

Develop decisive insights with behavioural science

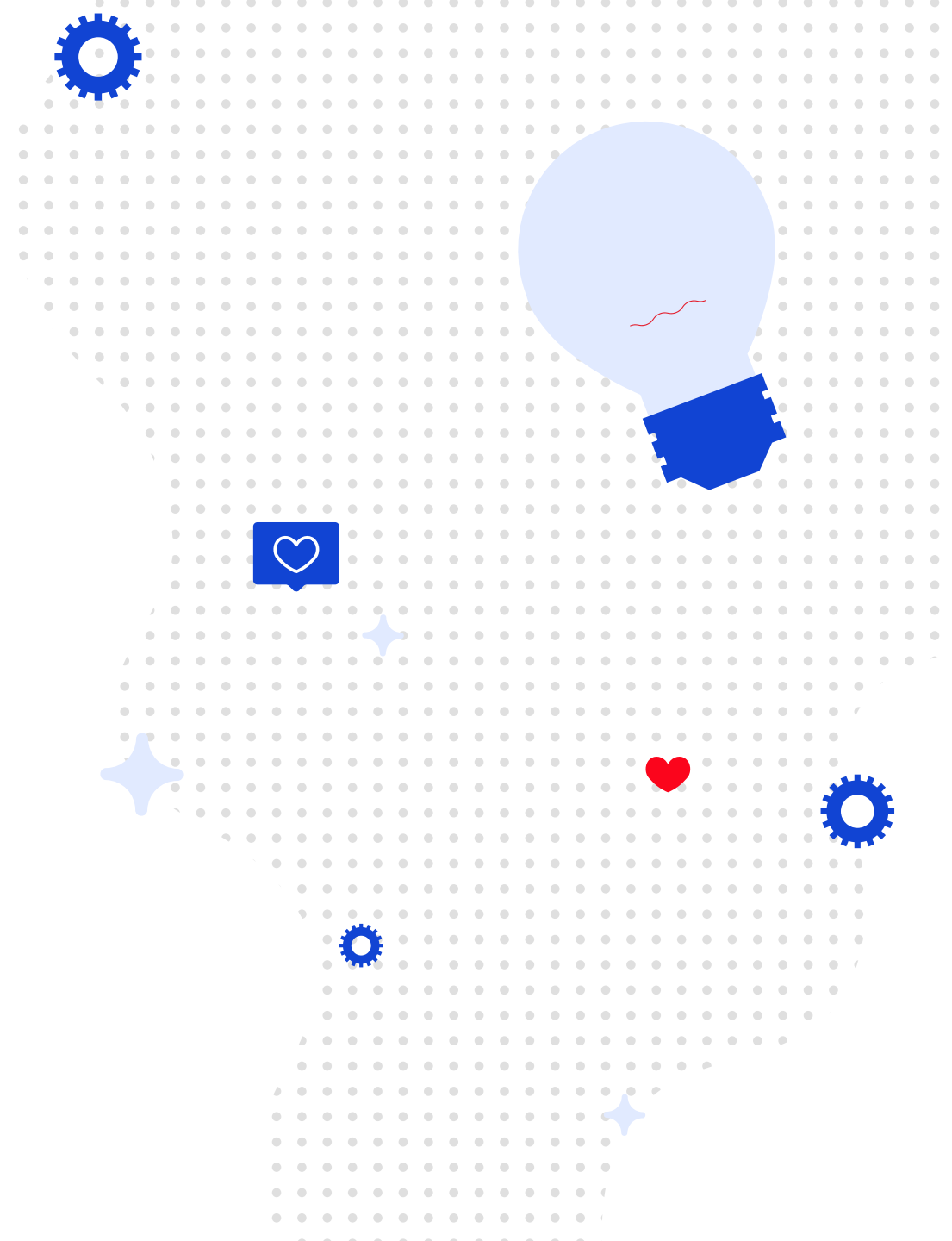
Peter Costa, VP Client Services

protobrand



The challenge:

Brand trackers fail to
uncover deep brand
meaning



Predefined attribute statements don't identify brand meaning

Is simple and easy-to-use	34%
Is a brand I can trust	33%
Delivers superior sound quality	31%
Has products made with quality materials (e.g., stainless steel, finished wood, glass, etc.)	30%
Is trusted and used by music professionals	29%
Is a brand for someone like me	29%
Has a credible and rich heritage in audio expertise and excellence	28%
Is committed to the science behind better sound quality	28%
Is a brand chosen by smart, discerning individuals	27%
Is cool/fashionable/trendy	27%
Has products that enhance social gatherings	27%
Helps me relax and unwind	27%
Is refined and sophisticated	26%
Stays true to itself without needing to follow what's "trendy"	26%
Stands for something unique; has a distinct personality and/or point of view	25%
Is worth paying more for it	24%
Helps make my daily routine more fun and enjoyable	23%
Is the audio system used in major concert halls, venues and stadiums	23%
Improves my mood/cheers me up	22%
Helps me feel more creative / better able to generate new ideas	20%
Helps me express who I am	19%

