

Become a brand they

CRAVE

A framework for building and monitoring brand health

With special thanks to

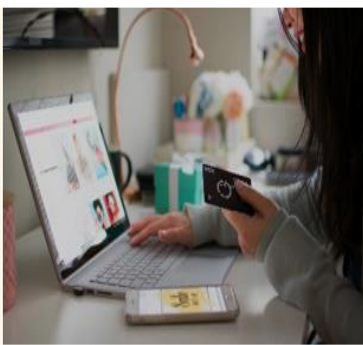


findoutnow

T R I N I T Y
M C Q U E E N

Who are we to talk about brands?

TRINITY
MCQUEEN



Heritage brands are leaving our lives.
Will we miss them?

Disruptor brands are redrawing the battle-lines

A little less conversation,
a little more action please.

Elvis Presley



A man with glasses and a plaid shirt looking down, overlaid with a blue gradient.

Brand consumers are calling the shots

It's not about you, it's about ME

When levers of brand growth shift, the way we assess brands must also change

A new approach is needed that recognises...



Marketing supports growth, product and experience drive it



The importance of the behaviour of Brand Choice



There is no one-size fits all brand model



R

Relatable

Create emotional connections

Build bonds and positive memories by being more like your audience – connect by understanding their needs, motivations and mindset

V

Valuable

Enhance peoples lives

Create the products, content or services that improve audiences' lives; be missed if you were not available

C

Chosen

Become the first choice

Be the brand of choice when consumers make the decision between you and your competitors

A

Accessible

Be the easy choice

Be top of mind and easy to access - integrate with the touchpoints and flow of audience's lives - their channels, devices, locations and schedule

E

Exceptional

Be outstanding

Deliver products, content or services that are unique or superior - better performance, the best design and the greatest experience



Chosen

Become the first choice

What matters ultimately is being chosen





Being liked is not enough: It's chosen that counts

Sentiment

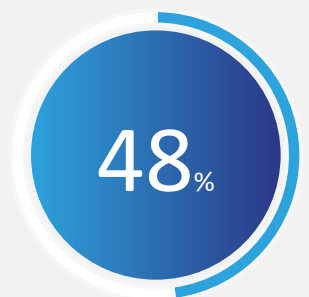
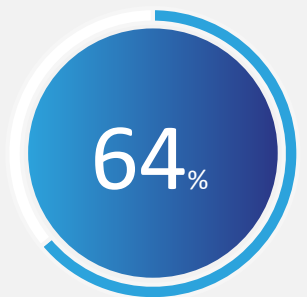
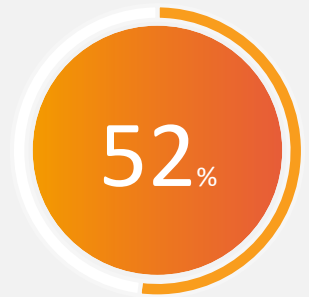
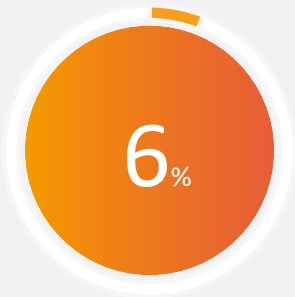
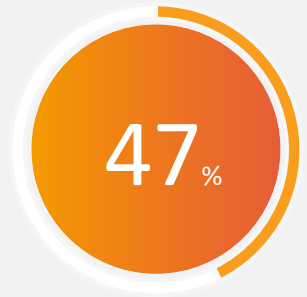
Those who feel very positive towards the brand

Choice

The likelihood to be chosen in a broad mix of competitors

Head to head choice

Those that would choose one brand over the other



(Source: CRAVE brand study – Womens Fashion, Under 45s)



