

**MOST PEOPLE  
DON'T CARE  
THAT MUCH  
ABOUT BRANDS**

# INSIDE THE MIND OF THE CONSUMER



I DON'T SEE OUR BRAND OF PICKLE RELISH ANYWHERE.

INCONCEIVABLE, THIS IS A "BRAND LOYALIST."

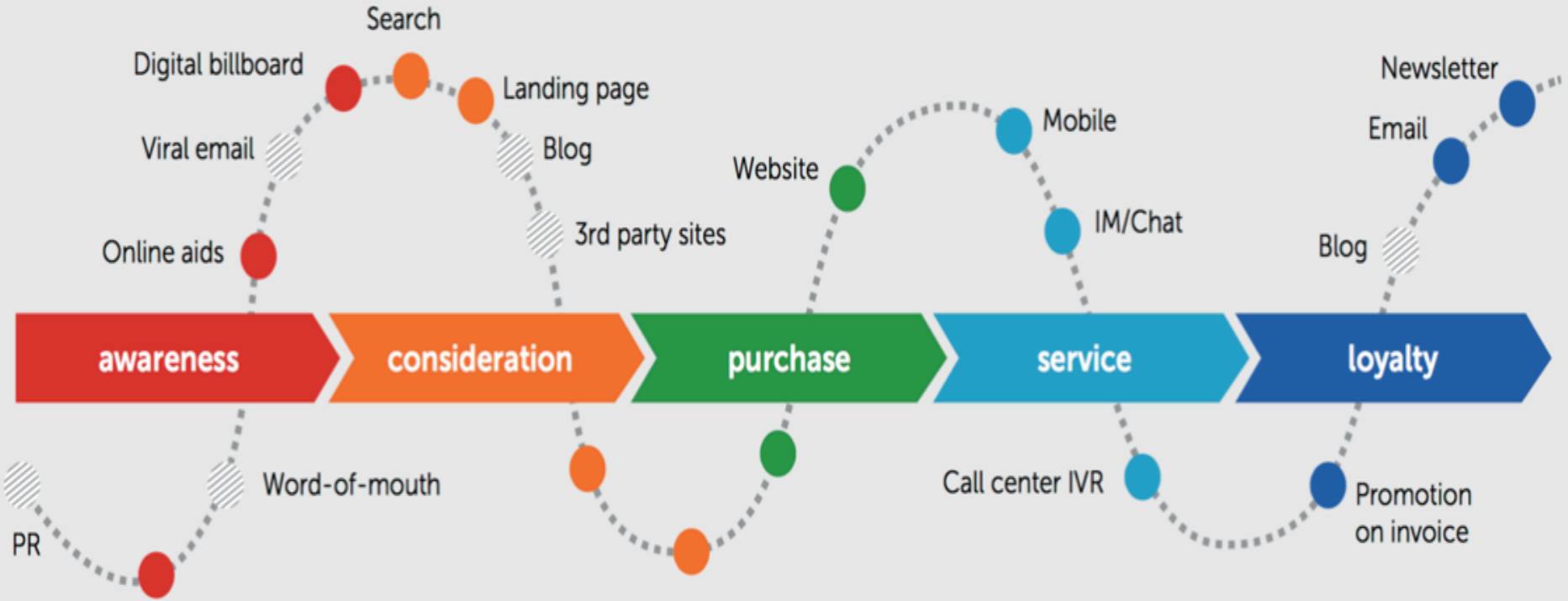


TOM FISH BURNE



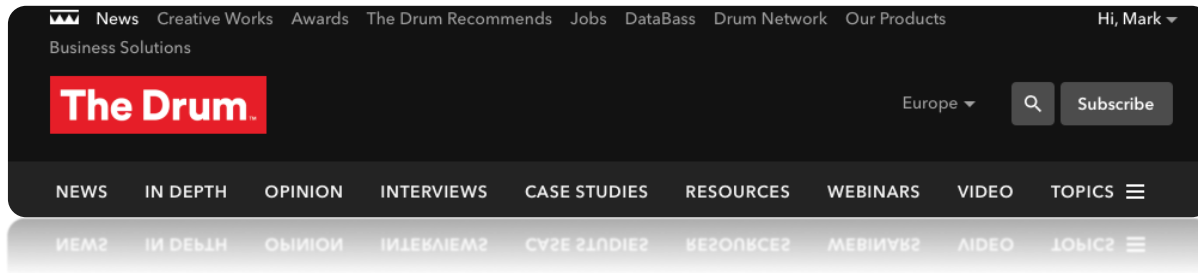


# DIGITAL TOUCHPOINTS



# PHYSICAL TOUCHPOINTS





“Everyone is talking about digital, but we could have the most personalised website, chocolate fountains at the boarding gate and Ed Sheeran playing live on our flights...but if your flight is delayed you don't give a shit.



