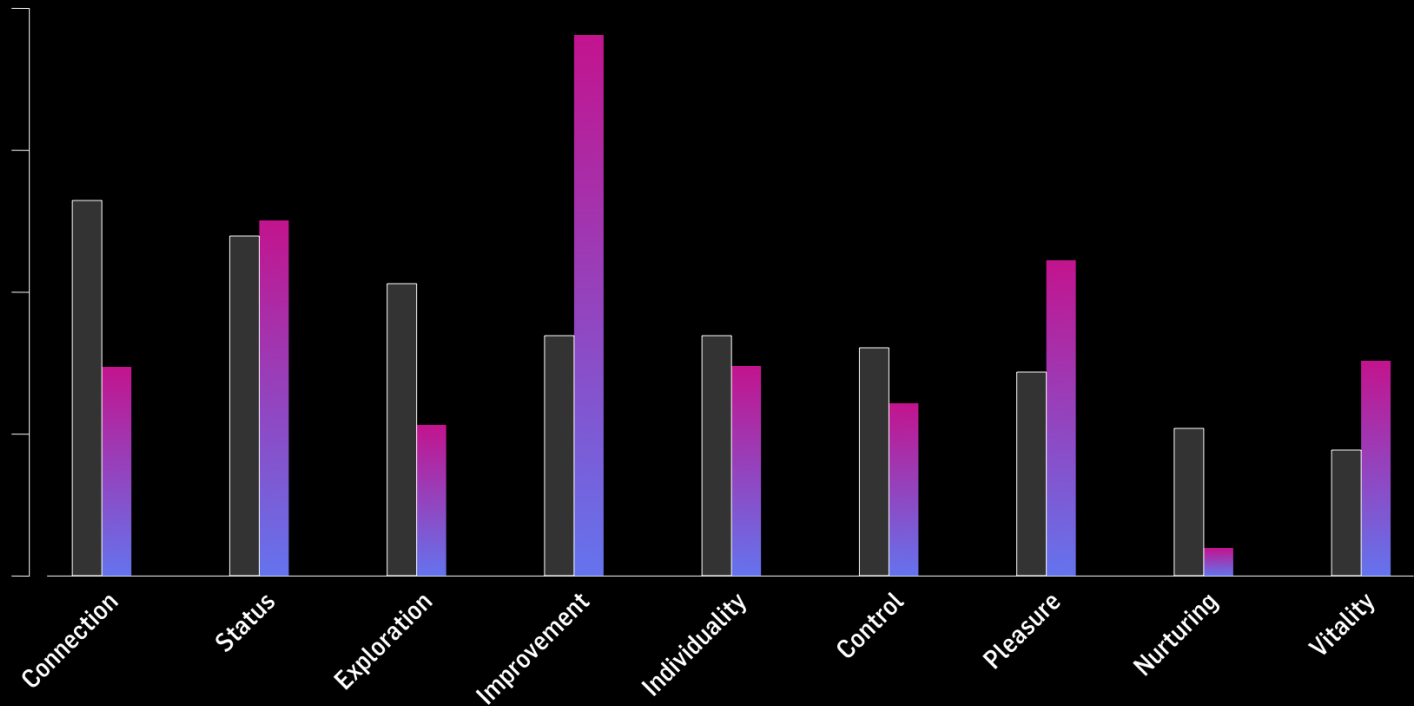
What decoding brand desire can tell us



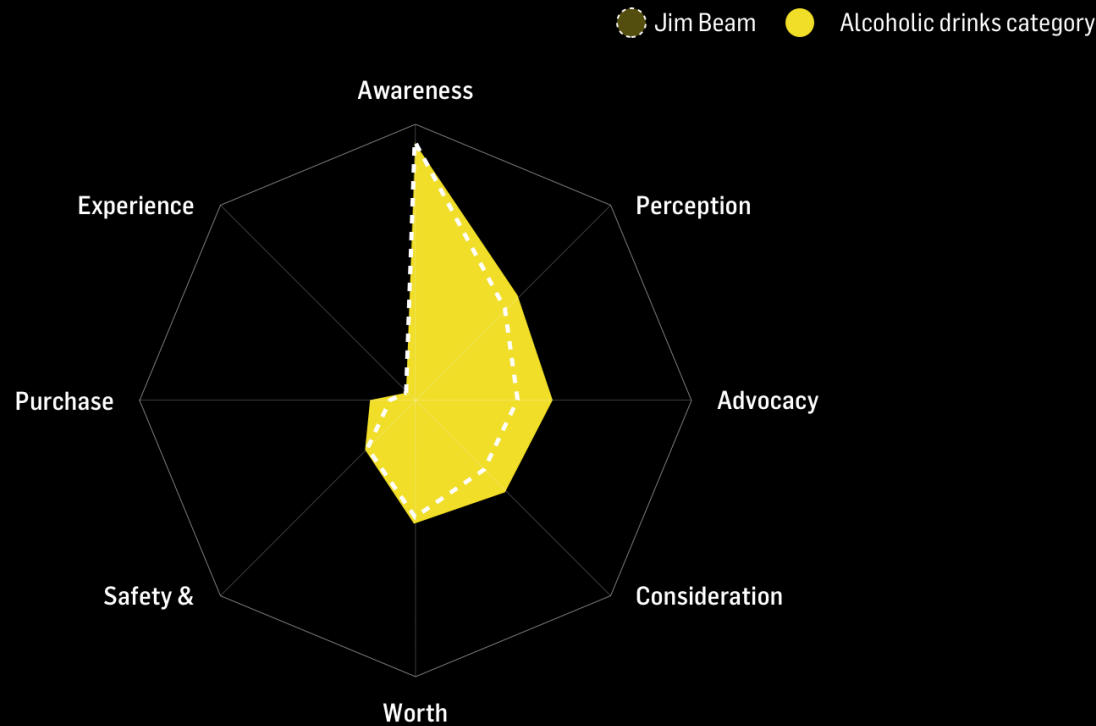
Jim Beam: What Signals can tell us.

Jim Beam Signals - Last year v Optimized - Optimization value = \$369,753,808

● Last year ● Optimized



**Jim Beam: Brand vs. the category.**





# \$410m

Average additional annual  
revenue opportunity for brands  
analyzed in this category  
if they optimized their  
Brand Desire Signature