Being liked is not enough: It's chosen that counts

Sentiment

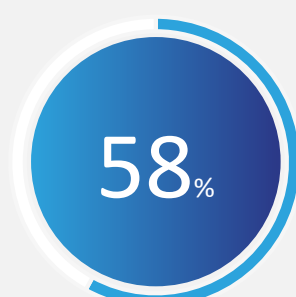
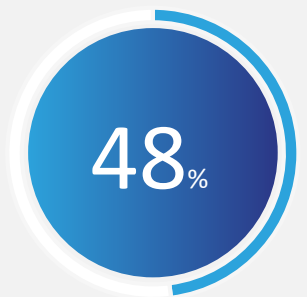
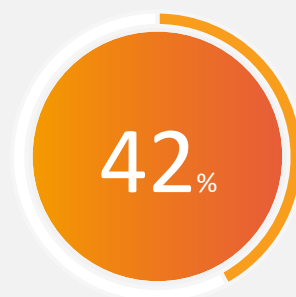
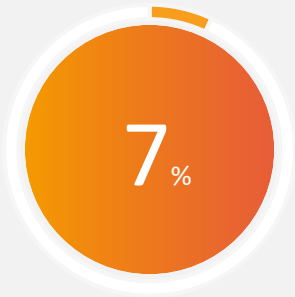
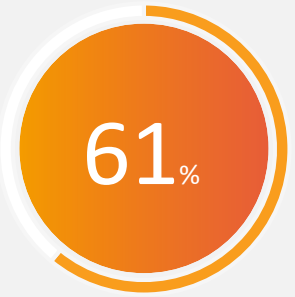
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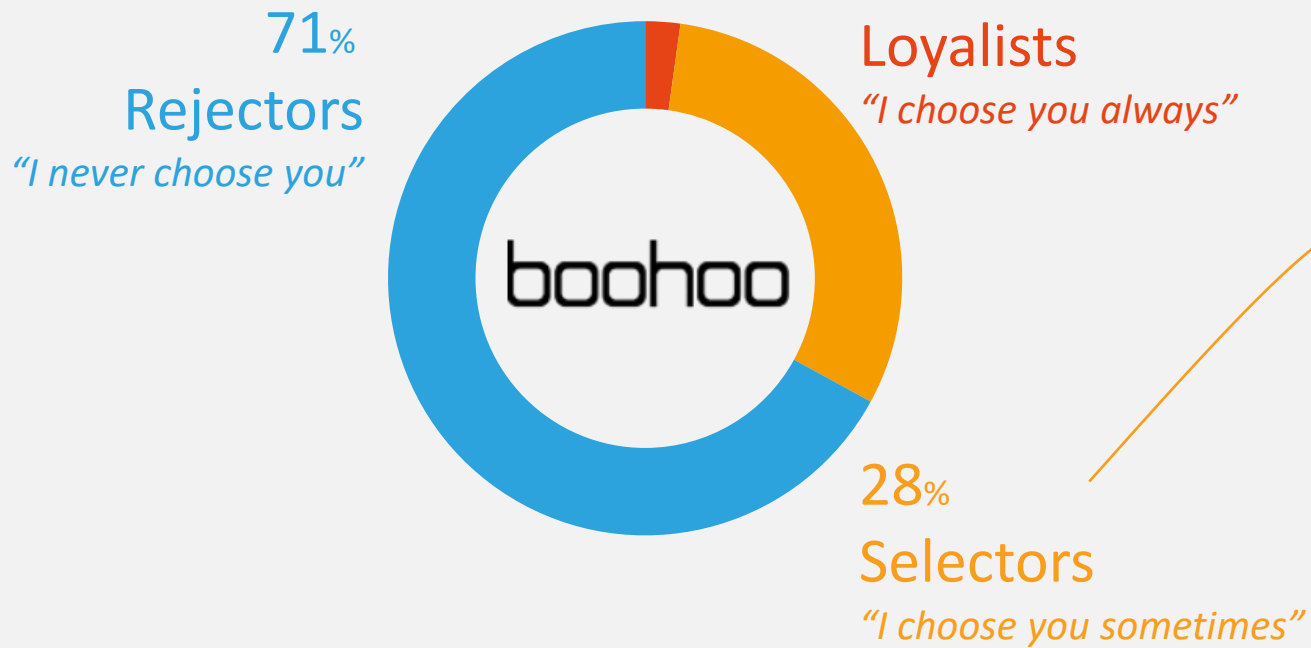
Head to head choice