**Priorotise  
Reach**

A row of glass jars is shown against a light blue background. In the center, a taller jar stands out from a row of shorter jars. The taller jar has the word "Perfection" embossed on it. The shorter jars have various embossed designs, including floral and fruit patterns. The text "Be Distinctive, Not Different" is overlaid on the left side of the image in a white, serif font.

Be Distinctive, Not  
Different

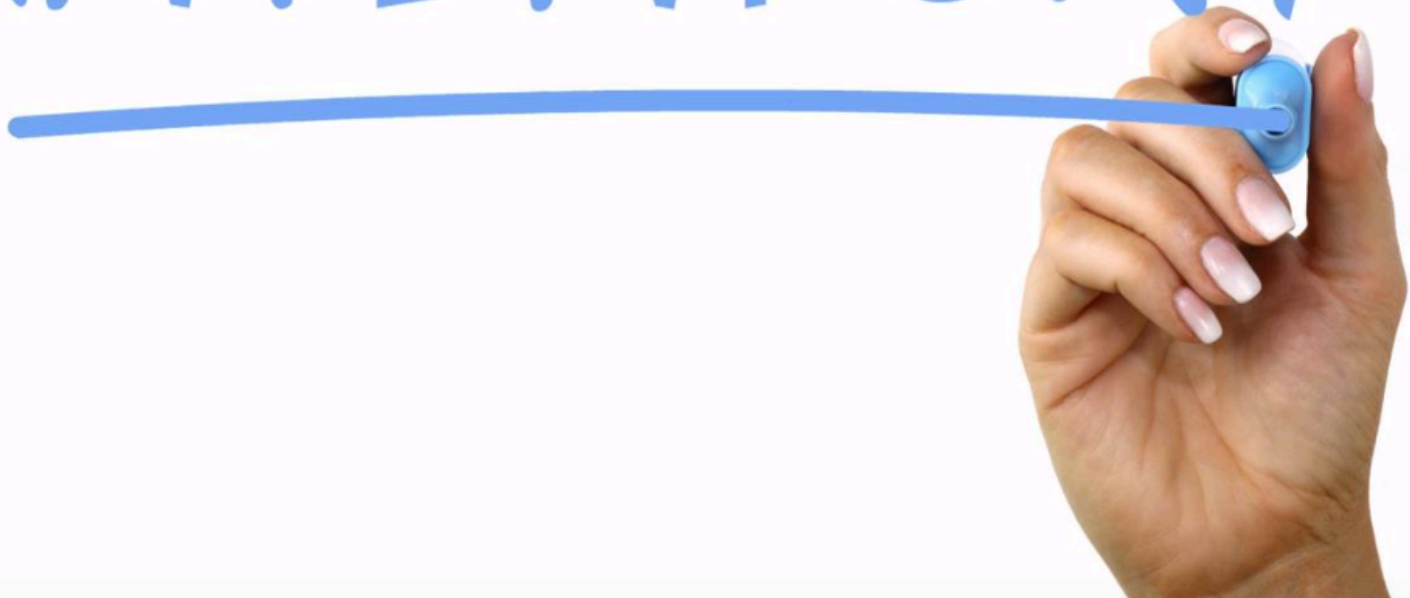


**Effectiveness  
First**

**NOW**  
**WHAT**

A large, bold, orange question mark is positioned to the right of the text. It is vertically aligned with the top of the word 'NOW' and extends down to the bottom of the word 'WHAT'. The question mark is a simple, sans-serif style with a thick stroke.