**Average
Endorsement**

26%

Distribution

15%

Behavioral Science conceptualizes how people think

System 1 - Emotional



System 2 - Rational



Challenging the brand tracking status quo



Measurements

- System 1 and System 2
- Rational and emotional
- Qualitative and quantitative



Outcomes

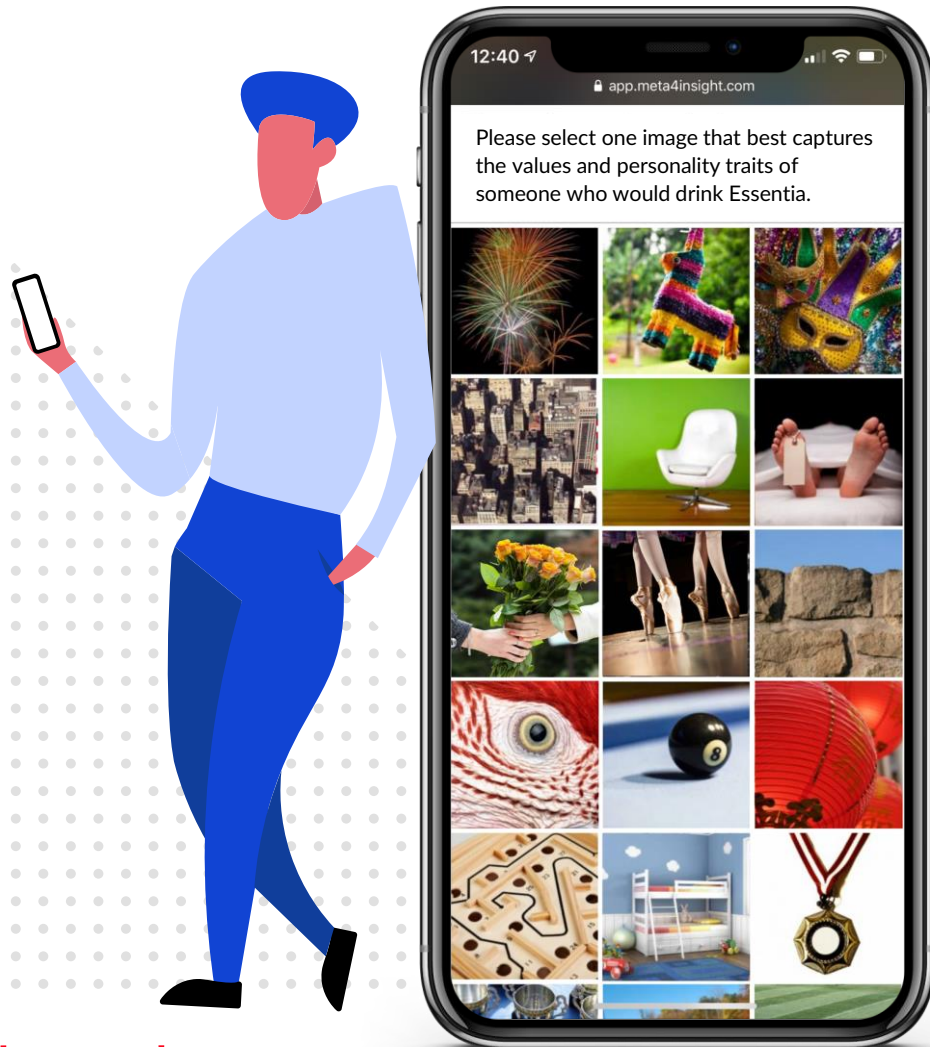
- More strategic, more nuanced
- Greater sensitivity
- Timely prescriptive feedback



Respondent experience

- Mobile friendly
- Shorter survey time
- More engaging content

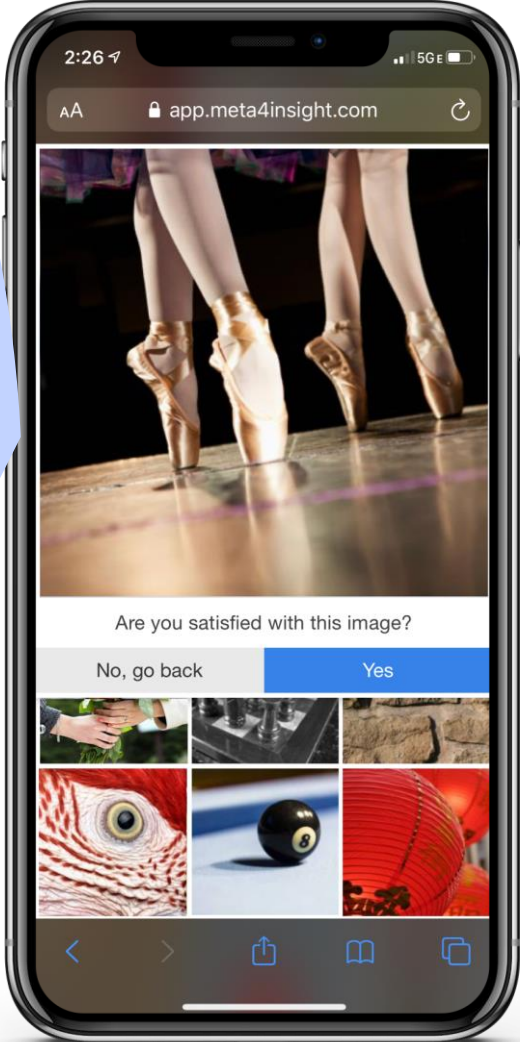
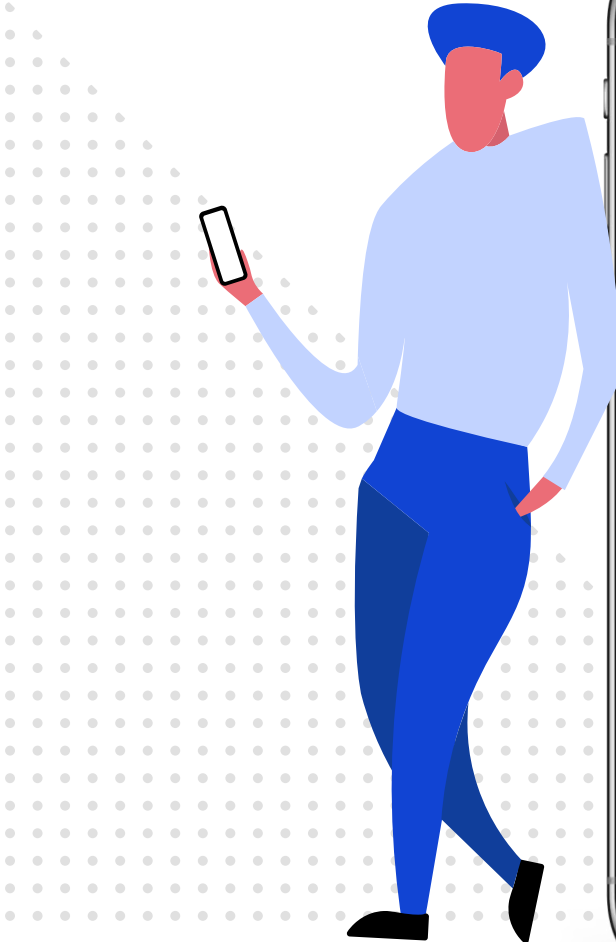
Metaphor Elicitation: a System 1 approach to open-ended questioning



Browse images

On the following page you will select one image that best captures the values and personality traits of someone who would drink Essentia.