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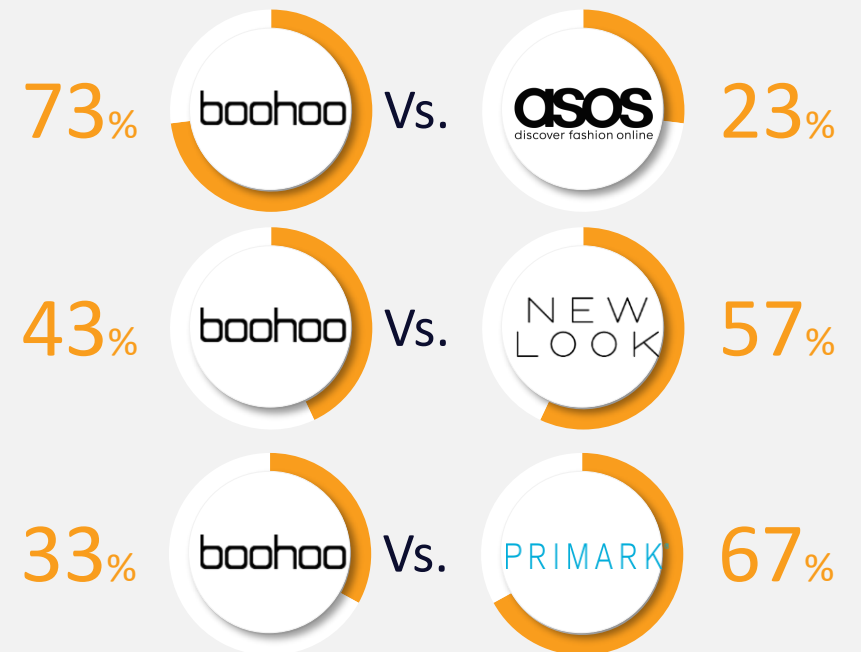


(Source: CRAVE brand study – Banking, UK adults 18+)

Audience choice segmentation



When do selectors choose boohoo?





Relatable

Create connections

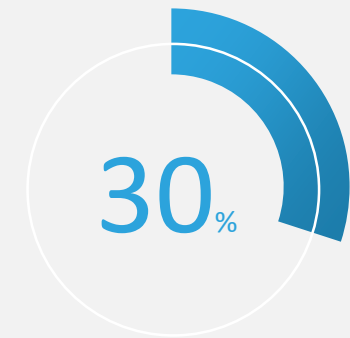
Relatable brands must build bonds and positive memories by building empathy and affinity with their audience – connecting through shared purpose, values and mindset

% Agree: They understand the needs of people like me

(Source: CRAVE brand study – Womens Fashion, Under 45s)



Avg. Chosen brands



Avg. Not chosen brands



Relatable

Create connections



% Agree

“They understand the needs of people like me”

Chose Did not choose



% Agree

“I admire what they do”

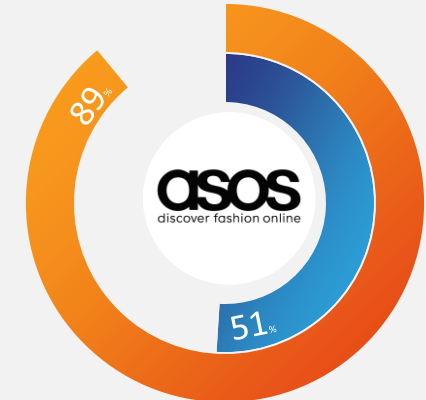
Chose Did not choose



% Agree

“People I like shop there”