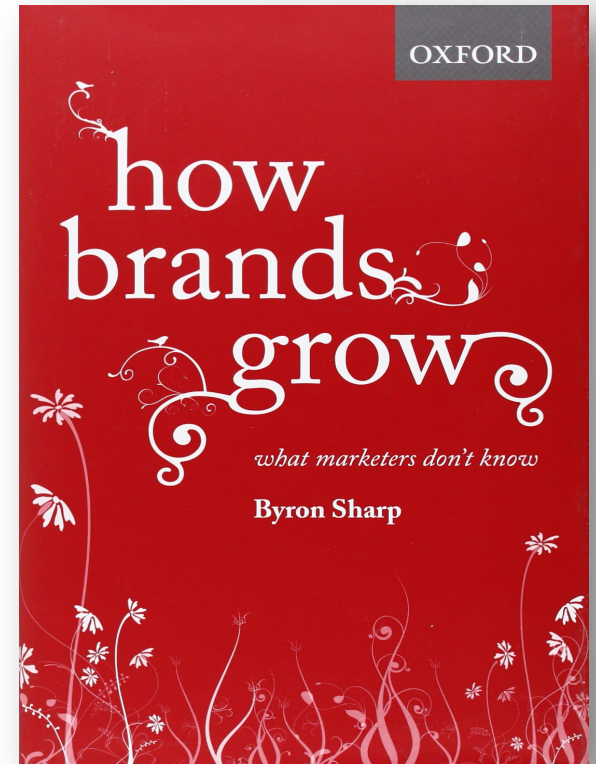
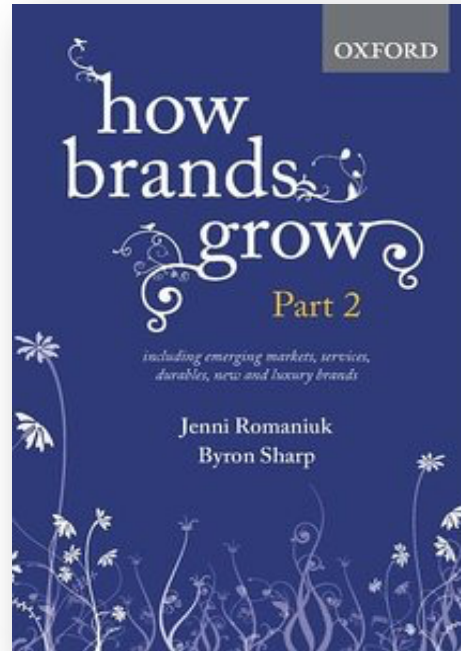
INVENTORY





University of  
South Australia

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Institute for Marketing Science





