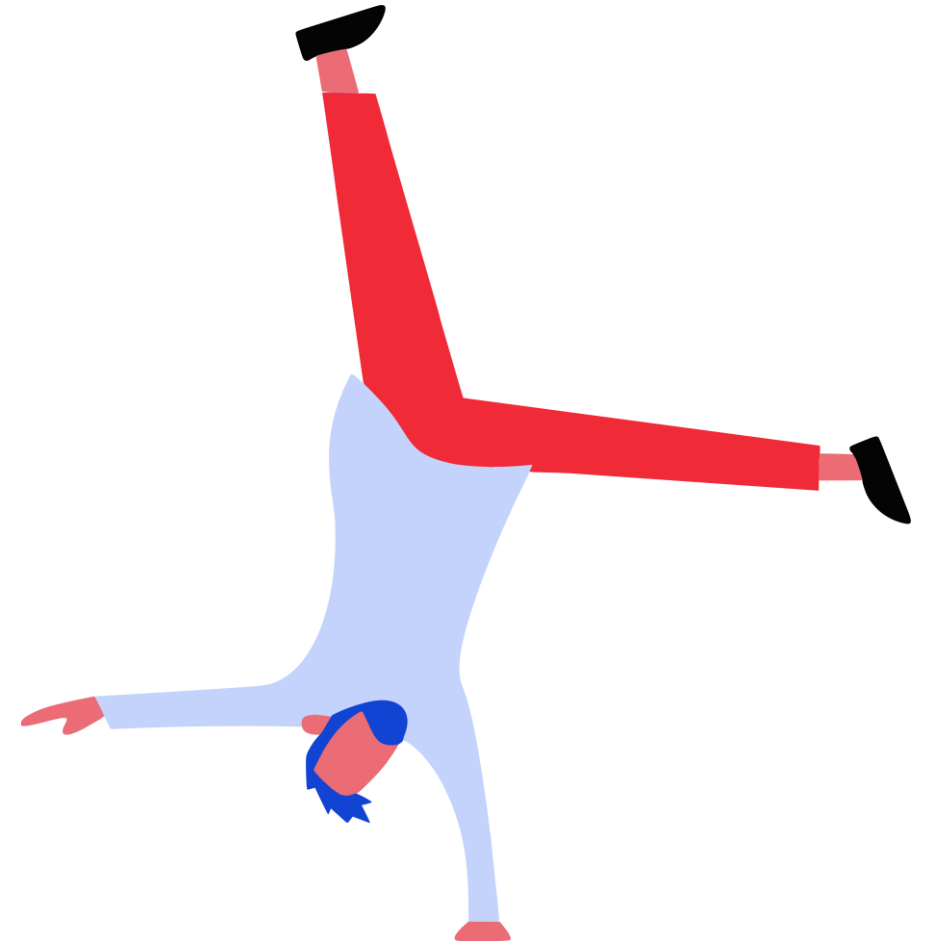


Beyond Trackers:

Protobrand's Breakthrough
approach to brand health for
pladis

protobrand



Presenters



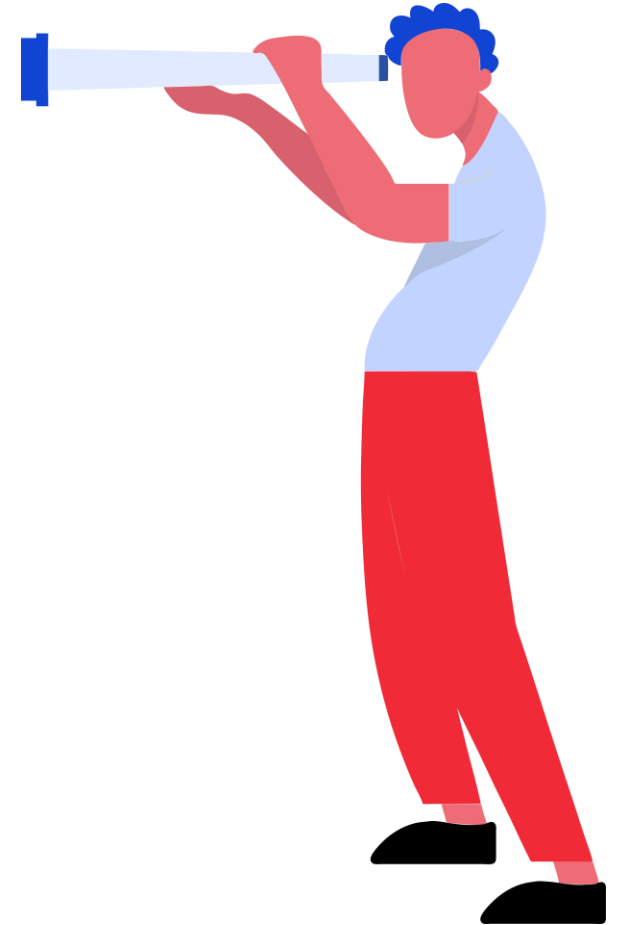
Shalini Sahi
Head of Insights
pladis America