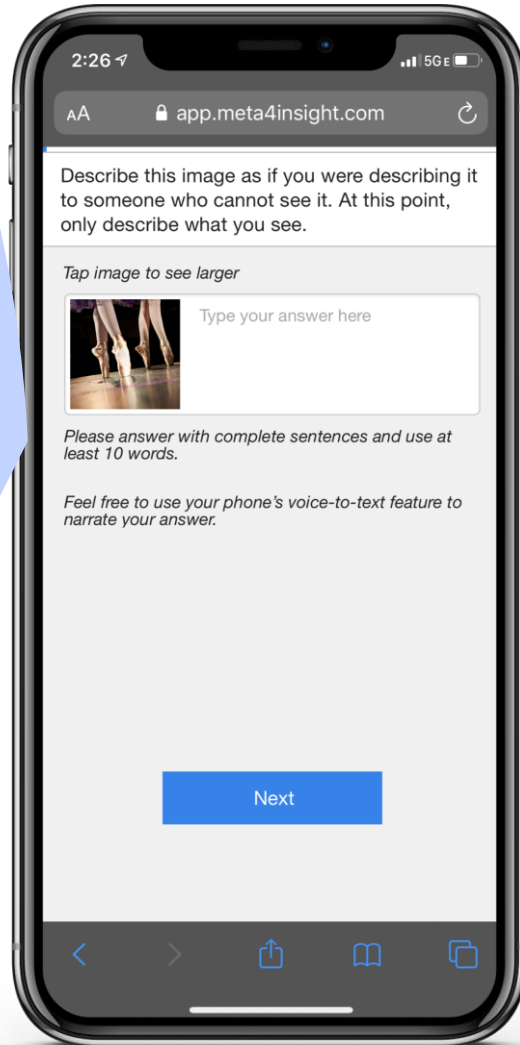
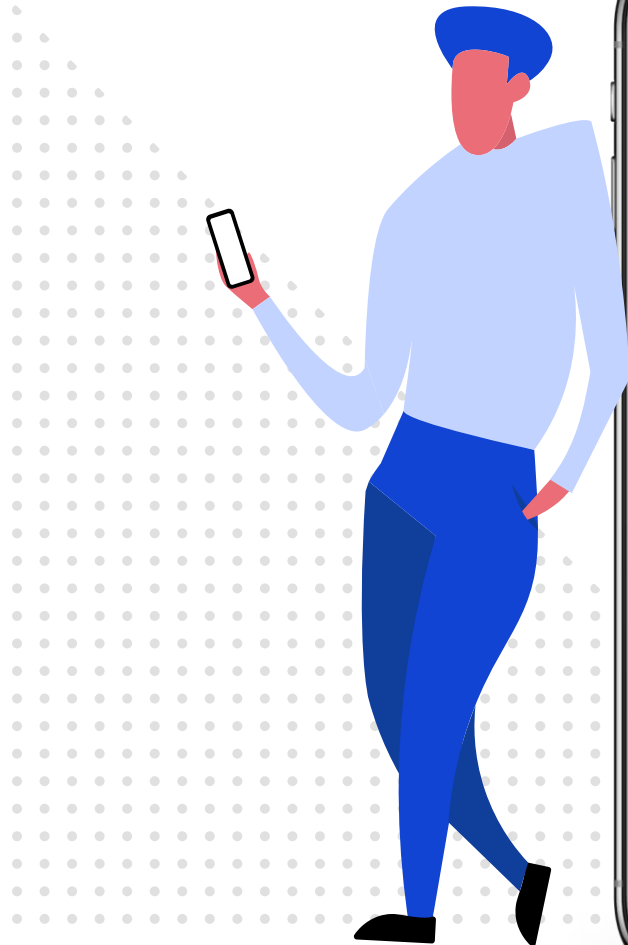
Metaphor Elicitation: a System 1 approach to open-ended questioning