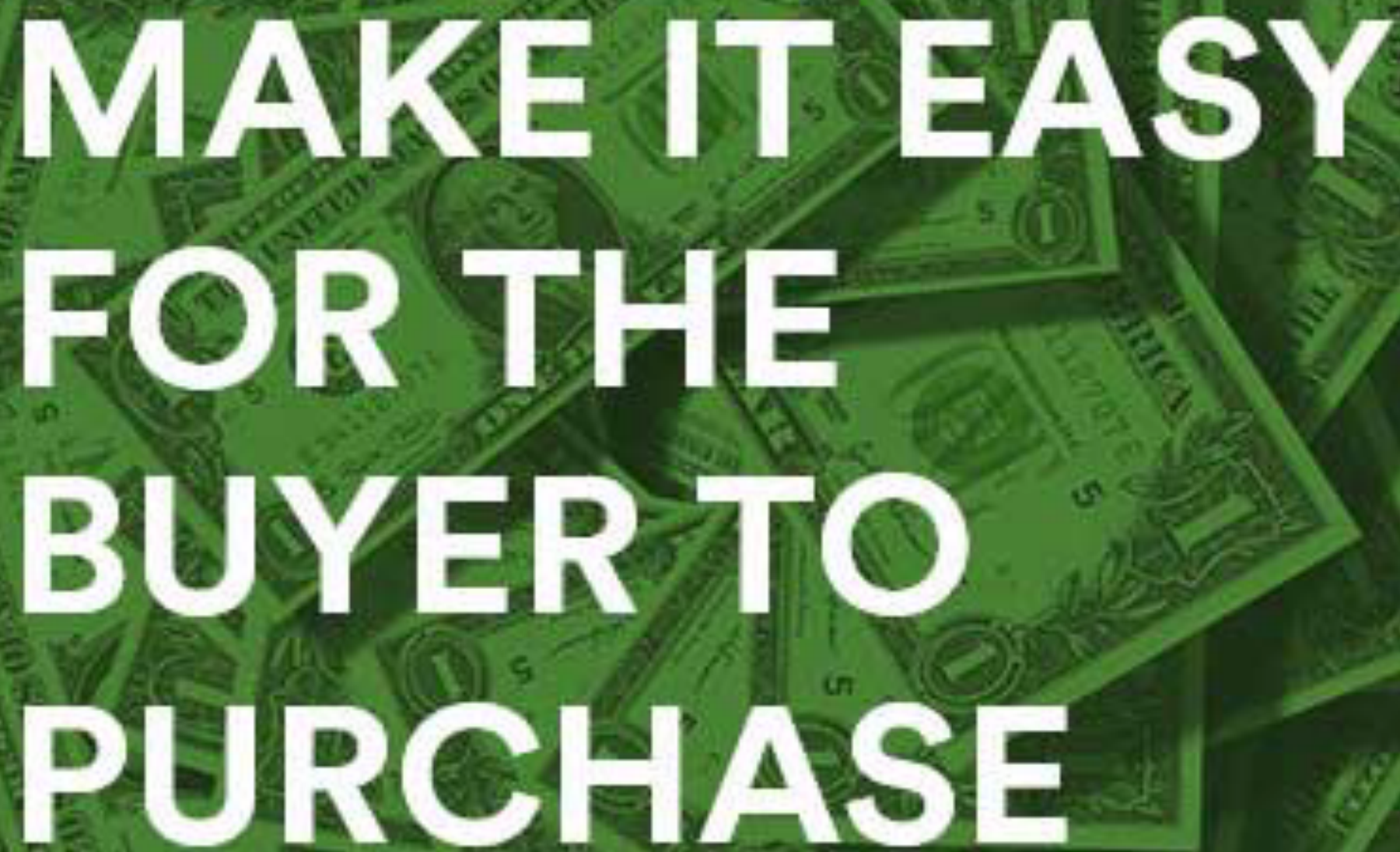
**MENTAL AVAILABILITY**



**PHYSICAL AVAILABILITY**

**Range**



The background of the image is a dense, overlapping pattern of green US dollar bills, including one-dollar and five-dollar denominations. The bills are slightly faded and oriented in various directions, creating a textured, financial backdrop.