Owen Jenkins
VP Client Services
Protobrand

1. A view of Trackers
2. A view on Brand Health
3. How it works together

protobrand

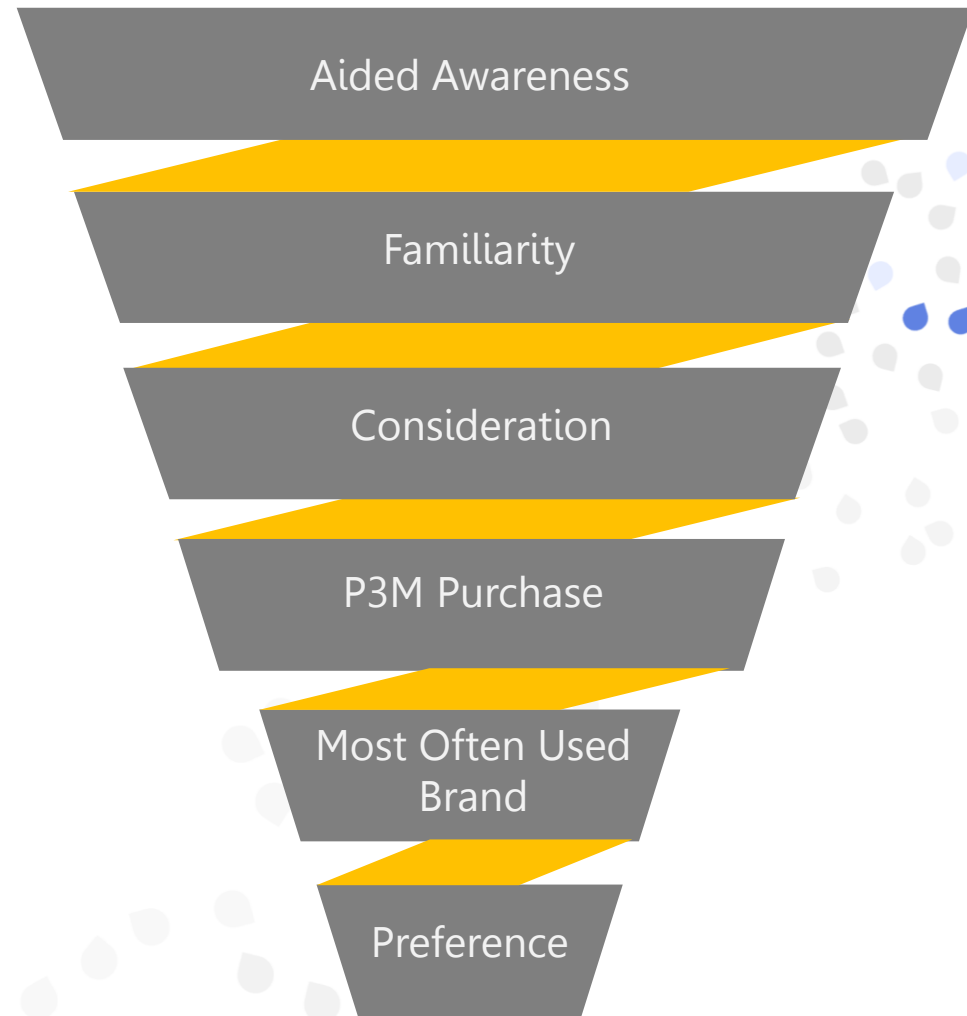


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If we can't measure it ... we can't manage it