Chose Did not choose





Accessible

Be the easy choice

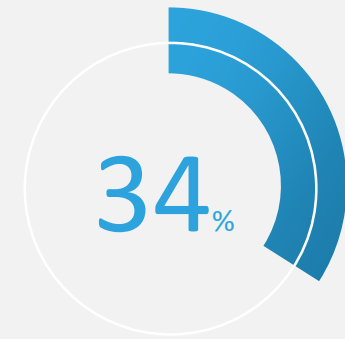
Accessible brands need to be top of mind, readily available and can be chosen with minimal effort or thought – they are the easy choice

% Agree: They are a good fit for my lifestyle

(Source: CRAVE brand study – Womens Fashion, Under 45s)



Avg. Chosen brands



Avg. Not chosen brands

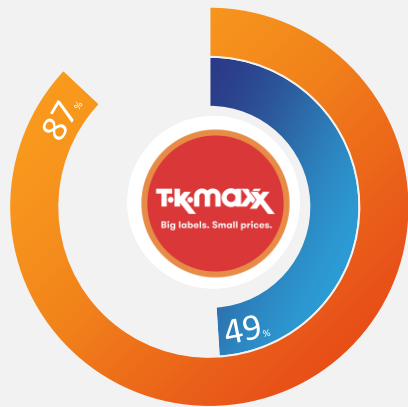


Accessible

Be the easy choice

% Agree
“I often hear good things about them”

Chose Did not choose



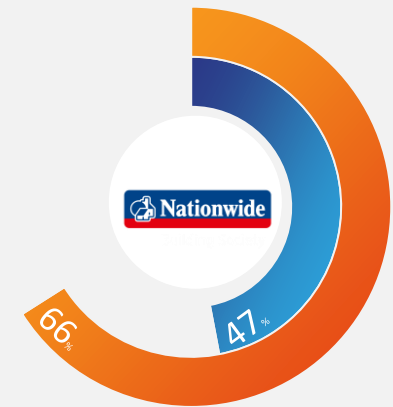
% Agree
“It’s clear what they provide customers”

Chose Did not choose



% Agree
“They are memorable”

Chose Did not choose



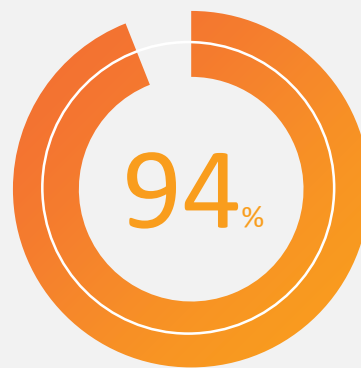


Valuable

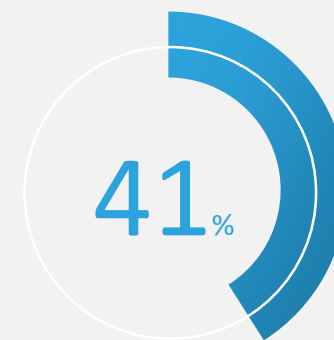
Make lives better

Valuable brands exist to provide the products, content or services that improve audiences' lives. Without this foundation a brand has no purpose or future

% Agree: They provide the products / services I want
(Source: CRAVE brand study – Womens Fashion, Under 45s)



Avg. Chosen brands



Avg. Not chosen brands



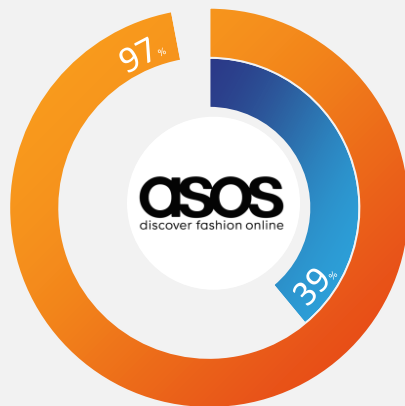
Valuable

Make lives better

% Agree

“They provide the products & services I want”