**MAKE IT EASY  
FOR THE  
BUYER TO  
PURCHASE**



**FIRST  
PRIORITY**

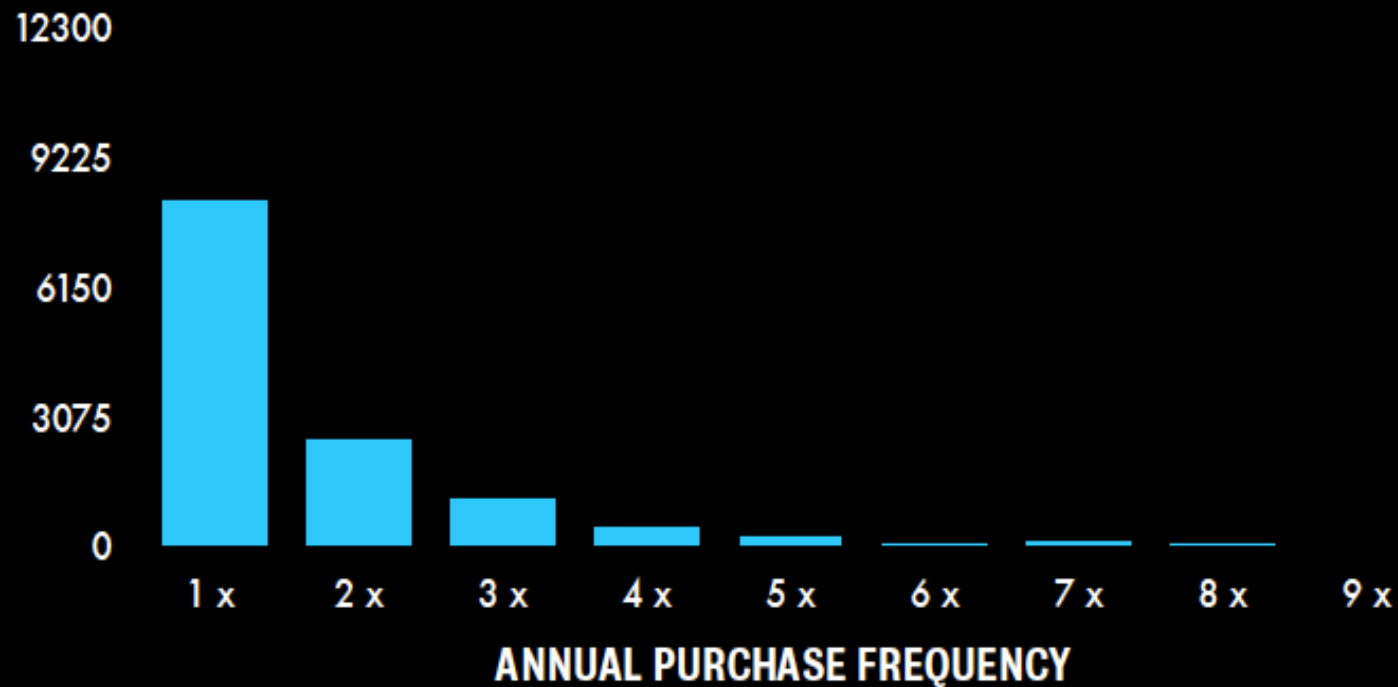
know your  
**biggest**  
source of growth

80/20



# THIS IS FRUCTIS

000's of HHs buying



# **QUESTIONS and METRICS**

# What's my customer base ?

Light and heavy split  
80/20 or more 50/20 ?

What competitive brands customers purchase in the category ?

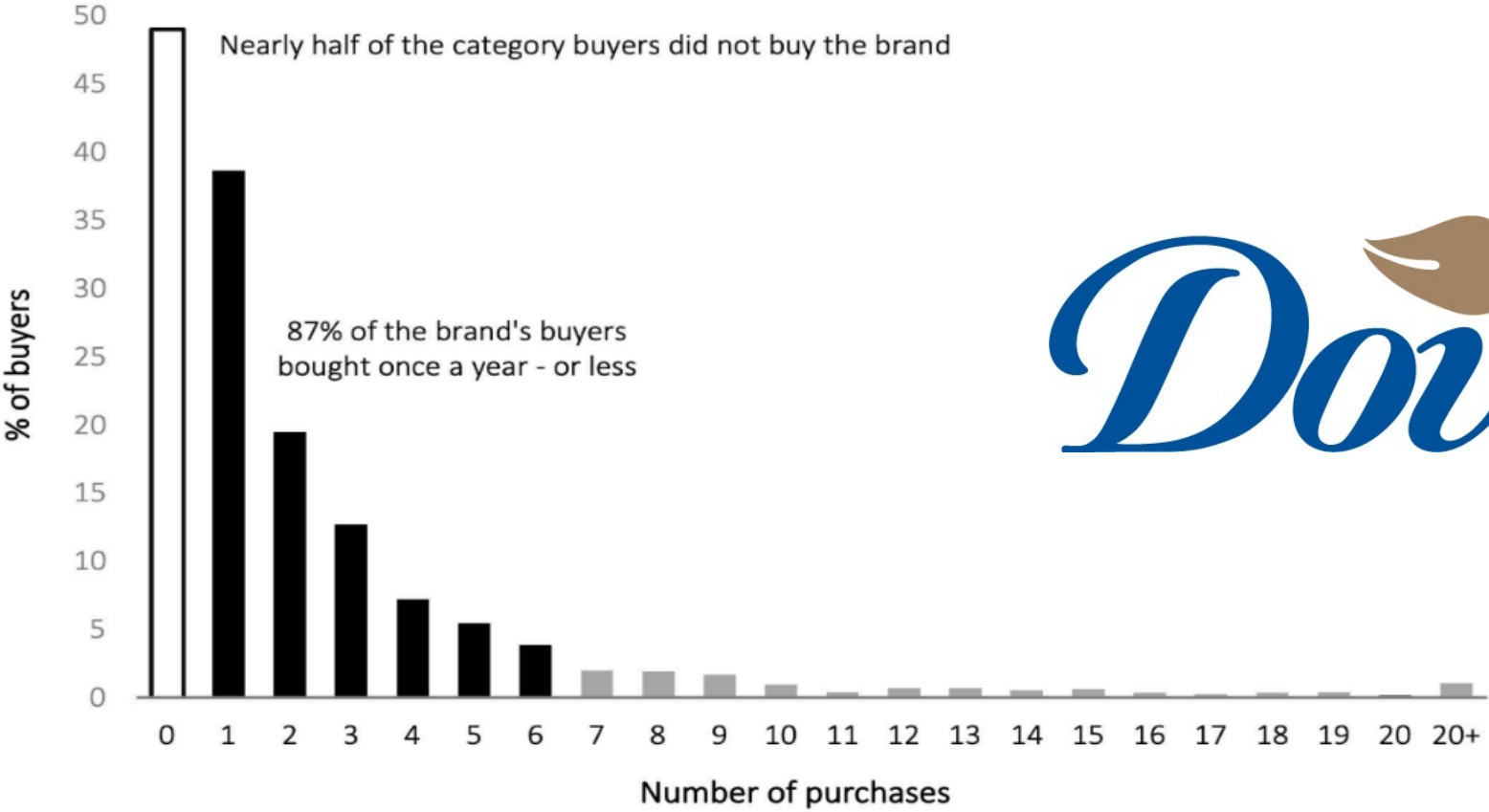
what is their ' **brand reportouire** ' ?