Funnel Metrics



Through consumption activities,
consumers tell stories to
themselves and to others
as a way of symbolizing their lives



That's why people buy and use brands not just for what they do but also for what they mean

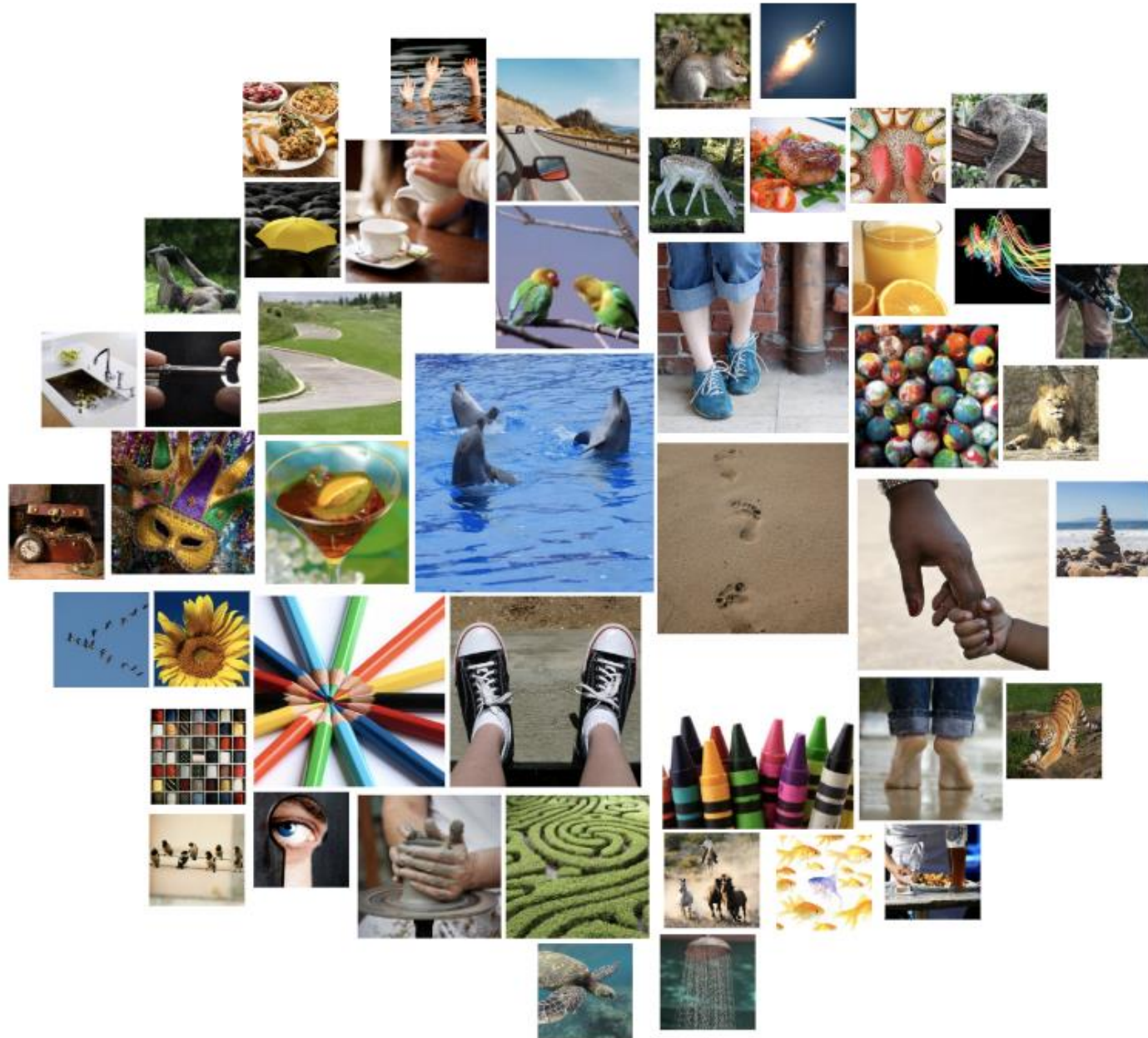


To create meaningful brands,
marketers source elements from
the culturally constituted world and
use advertising to transfer this
meaning to the brand