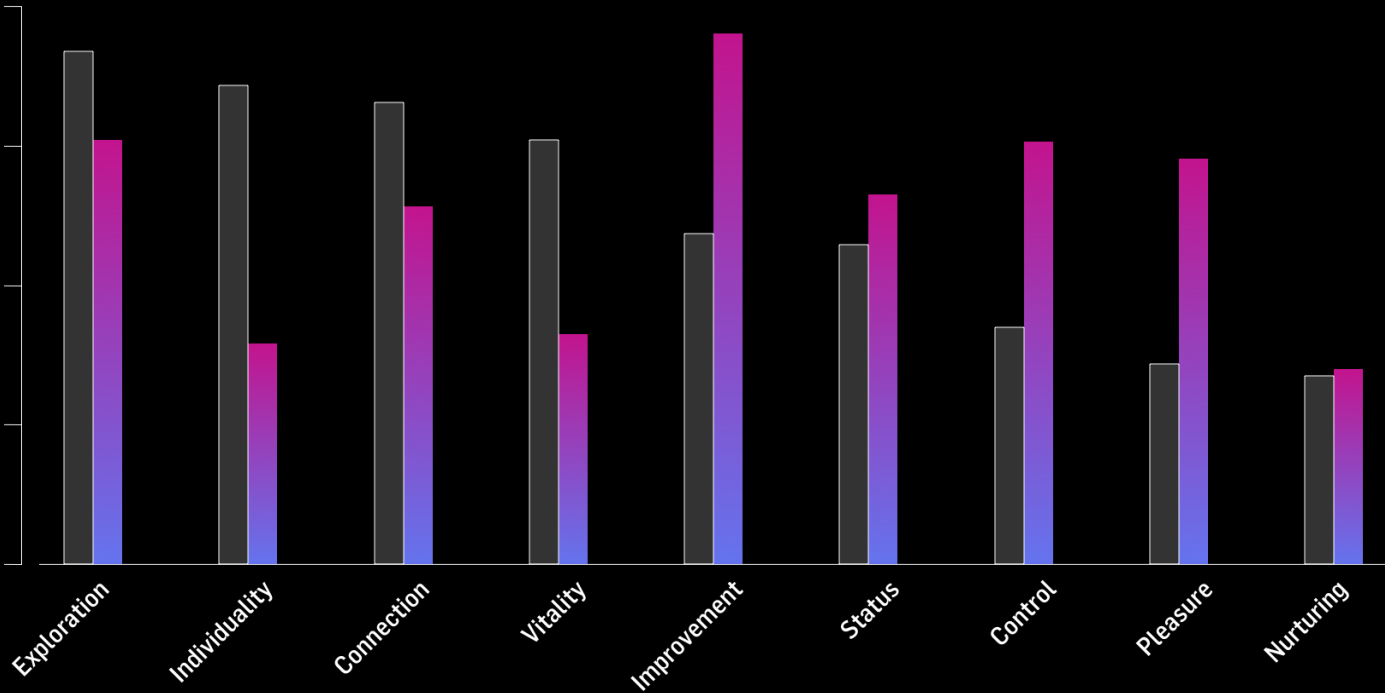




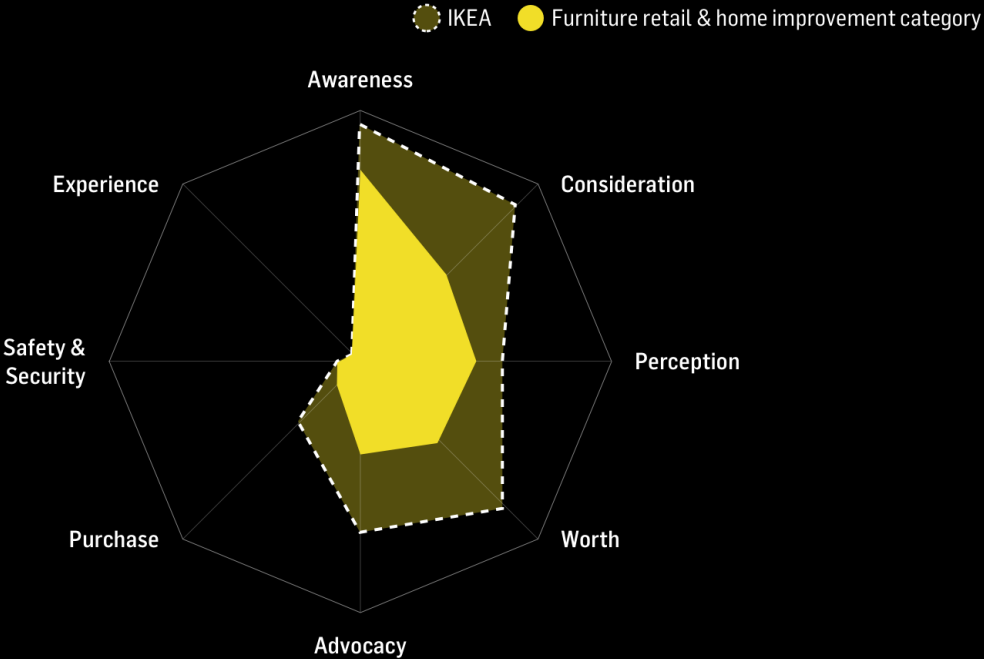
IKEA: What Signals can tell us.

IKEA Signals - Last Year v Optimized - Optimization value = \$151,288,153

Last year Optimized



**IKEA: Brand vs. the category.**





# \$562m

Average additional annual  