Select an image



Metaphor Elicitation: a System 1 approach to open-ended questioning

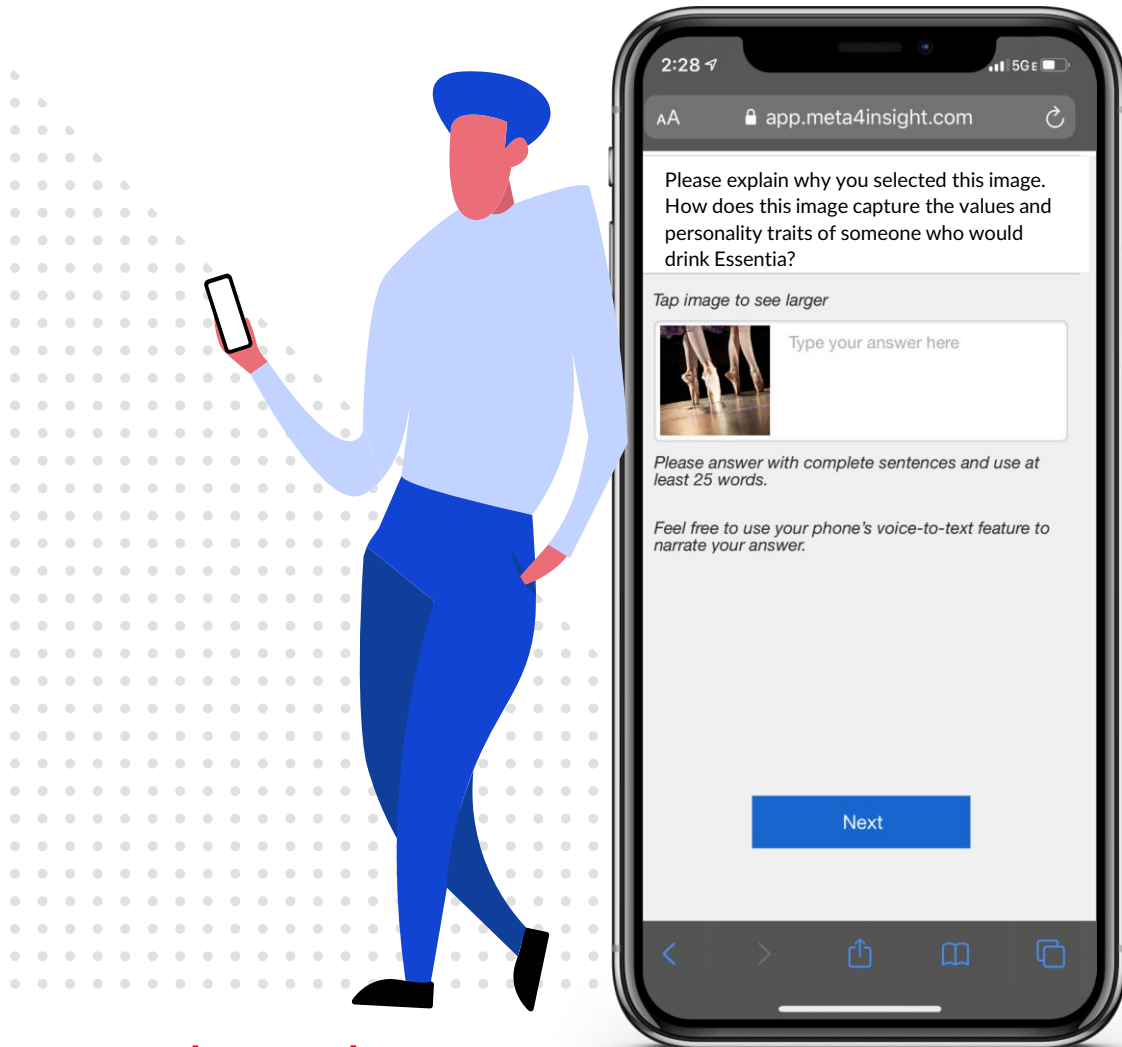


Describe the image

*"Women wearing ballet shoes.
They are on their tippy toes."*



Metaphor Elicitation: a System 1 approach to open-ended questioning

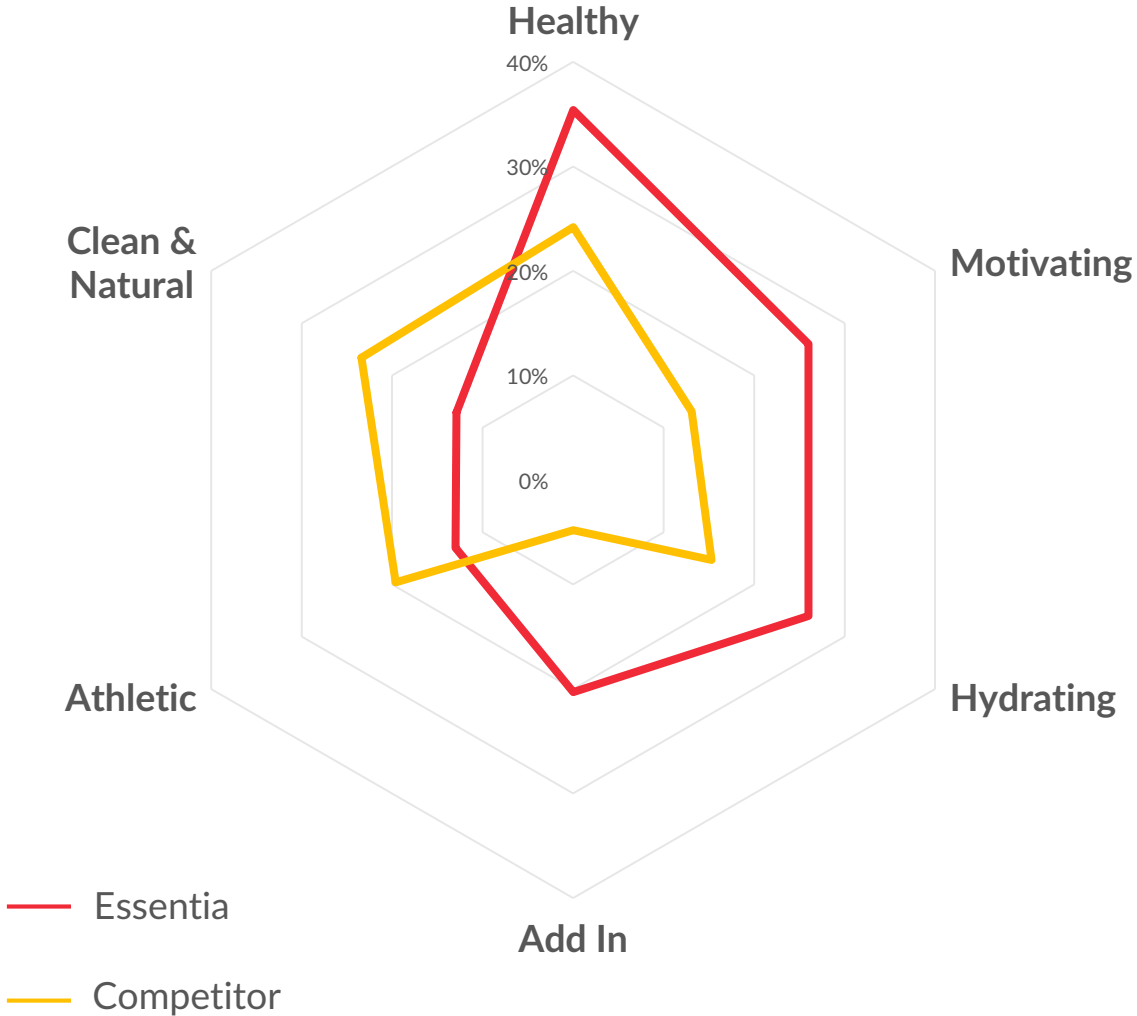


Explain the selection

“An individual who drinks Essentia water would have refined tastes. This person would be elegant and successful. They would only expect the cleanest and most premium option in order to stay healthy and fit.”



Quantitative rigor with qualitative nuance



Healthy	<i>Supporting a healthier lifestyle</i>
Motivating	<i>Consumed for the wellness benefits of mind, body, spirit</i>
Hydrating	<i>Supporting a willingness to try new things, unafraid to explore the world</i>
Add In	<i>Confidence and hard work needed to achieve goals and dreams</i>
Athletic	<i>Rehydrating and rejuvenating what the body has lost</i>
Clean & Natural	<i>Adding in additional vital nutrients and alkalinity to strengthen the body</i>
	<i>Whether taking part in organized sports or simple on the go activities</i>
	<i>Pure tasting water sourced from natural elements</i>

Essentia:

