

KANTAR MILWARD BROWN

HOW **DISRUPTION**  
CAN FUEL  
BRAND GROWTH

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HVA GJØR AT MERKER  
VOKSER?

# Tre topline mål på merkestyrke som relaterer seg til finansiell verdi / vekst

Den beste oppskriften på vekst er å starte med en forskjell som har potensial for å være meningsfull og bli kjent

## MEANINGFUL



### Grunnlaget

Tilfredsstiller behov + godt likt

## DIFFERENCE



### Kompetitiv

Unik + skaper trender

## SALIENCE

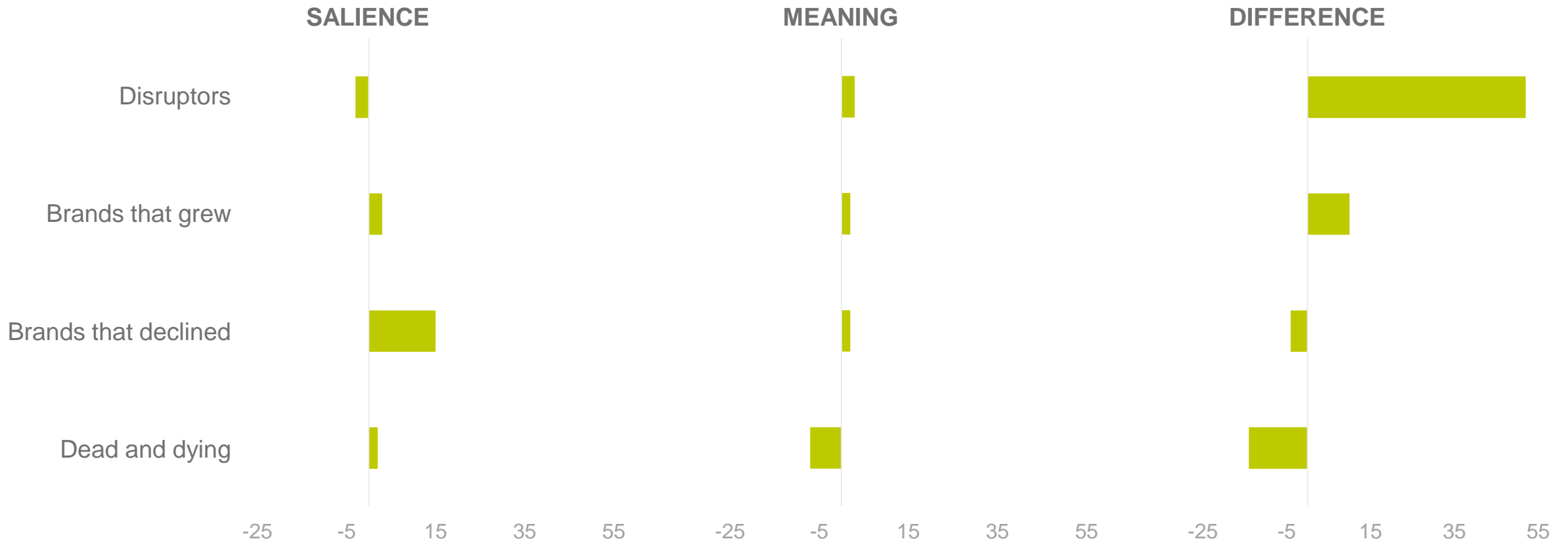


### Kjennskap

Tilstede i forbrukernes hoder i kjøpsituasjoner

# Funn viser at differensiering er alt merker trenger for å vokse

Hvile av de tre målene på merkevarestyrke er viktigst for å oppnå vekst?



## Troen på at differensiering er viktig er ikke noe nytt

The **essence** of a brand is differentiation

Jean-Noël Kapferer

*The New Strategic Brand Management, 2012*

The presence of strongly held, favorably evaluated associations that are **unique** to the brand and imply superiority over other brands is **critical to a brand's success**.