Knowing what our brand *and* competitors mean and get used by consumers allows us to play both offense and defense

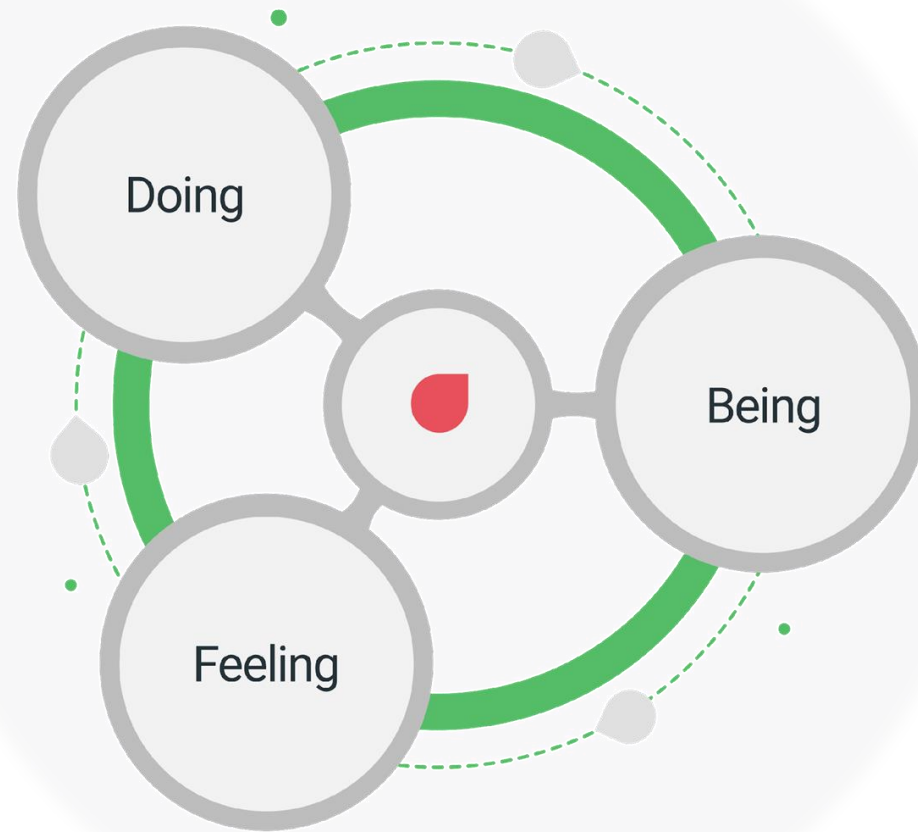




Typical brand tracker statements

Is simple and easy to use	34%
Is a brand I can trust	33%
Delivers superiors sound quality	31%
Has products made with quality materials	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%

Functional Characteristics help you perform activities



Symbolic Properties help you express who you want to be

Emotional activation frames your experience

Behavioral science unlocks new ways of studying and understanding human behavior



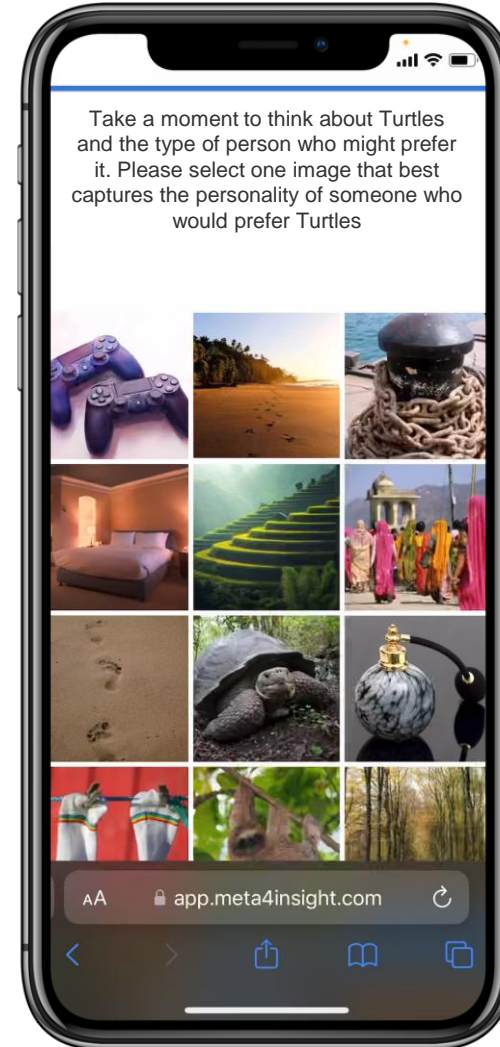
System 1 - Subconscious
Always on, faster, instinctive and almost effortless thinking