# What is the annual **brand penetration ?**

(percentage of customers in the category who bought you at least once)



Figure 2: Six years of buying Dove



Source: <https://mumbrella.com.au/the-unbearable-lightness-of-buying-as-told-by-an-old-jar-of-pesto-550525>

What is next years  
**penetration challenge ?**

What are our penetration  
**three big bets ?**

**SECOND  
PRIORITY**

reach with  
product  
and  
message



TASTE THE FEELING™





**‘Coke Refreshment’**  
Different occasions,  
locations, people







# QUESTIONS and METRICS

Is our portfolio optimised to appeal to  
**ALL category buyers** ?

Across the key **consumption need states**,  
occasions, but also partitions ?

**(product / format / flavour/ price)**

What's **stopping** them from  
purchasing us ?

**(barrier to penetration)**

Is our **Media strategy optimised** to regularly reach the light category buyers ?

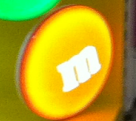
**(reach & consistency)**

brand distinctive assets  
know them  
and  
build them





m&m's



časť okamžiky

FERRERO

m&m's

ZKUSTE NOVINKU  
TU  
BARBECUE



Když ji miluješ, není co řešit!







# QUESTIONS and METRICS

# Distinctive Asset Measurement

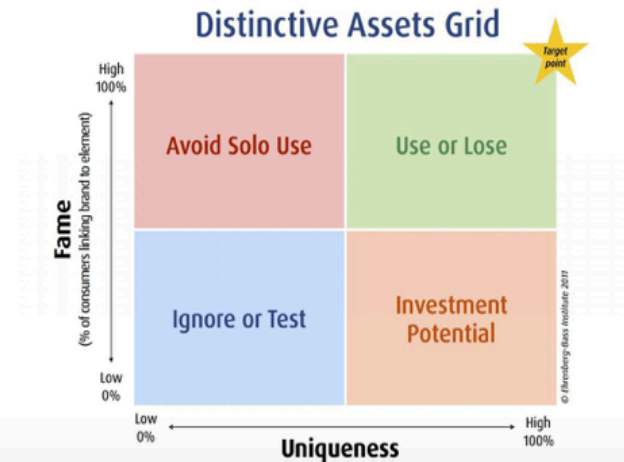


## Do you know the value of your brand elements?

Distinctive assets play an important role in building a brand's Mental and Physical Availability. These elements should be developed and protected over the long-term and not left to chance or intuition.

The Ehrenberg-Bass Institute has an empirically validated approach to assessing the strength of potential distinctive assets.