In the business of
better hydration

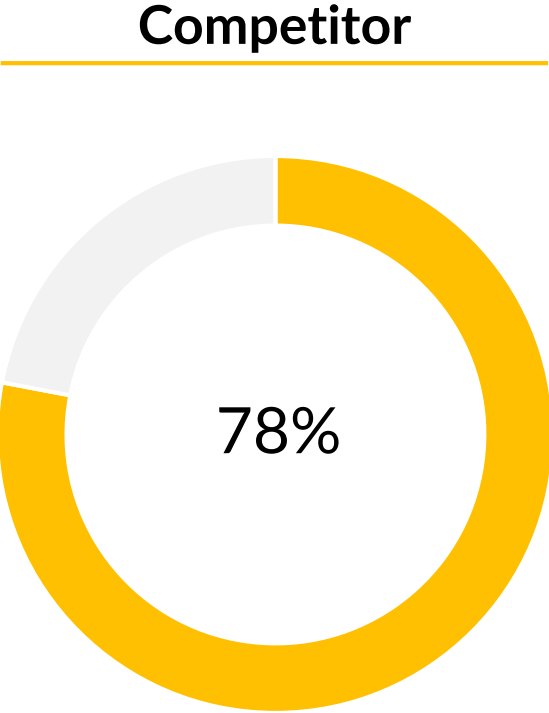
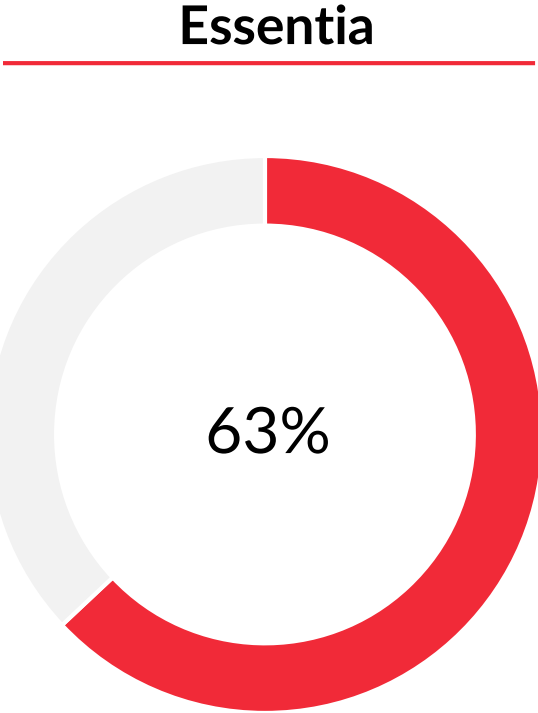


A man with dark hair, wearing a dark turtleneck and a dark apron, is shown from the chest up. He is looking down and to the right with a serious expression. The background is dark with several vertical, glowing light streaks, possibly from a window or a light fixture. The overall lighting is low and moody.

Someone is going to

Core functional attributes aren't a differentiator

To hydrate myself

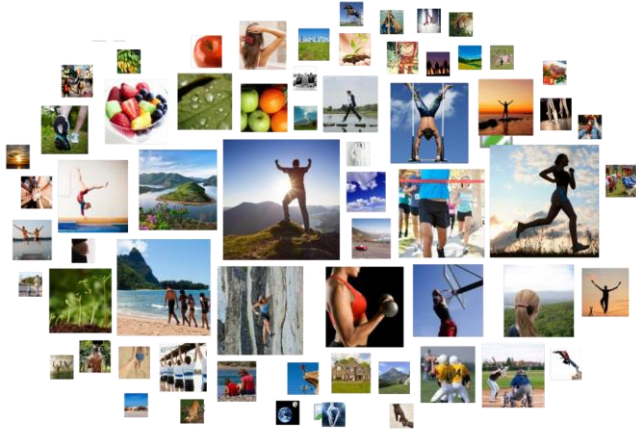


Behavioral Science techniques allow us to unpack the category

Essentia

Competitor

Visual Cues



Qualitative Richness



“He seeks to push himself to achieve his highest potential, much like Essentia takes water to the next level with ionization that promotes more efficient use of oxygen.”



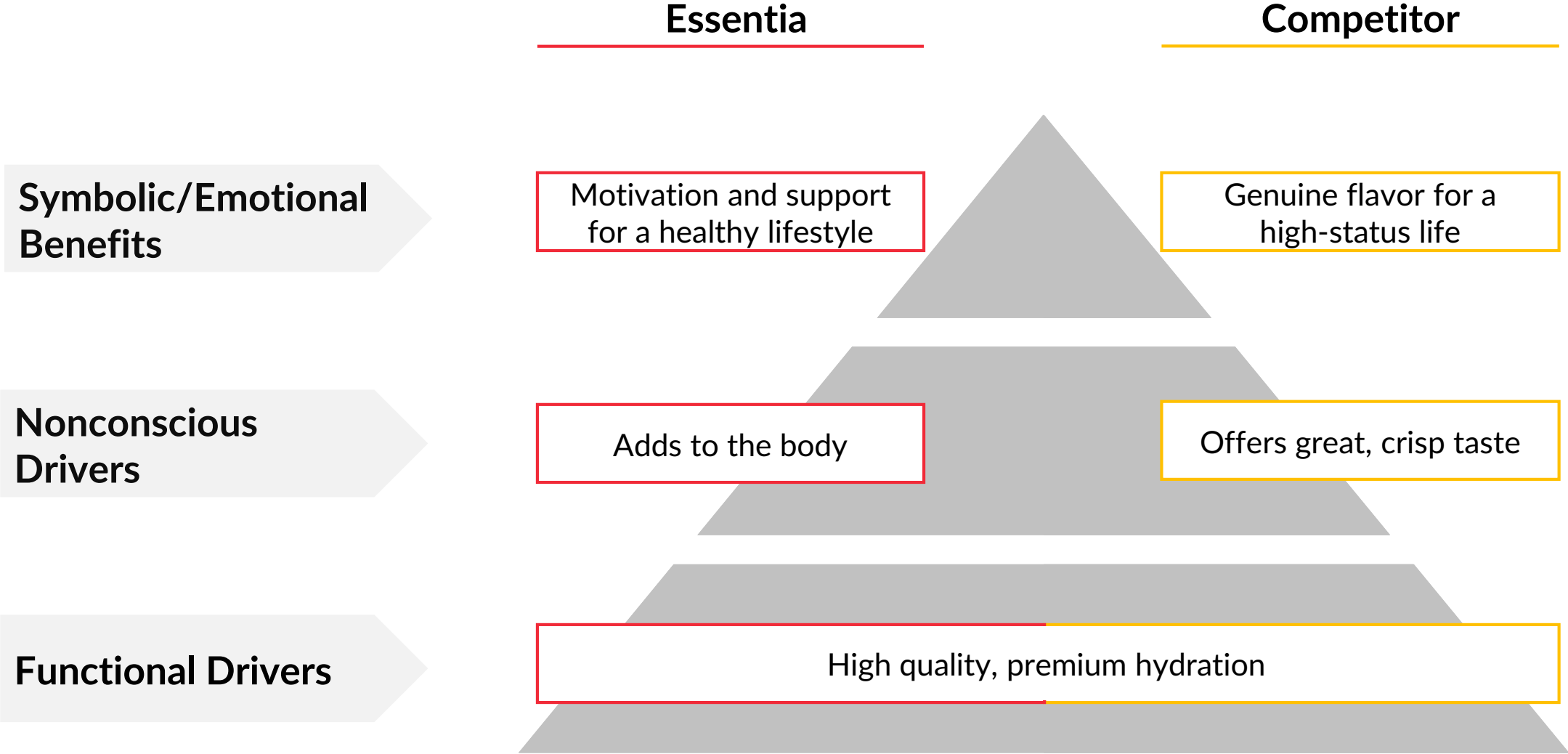
“Clean and beautiful. peaceful and untouched to the core. nothing artificial. matches most as it also tries to bring the clean water to us.”