System 2 - Conscious
Slower, requires focus and effort

A better way to capture brand meaning through consumer stories

- Metaphor elicitation is a visual projective technique
- Enables consumers to tell stories about themselves and their relationships with brands
- Captures both visual and verbal expressions of the brand
- Provides a comprehensive understanding of the brand's meaning universe
- Visual storytelling leverages peoples' non-verbal System 1 communication skills



Modernizing Turtles Differentiating and defining Turtles' brand persona



Establish a unique
relatable brand image
in the market

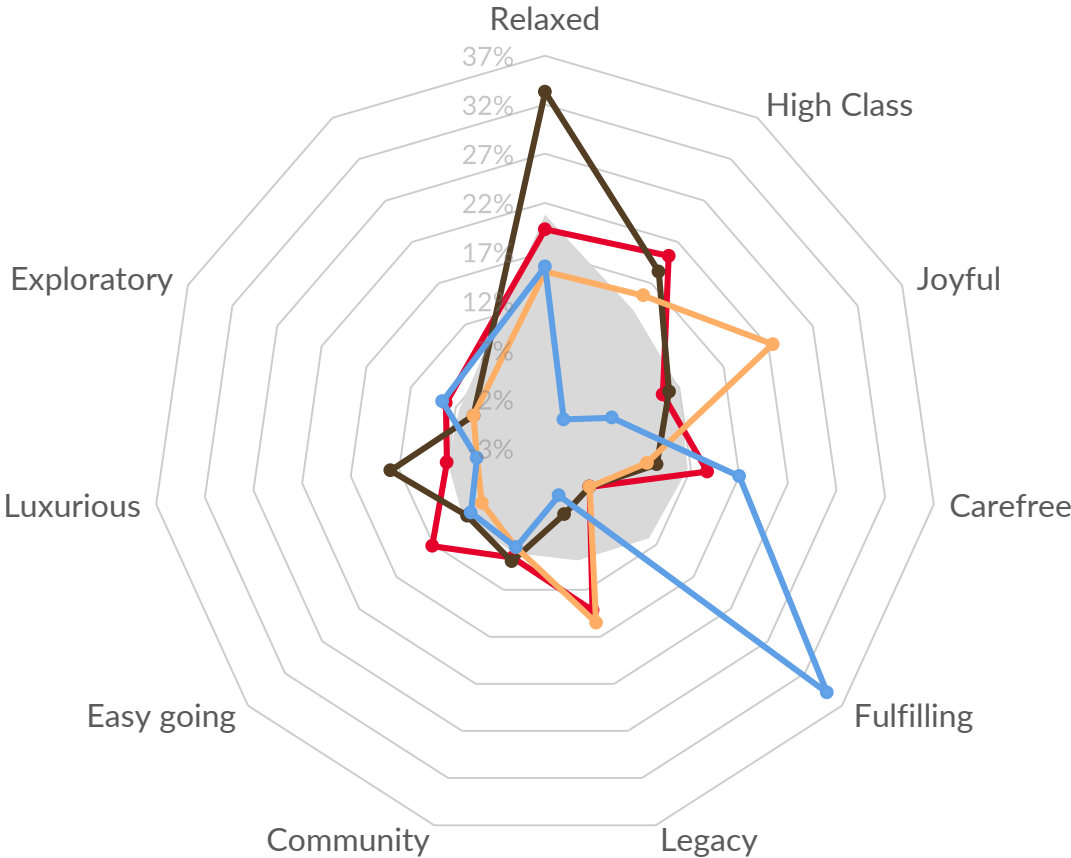


Improve
Top of mind & Unaided
awareness
mentions

The effort to communicate the brand in a more relatable and differentiated lens will help improve unaided awareness and overall upper funnel performance in the longer run