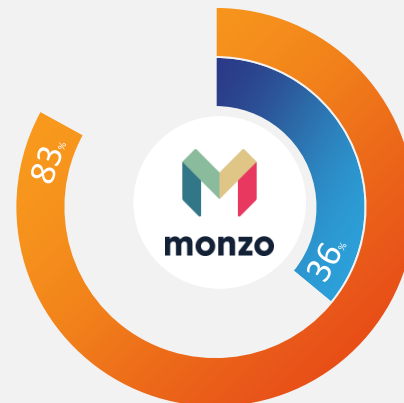
Chose Did not choose



% Agree

“Their approach makes it easy for customers”

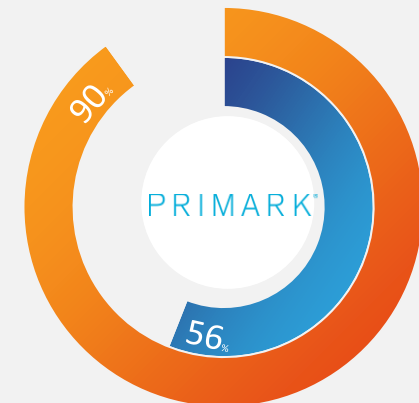
Chose Did not choose



% Agree

“If they didn't exist, I would miss them”

Chose Did not choose



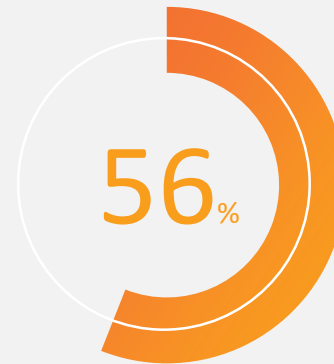


Exceptional
Be outstanding

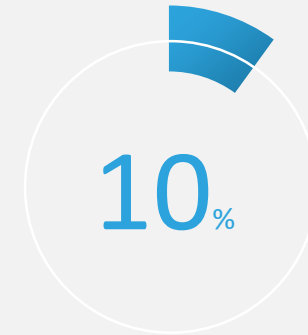
Exceptional brands deliver products, content or services that are unique or superior - better performance, the best design and the greatest experience

% Agree: They deliver the best customer experiences

(Source: CRAVE brand study – Womens Fashion, Under 45s)



Avg. Chosen brands



Avg. Not chosen brands



Exceptional
Be outstanding



% Agree

“They deliver the best customer experiences”

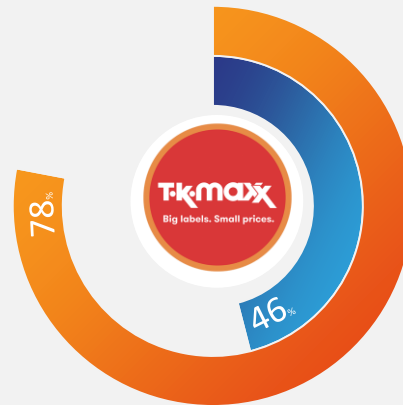
Chose Did not choose



% Agree

“No clothing retailers compare to what they do”

Chose Did not choose



% Agree

“They create new features / benefits first”

Chose Did not choose





Digital disruptors are establishing stronger connections through experiences not marcomms

