Building Irresistible Brands - Part 1

Creating Brand Magnetism
Irresistible brands are rare but do share common qualities that marketers can manage.
Learn what it takes to become irresistible:
Eight common qualities of irresistible brands

- **Hygiene**
  - Know-how: Credentials and expertise
  - Momentum: Brand vitality

- **Magnetism**
  - Differentiation: Recognisable difference
  - Emotion: Brand meaning and purpose
  - Symbolism: Language of emotion

- **Cohesion**
  - Nexus: Emotive linkage
  - Alignment: Touchpoint consistence
  - Unity: Cohesive brand architecture
Today we focus on brand magnetism

Hygiene
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Building Irresistible Brands
Our Point-of-View

1. Irresistible brands are clearly Differentiated
2. Differentiation is Emotional
3. Symbolism is the language of emotion
4. Clarity requires Consistency in activation
Irresistibility increases brand usage

Relationship between brand irresistibility and usage

- Brand irresistibility is measured through Brand IQ – a measure of the brand’s ability to meet the needs of a group of consumers.

It is a challenging journey: Only 16% achieve an IQ of 70 or more, whilst only 4% exceed 80.

Source: NeedScope database of approx 5,000 brands from 2009
Differentiation
Irresistible brands understand how the brain makes choices and how central emotion is to that.

System 1: Fast brain
- Intuitive and emotive

System 2: Slow brain
- Rational and conscious

Without emotion, we lose our ability to make decisions.
Water too goes beyond the functional

What is it?
- No unhealthy ingredients, natural minerals derived from nature
- Unadulterated, clean and life sustaining
- Inherently good for you, the healthy choice

What feeling do you want water to give you?
- Recharged, to keep you going
- A kick start and energy boost
- A cleanse of the body and mind
- Comforted and soothed
- Fresh and invigorated
Water too goes beyond the functional
Emotions & B2B – BUSINESS Value or PERSONAL Value
This test was set up to demonstrate the stability and precision of Volvo Dynamic Steering.
Emotions & B2B – BUSINESS Value or PERSONAL Value
Emotion: brand meaning and purpose

- Operate beyond the tangible.
- Tap universal emotions using archetypes.
- Makes consumer choice easy.

![Nike](image1)

![Superman](image2)

![Virgin](image3)
Think for one minute – which brands have an emotional purpose corresponding to each of the NeedScope archetypes?
Did we capture the right emotion?
Symbolism
System 1
- Automatic
- Immediate
- Intuitive
- Emotive
- Unconscious
- Implicit
- Symbols and associations

System 2
- Deliberate
- Methodical
- Reasoned
- Logical
- Conscious
- Explicit
- Words, figures and facts
Symbolism is the language of emotion
An intuitive language

- Signs and symbols
- Body language and facial expression
- Surroundings/setting
- Colour and light
- Sound and music
- Shapes and texture
- Pace and movement/motion
How do brands use symbolism?

- Brand logo – shape, colour, design, font
- Brand packaging – format, size, pack design
- Communications – look, style, format, sound, layout
- Retail – store layout, colours, fittings, staff dress code
- Endorsements/brand ambassadors – talent, personality, industry, image
- Sponsorships – cause, event, charity

All touchpoints can be tested using the NeedScope framework!
Symbolism is the language of emotion
Symbolism is the language of emotion

How to make a tiger more Blue

Focused
Competent
Controlled
Symbolism is the language of emotion
How to make a telecommunications brand irresistible to yellow
Symbolism is the language of emotion
What happens when you have ads with a Brand IQ between 77 and 92 from 2012 to 2016?
Irresistible brands can also get a higher return on marketing spend

There's a positive correlation between share of voice and Power in the Mind (attractiveness in the market).

Telecom brands with higher irresistibility (Brand IQ), have a higher Power in the Mind (attractiveness in the market) than one could expect from their share of voice.
Today we have focused on brand magnetism

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Start building your own irresistible brand

An offer you can’t refuse - Start-up Decoding workshop

- With purpose to learn more about how consistently one of your own brands uses symbolism to tap into consumer needs
- Starting point is your brand's target needstate
- Decoding symbolism in touchpoints, e.g. communications, packaging, digital, logotype
- First discussion of alignment across selected touchpoints – is there a consistent look, message and emotion?
- 2 hours workshop based on one of your brands and decoding of one or two touchpoints