Kevin Lane Keller

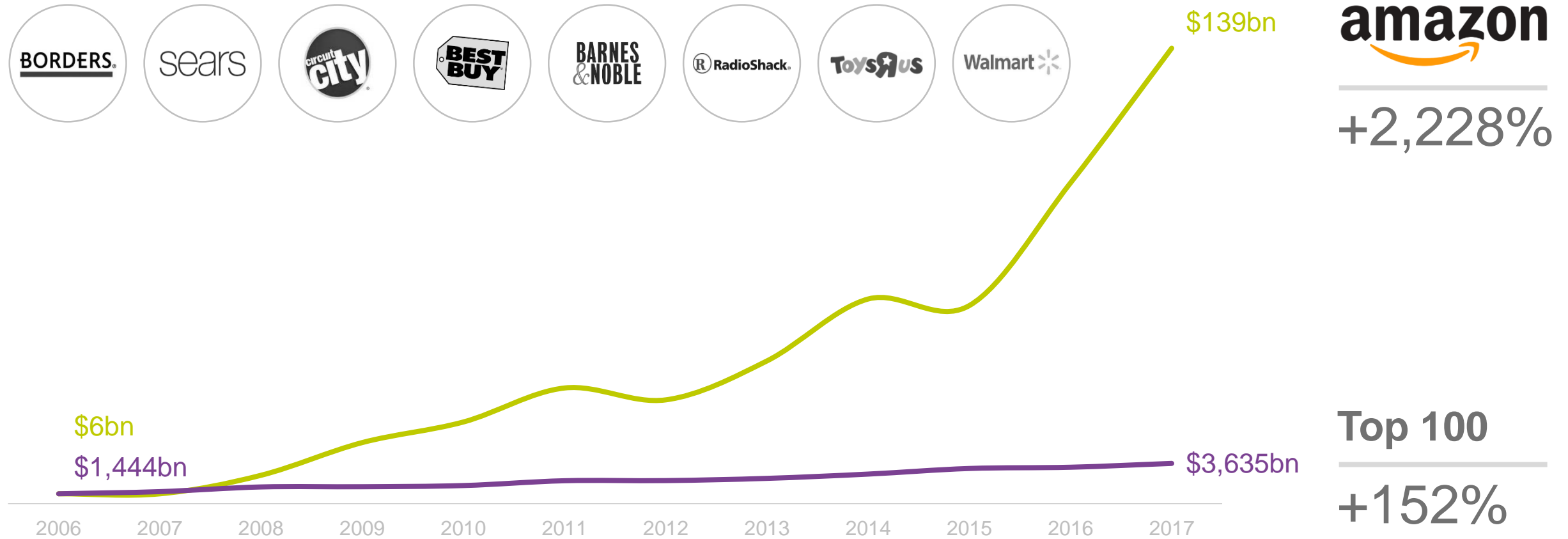
*Conceptualizing, Measuring and Managing Customer-Based Brand Equity, 1993*

Differentiation is a **bottom-line characteristic** of a brand

David A. Aaker

*Measuring Brand Equity Across Products and Markets, 1996*

# Amazon has created new value for consumers and disrupted the world of retailing



## 6% av merker hadde signifikant vekst ila en 3 års periode

På den same tiden lanserte Amazon Alexam de kjøpte Whole Foods og doblet verdien på merkevaren sin



But it can be hard for a bigger, established brand to think “disruption”