Quantified Verbatim

- Healthy
- Add In
- Hydrating
- Motivating
- Athletic
- Clean & Natural

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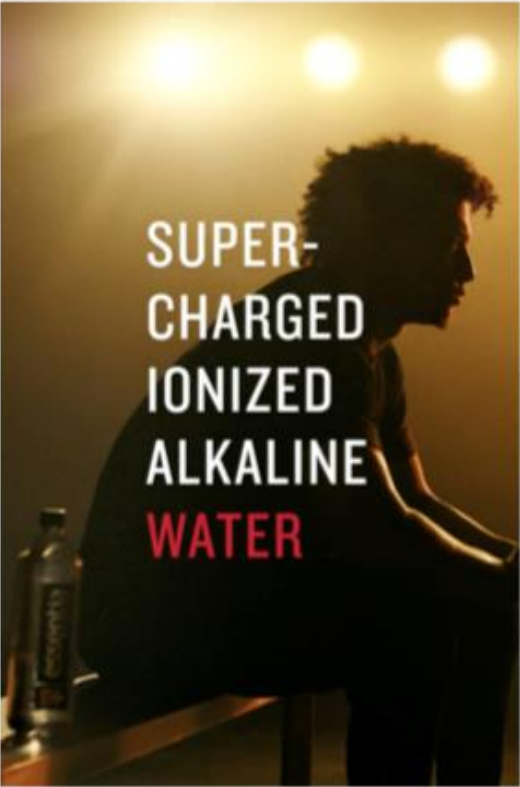
The brand tracker informing brand strategy