revenue opportunity for brands  
analyzed in this category  
if they optimized their  
Brand Desire Signature

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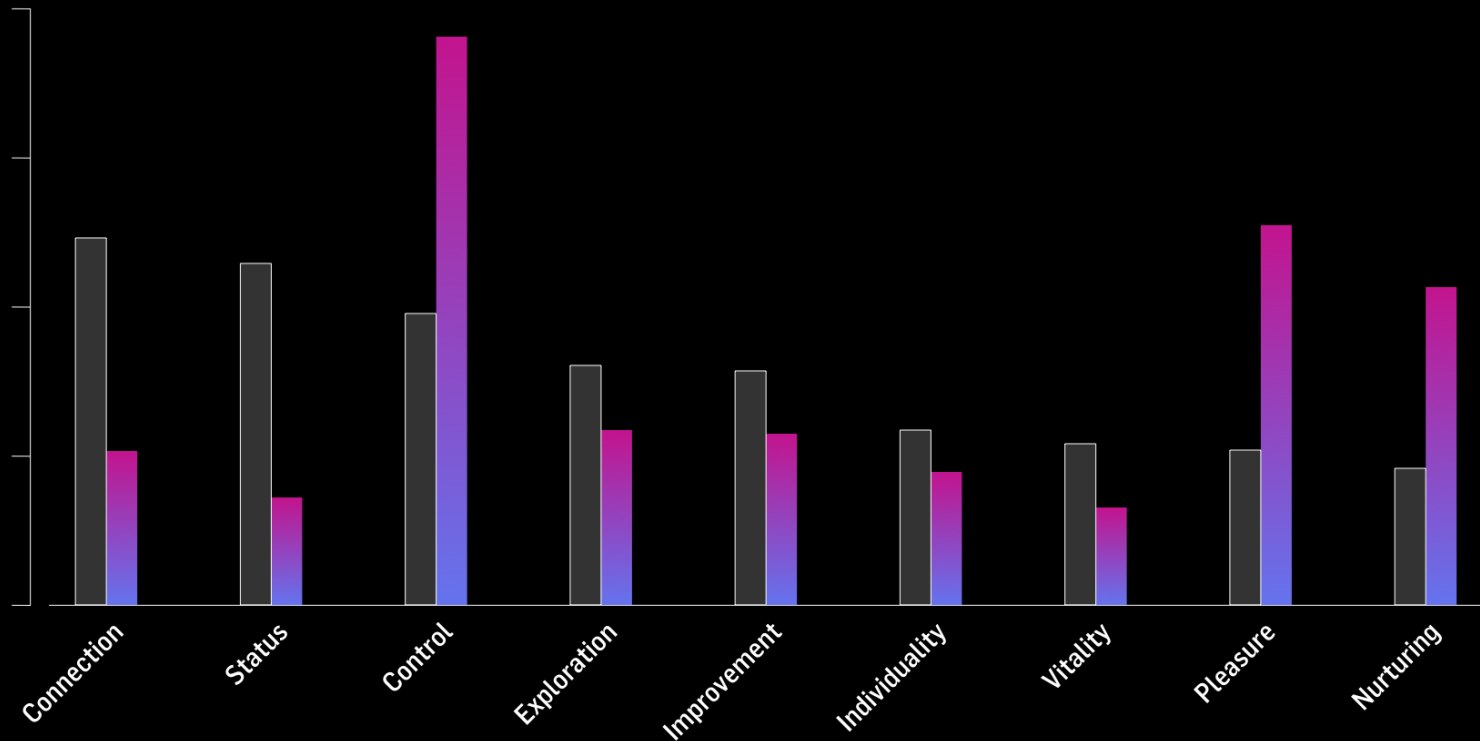
What decoding brand desire can tell us