Investment  
bias

The  
efficiency  
prison

Here & now  
vs  
what could be

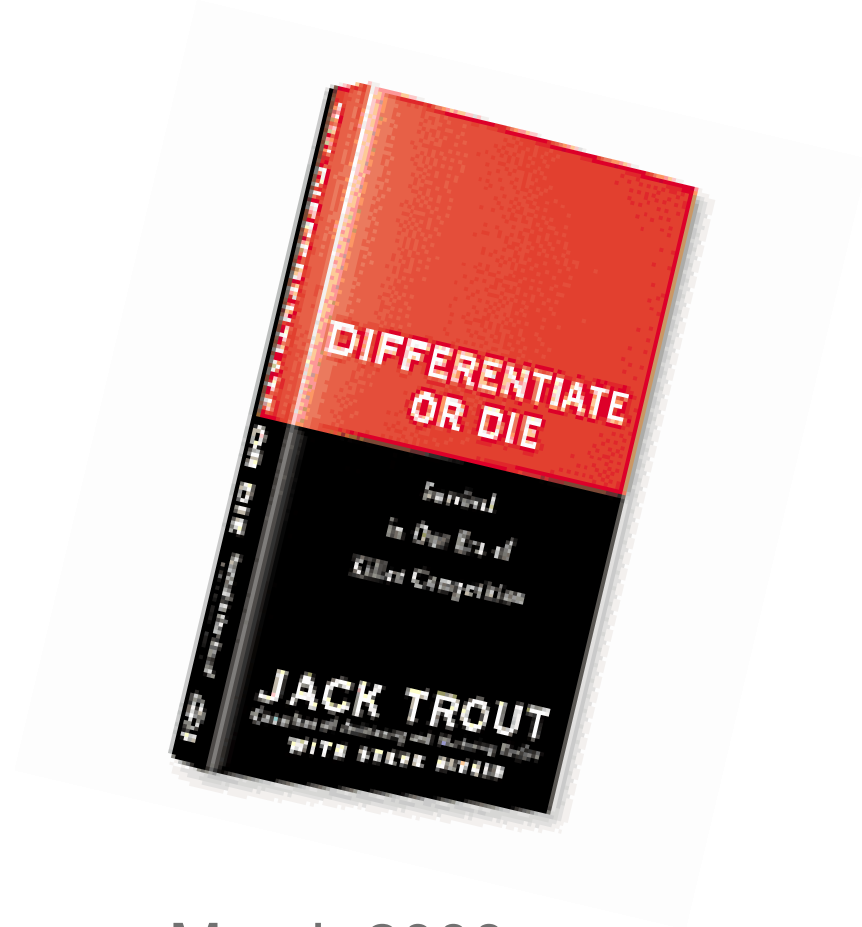


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# DISRUPTION:

Doing something  
different from the norm  
to unlock or create.

Disruption is the word of the day, but it is not a new discovery



March 2000

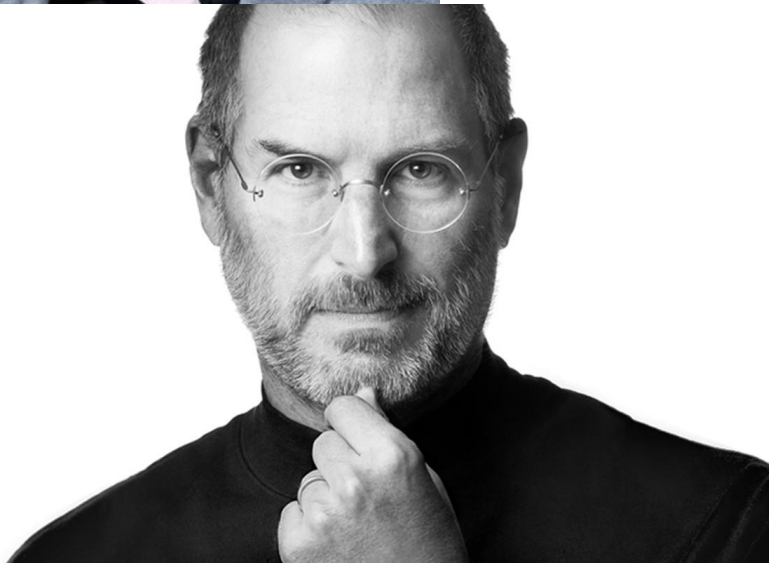


.... by disruption

Is this disruptive?