Essentia's brand strategy



Iconic



Motivating



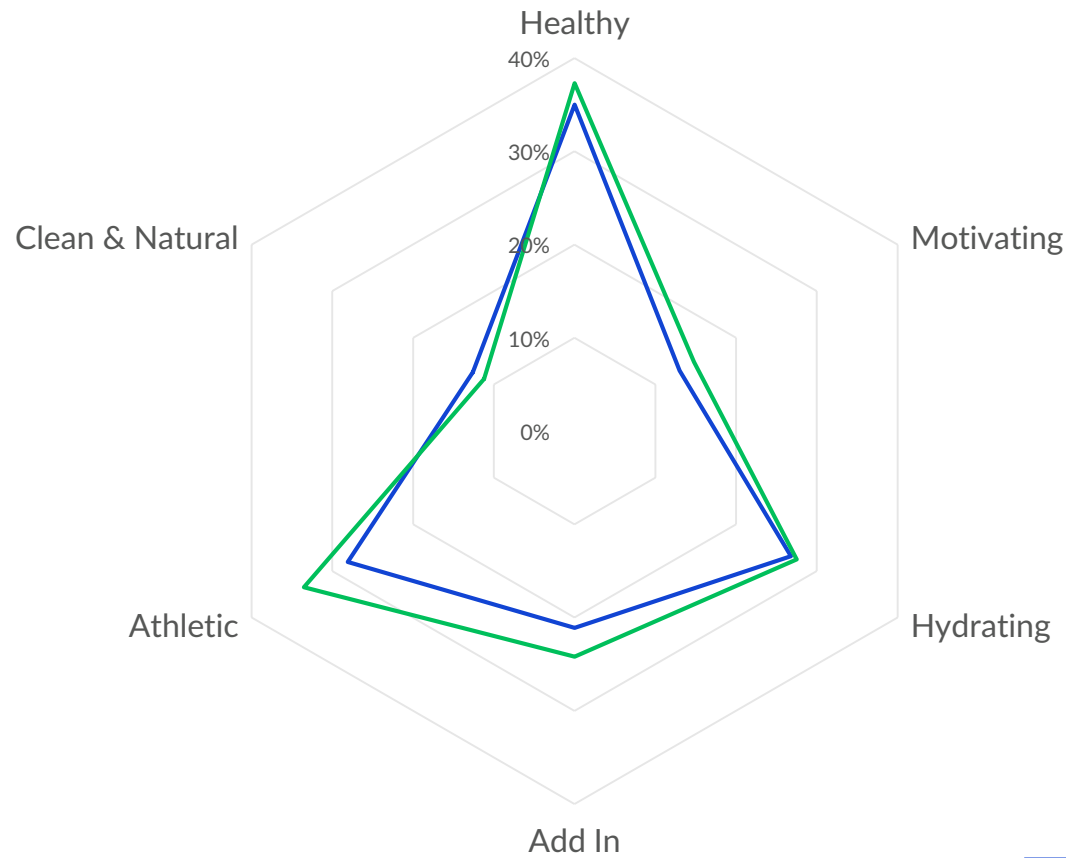
Empowering



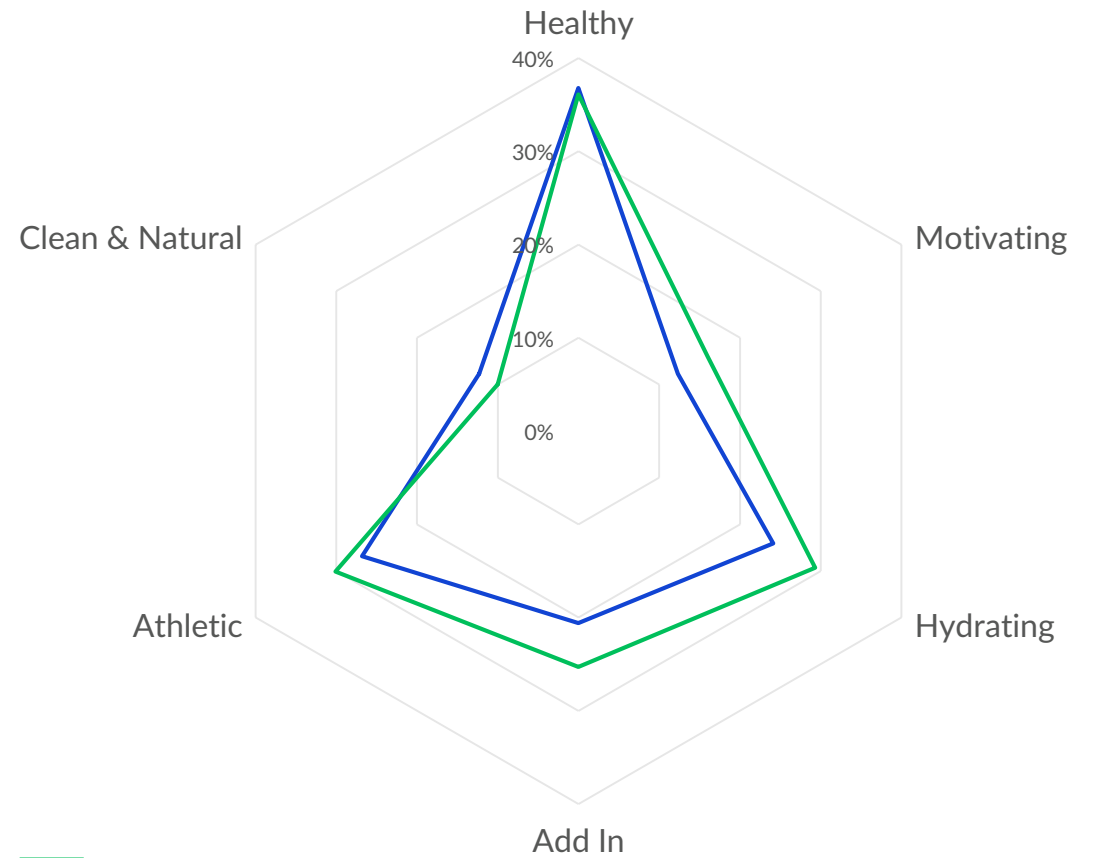
Supportive

The campaign is shifting brand opinion

Total

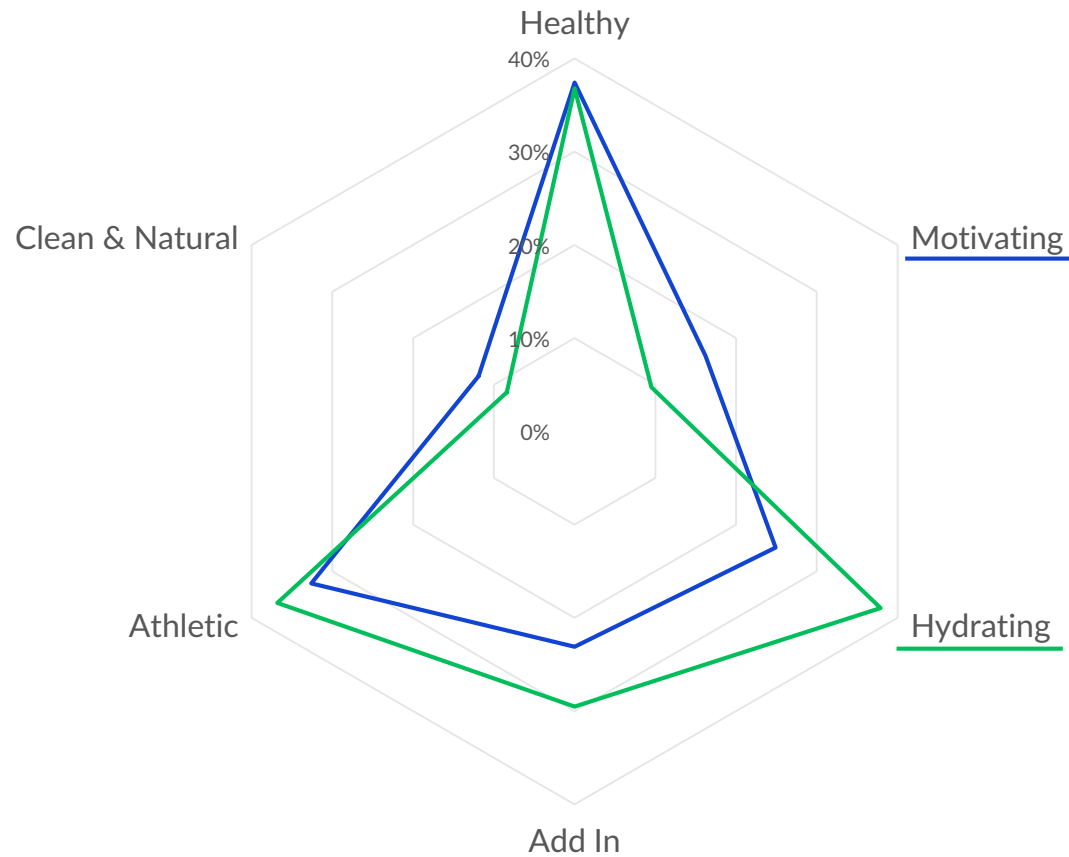


Campaign Aware



Gradually enhancing emotional benefits, while maintaining functional attributes

Media Markets



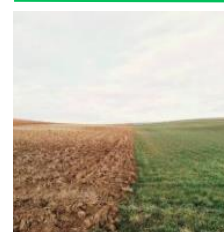
Supporting Verbatims



“A person that drinks Essentia is probably **resilient, goal-oriented, determined,** and values spending time in nature. I would imagine the person is also working on improving their health.”

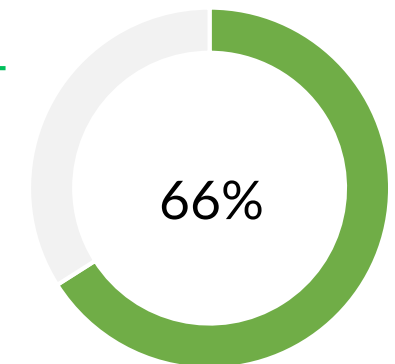
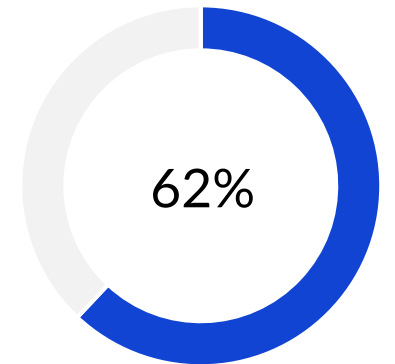


“People with **vigor** and an active lifestyle are more than likely people who drink Essentia. They are **outgoing and prepared to take on the world** by showing their effort and hard work.”