**Take guesswork out of the equation and let our team measure and advise on your brand's current and**



Do you know the **number** and **strength**  
of your distinctive assets ?



Can a '**distinctive asset grid**' research study help you identify your strongest brand assets for communication ?



Are you **consistently** deploying the  
brand assets across  
**all communications channels** ?

A black and white photograph of a hand held palm-up. The text "IT'S JUST THE BEGINNING..." is written in a bold, hand-drawn font across the palm. The background is blurred, showing what appears to be a person's face in profile.

IT'S JUST  
THE  
BEGINNING...

**READ  
and  
PRACTICE**



## how ~~not~~ to plan

66 ways to screw it up



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## The Long and the Short of It

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Balancing Short and Long-Term Marketing Strategies  
Lee Binet, Head of Effectiveness, adms&co DOB  
Peter Field, Marketing Consultant



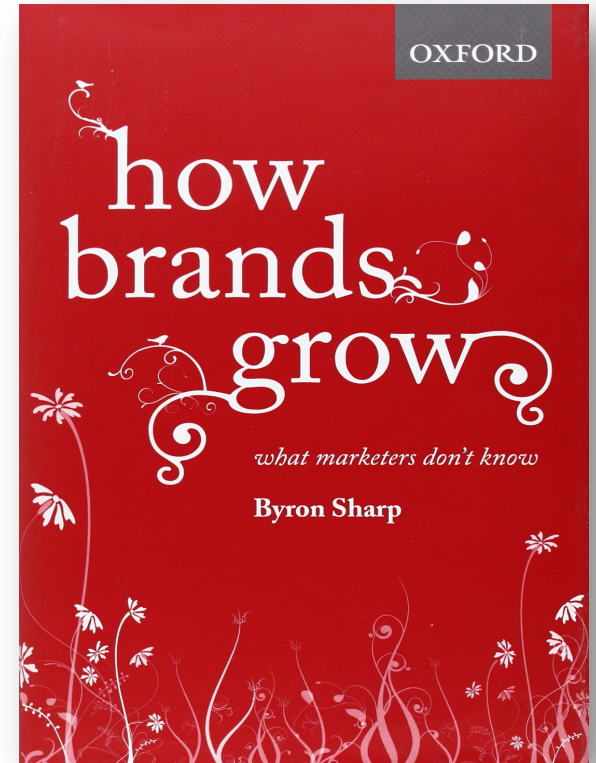
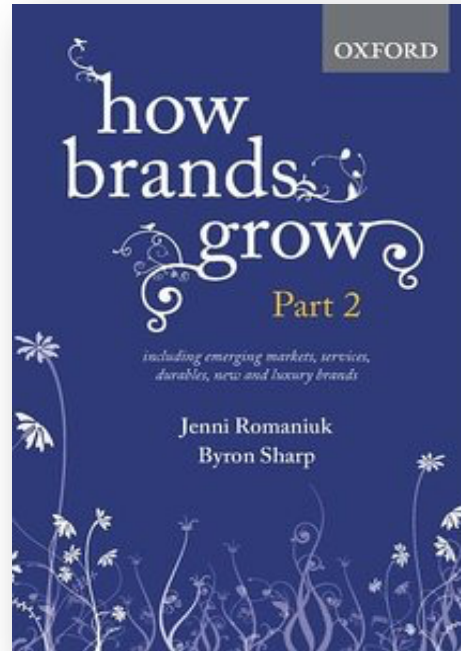
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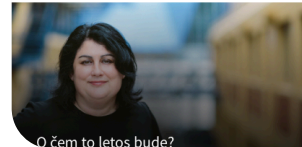
**BRAND  
MANAGEMENT**  
2019

**JAK RŮST V NOVÝCH PODMÍNKÁCH**

2. 10. 2019 - Cubex Centrum, Praha



Hot news | [Registrujte se](#) za nejvýhodnější cenu do 28. června 2019!



O čem to letos bude?



Zapojte se!



Nejvýhodnější registrace





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- Penetration strategies
- Brand growth drivers
- Brand Distinctiveness
- Distinctive Asset Grid
- Evidence Marketing
- Ehrenberg Bass
- Agency opportunities