# Disruptors are our heroes



# Ways to disrupt

The way you speak to your audience



# Ways to disrupt

The way you speak to your audience

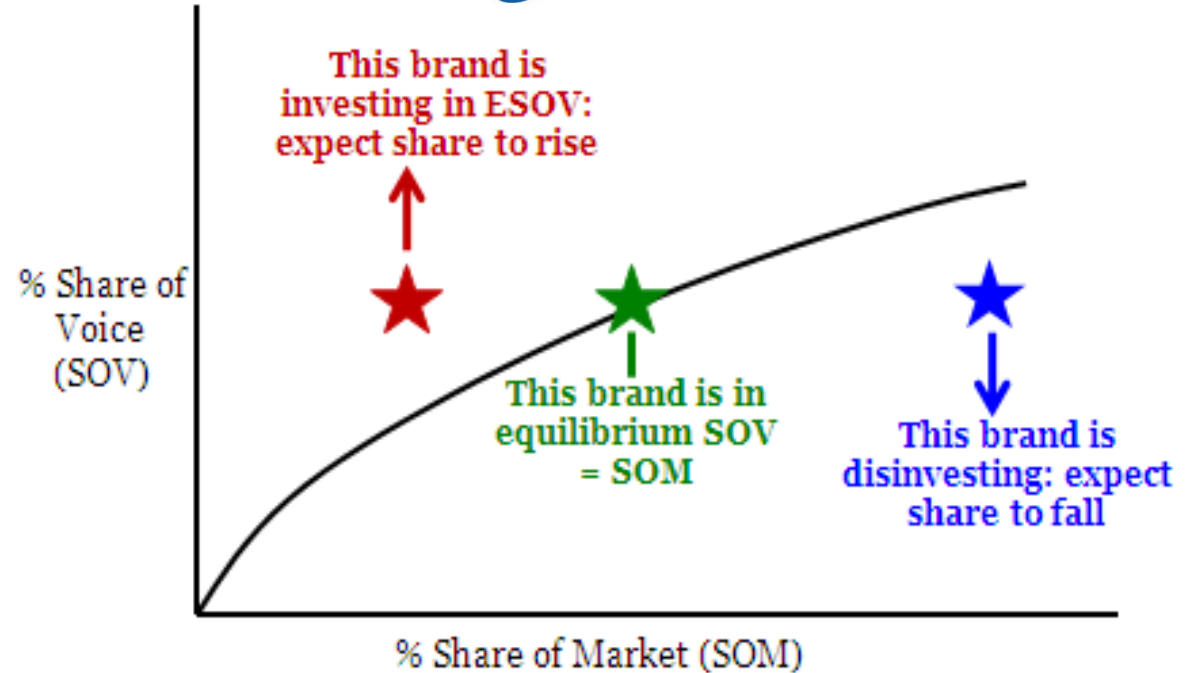
*Breaking the laws  
of convention*



# Ways to disrupt

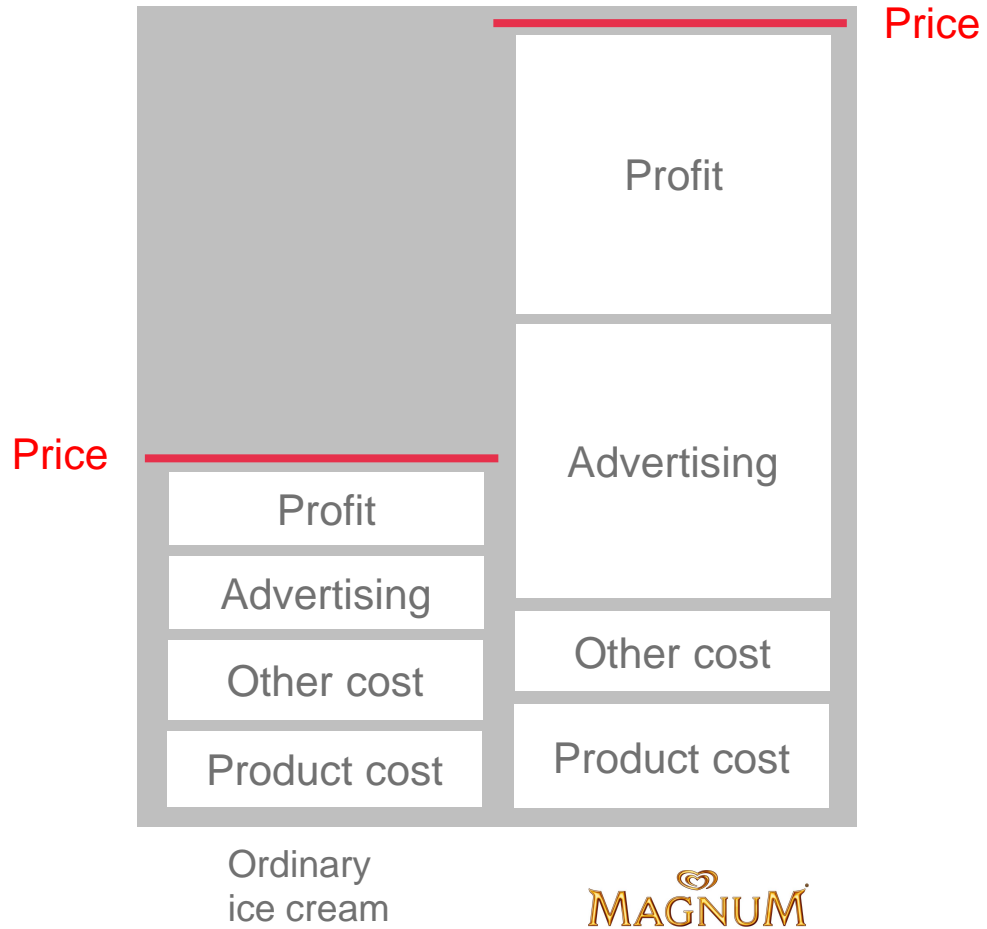
The way you spend

*always*