Turtles brand profile compared with competitive set

Total **Turtles (A)** Dove (B) Russell Stover (C) Snickers (D)



Category Top 3 Themes

- Relaxed
- High Class
- Joyful

Turtles Salient Themes

- High Class
- Relaxed
- Legacy ^B

Dove Salient Themes

- Relaxed ^{ACD}
- High Class
- Luxurious ^{CD}

Russell Stover Salient Themes

- Joyful ^{ABD}
- Legacy ^B
- High Class

Snickers Salient Themes

- Fulfilling ^{ABC}
- Joyful ^{CB}
- Relaxed

A/B/C/D: Denotes significant difference between groups at 95% CI

Image maps illustrate brand profile



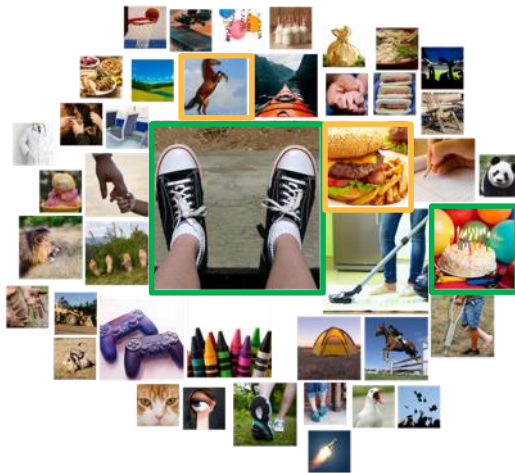
Images of clinking glasses and a gift convey celebrating special occasions



Images of wine and martini represent luxury, joy and finer things in life.



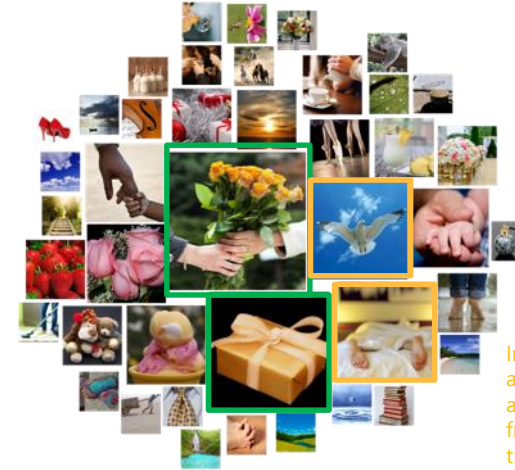
Images of kid's sneakers and a birthday cake signify joy and youthfulness



Images of a hearty meal and a horse evoke a sense of strength and energy



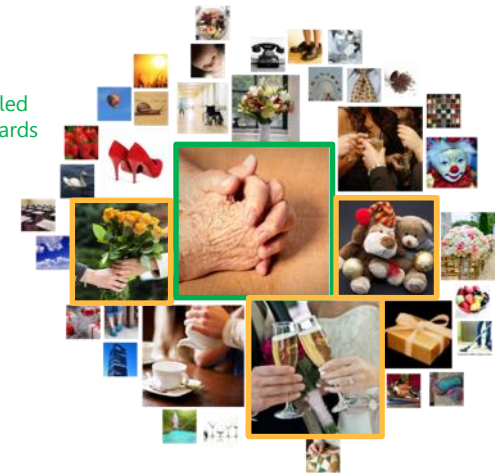
Images of Flowers and a gift are often associated with celebrating special occasions.



Images of a free bird and a person lying on a bed represent freedom and tranquility



Images of Wrinkled hands point towards age



Images of clinking glasses, flowers and gifts signify celebrating

Tapping into relatable themes to drive commercial success



Relaxing 19%

Relatability (T2B) 71%

Provides an easy-going and comforting experience that is approachable



"Turtles **seem like comfort candy** that an injured person **would want as they recover from an injury**. The gooey and chewy inside made me select this image.."