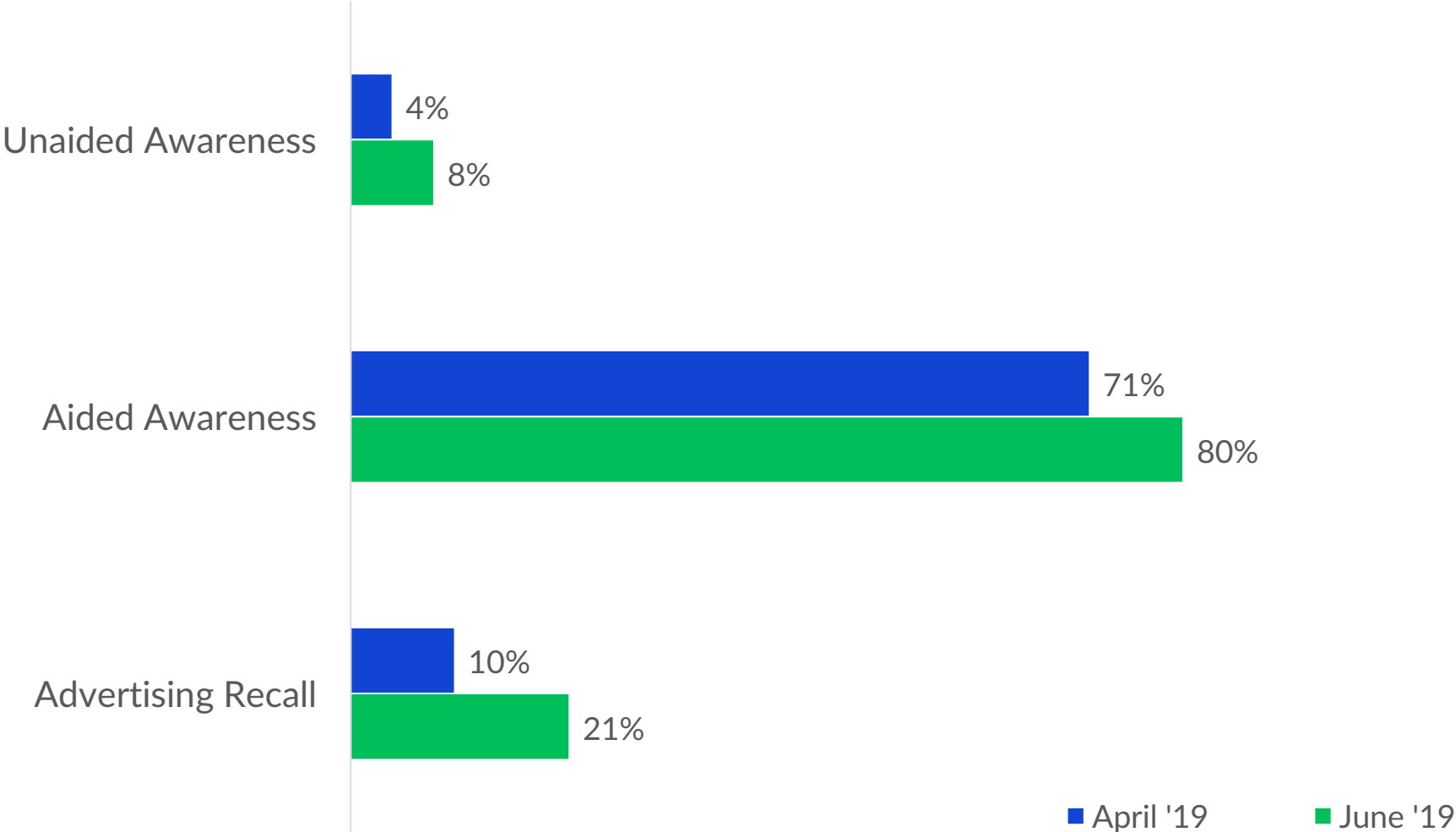


“It shows **balance**. Essentia focuses on water having a higher ph balance. It is for people who are **physically active and are looking for the best hydration they can get.**”

“To hydrate myself”



Essentia's vital signs pointing in the right direction

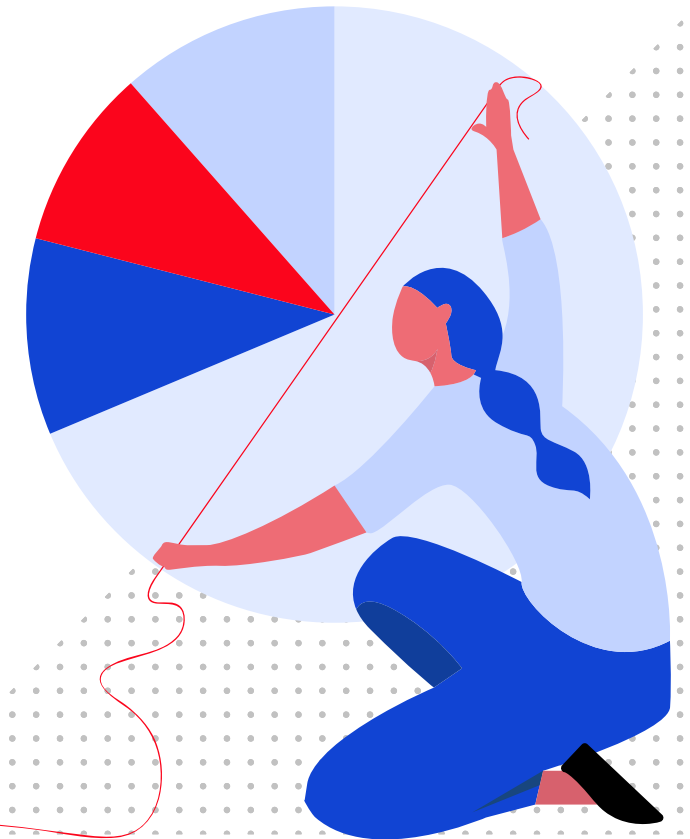


What does this mean for
Essentia?



Key takeaways

- Brand trackers should be a reflection of how well brands are executing against their strategy
- Brand trackers should be at the forefront of the conversation around strategy
- Behavioral Science techniques offer more sensitivity to pick up brand meaning



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