# Ways to disrupt

The way you spend



# MAGNUM





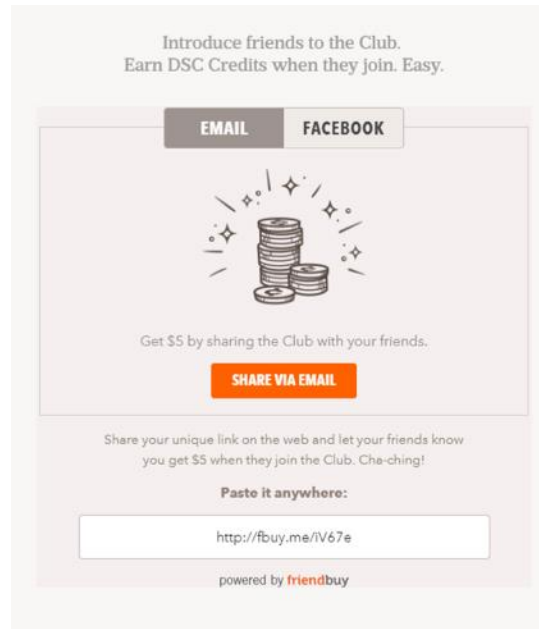
# Ways to disrupt

## Deliver in a new way

An inclusive club – online subscription completely new to the category



Viral invitation builds club membership



Authentic 'down-to earth' humour – social media promotional videos



# Ways to disrupt

Making travel more affordable