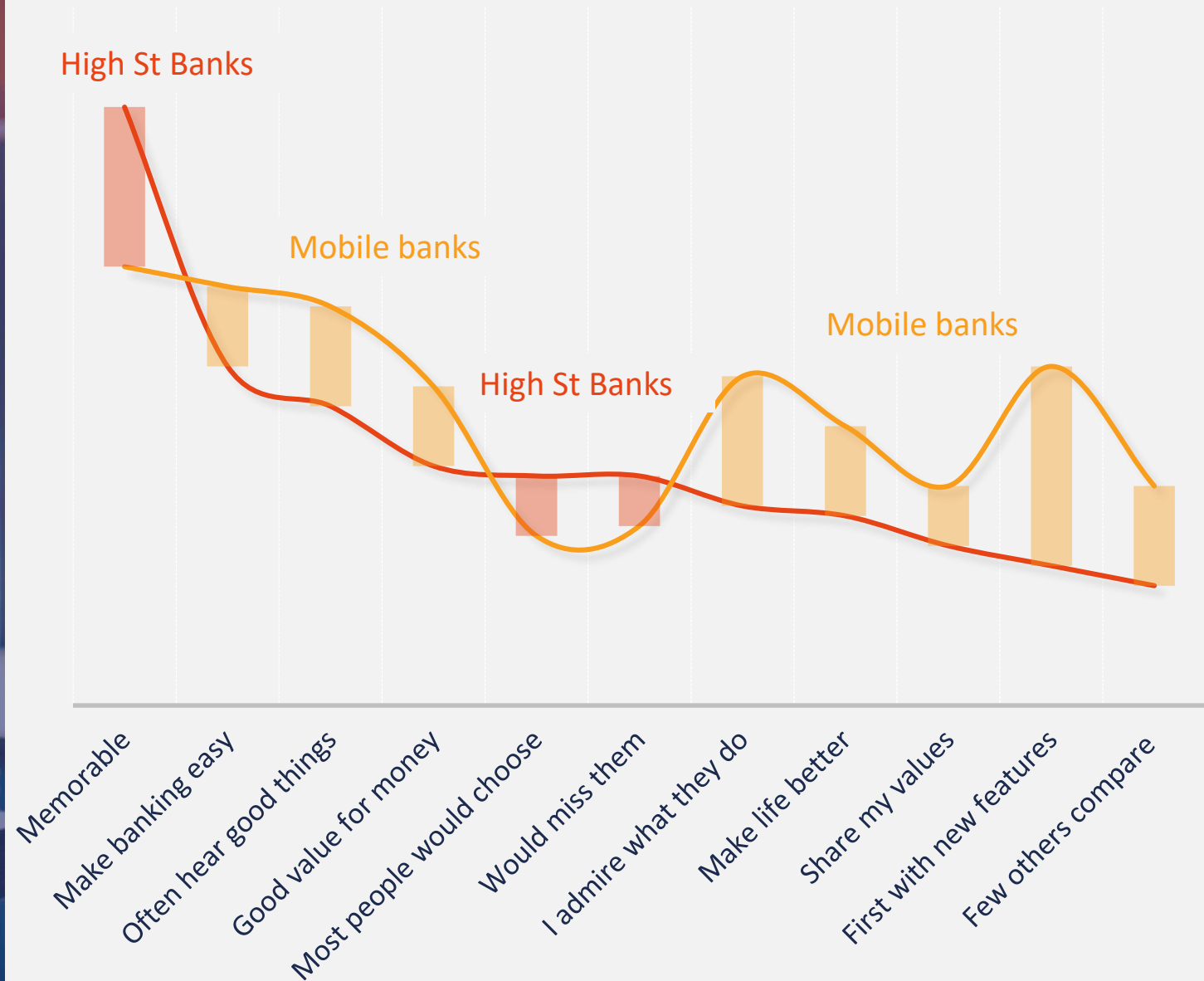


An example

Shining a light on the different factors that influence choice of High St banks vs. Mobile banks

% Agree – Amongst those choosing brands

(Source: CRAVE brand study – Banking, UK Adults)



When comparing choosers of each, digital banking brands are building strong associations across metrics others are failing to reach

Relatable

Create deeper connections
Average rating across measures
(by those choosing brand)



Accessible

Be the easy choice
Average rating across measures
(by those choosing brand)



Valuable

Make lives better
Average rating across measures
(by those choosing brand)



Exceptional

Be outstanding
Average rating across measures
(by those choosing brand)



Is your brand one that is CRAVED?

C

Chosen

Become the first choice

R

Relatable

Create emotional connections

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Valuable

Enhance peoples lives

E

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Delighted to answer
further questions

Stand 106

Make it happen

TRINITY
MCQUEEN