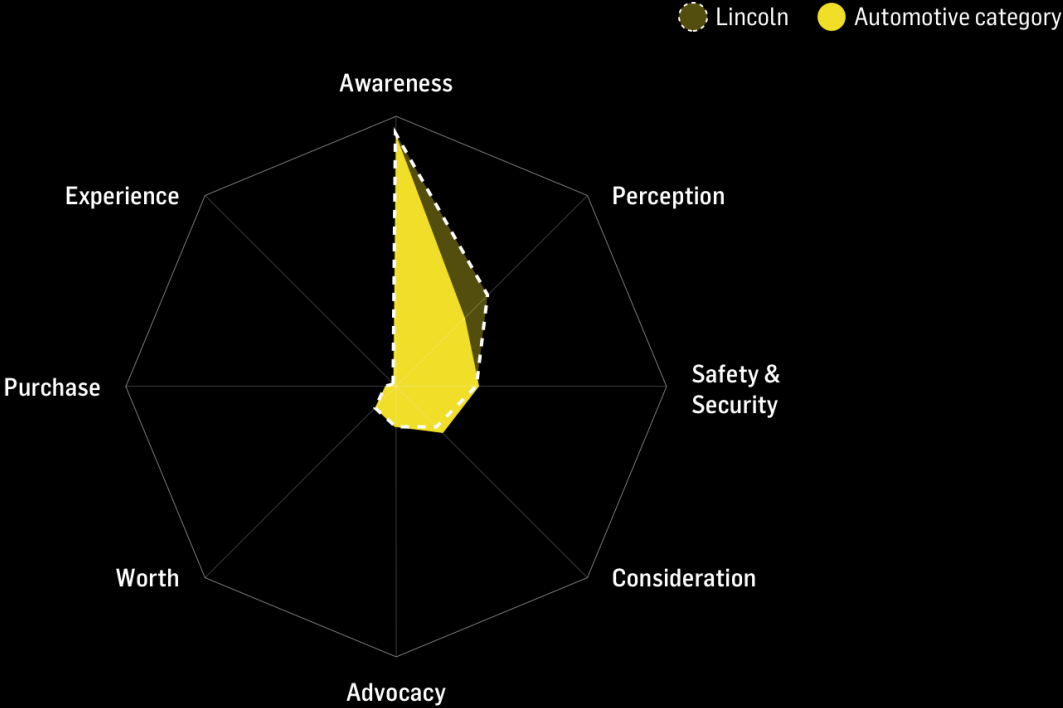
Lincoln: What Signals can tell us.

Lincoln Signals - Last year v Optimized - Optimization value = \$52,706,163

Last year Optimized



Lincoln: Brand vs. the category .



## The takeaways.

**Have a distinct and ownable positioning.**

While the signals are universal, every brand has a distinct set way to leverage those signals drive desire for their brand.

**Know what moments of the journey matter most**

It's not enough to just get the message right – each brand must amplify their signals across key moments in the consumer journey.

**Ensure synchronization between brand message and brand experience.**

When signals and amplifiers are in sync, the brand signature is created – the optimal blend that achieves the growth opportunity.

Keep in touch.



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