# Ways to disrupt

Simplify through digitalization





# Ways to disrupt

Dare to be different in everything you do



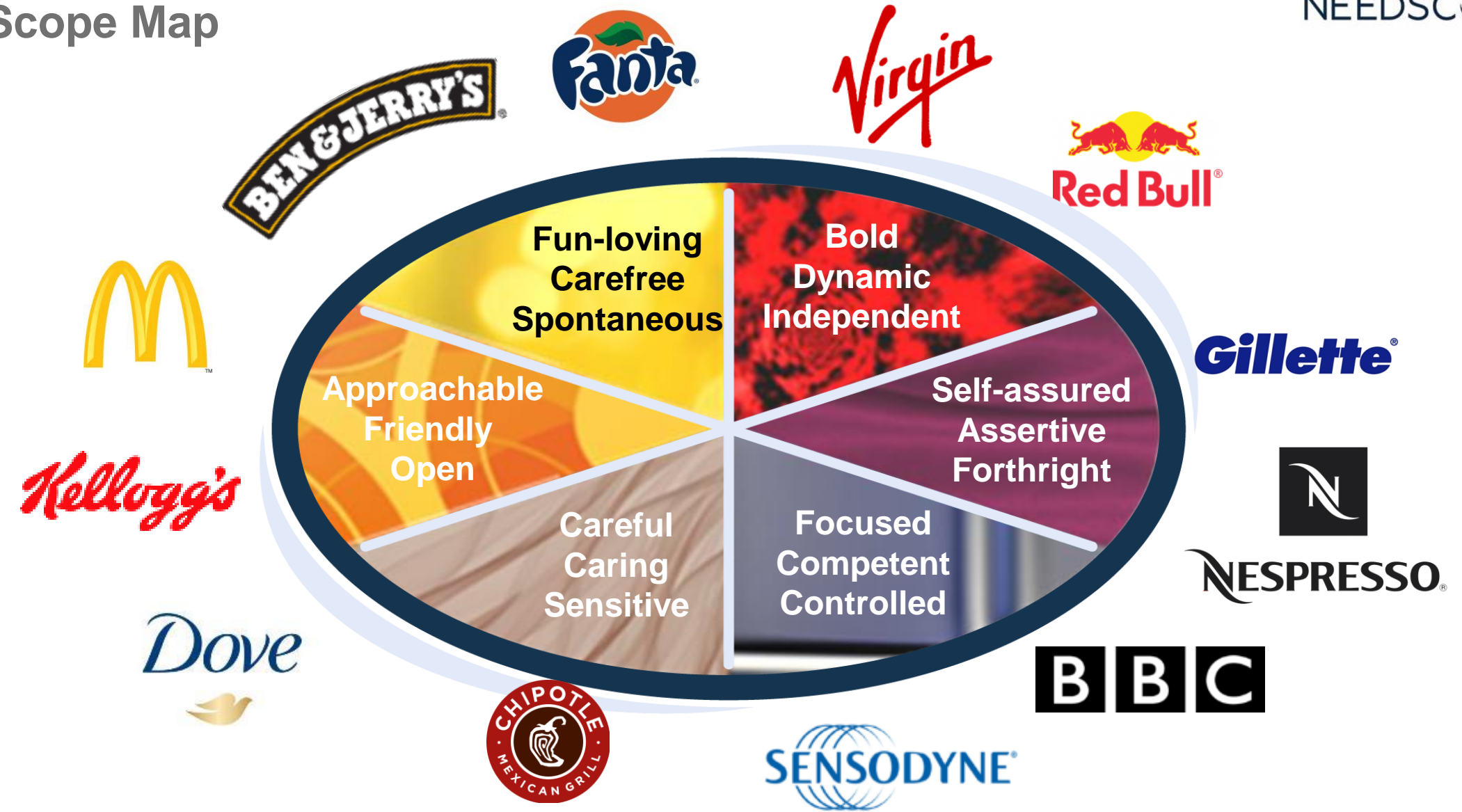
# Brands must balance disruption with consistency

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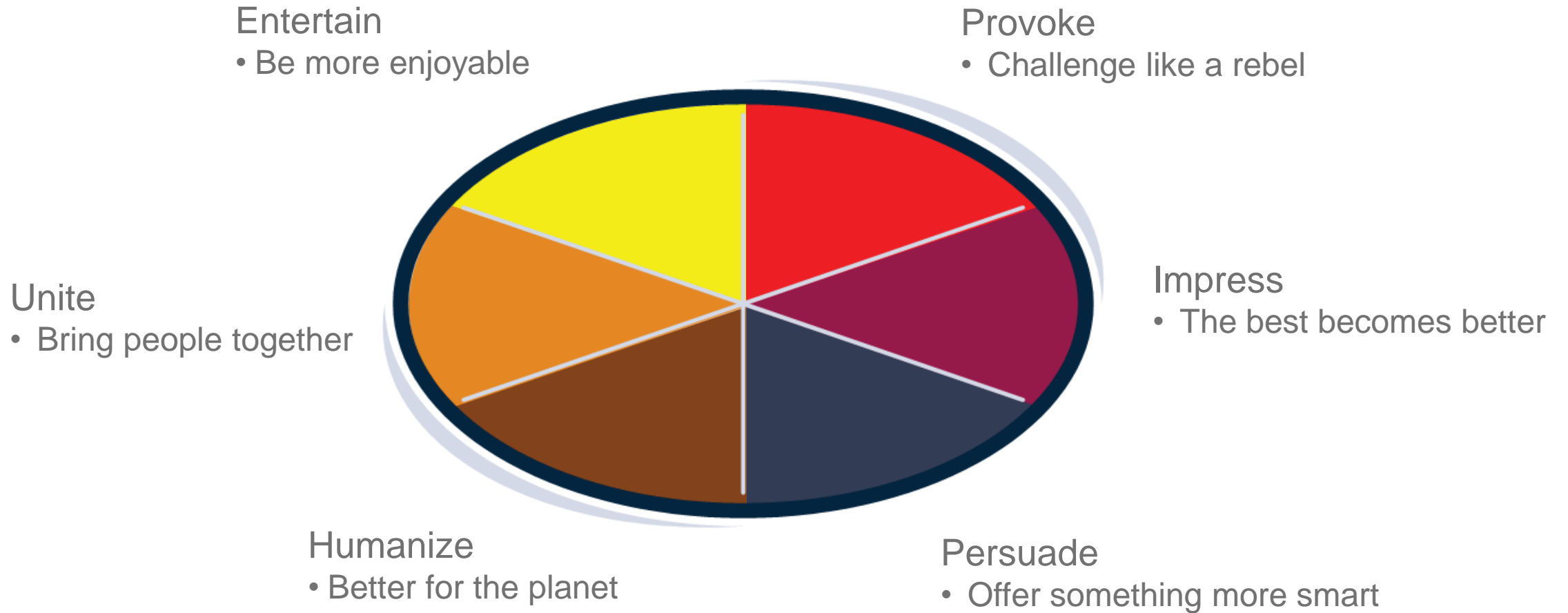