"There's **something comforting and approachable** about the picture. I feel like that fits the feeling that Turtles provides. I can picture the woman **taking a break from quilting to treat herself** to a Turtles chocolate.."



Consumer Target Strategy

Demand Space Strategy

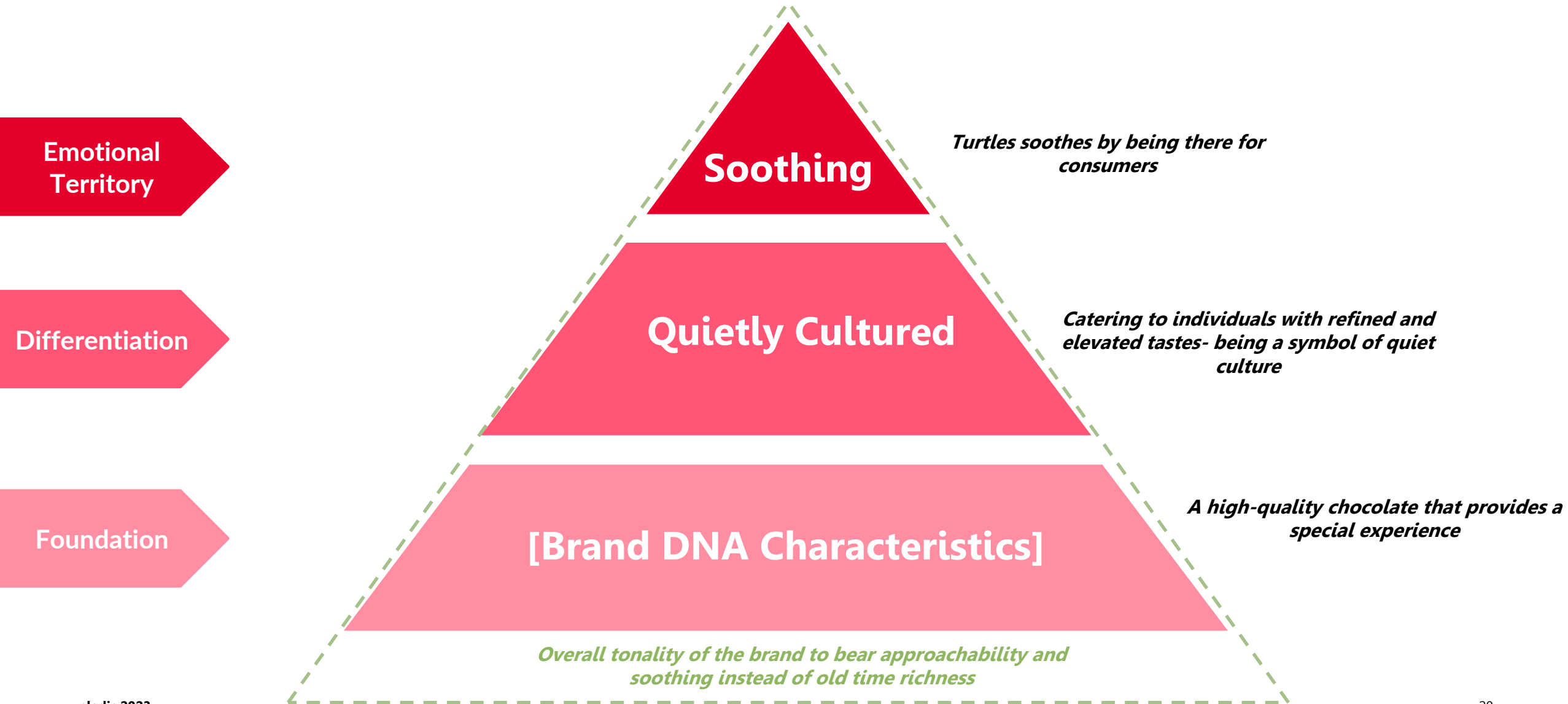
In Market Activation

PPA Optimizations & Opportunities

Innovation Scoping

Strength: As Dove is associated with being an indulging, uplifting reward after a hard day of work, it can be daunting and unattainable at times. Turtles on the other hand has a more easy-going and comforting aura which is easier to relate to

Moving from Data Collection to Data Curation



Thank you!

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protobrand
x
pladis