# NeedScope Map

NEEDSCOPE®



# Disrupt with consistency



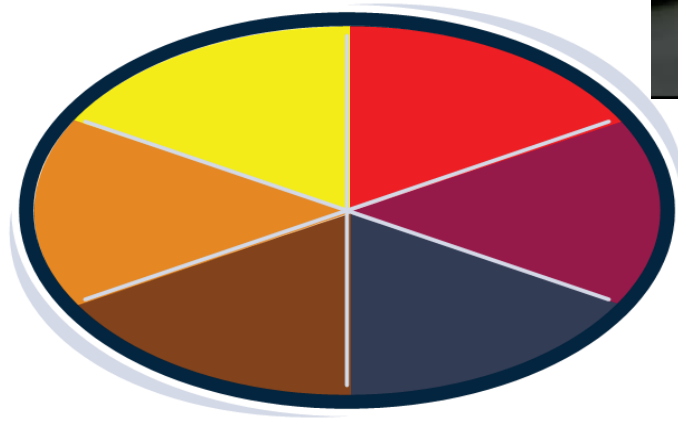


# Disrupt with consistency – ICA case



Unite

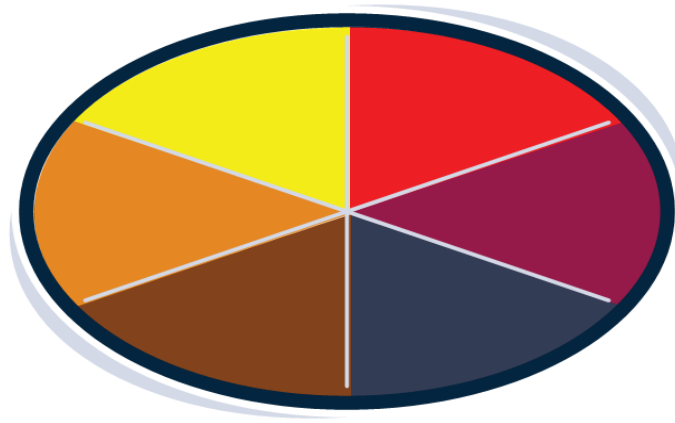
- Bring people together



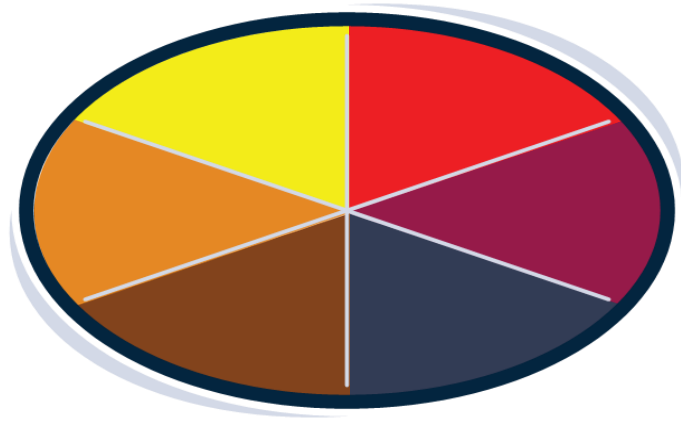
# Disrupt with consistency – ICA case



- Unite
- Bring people together

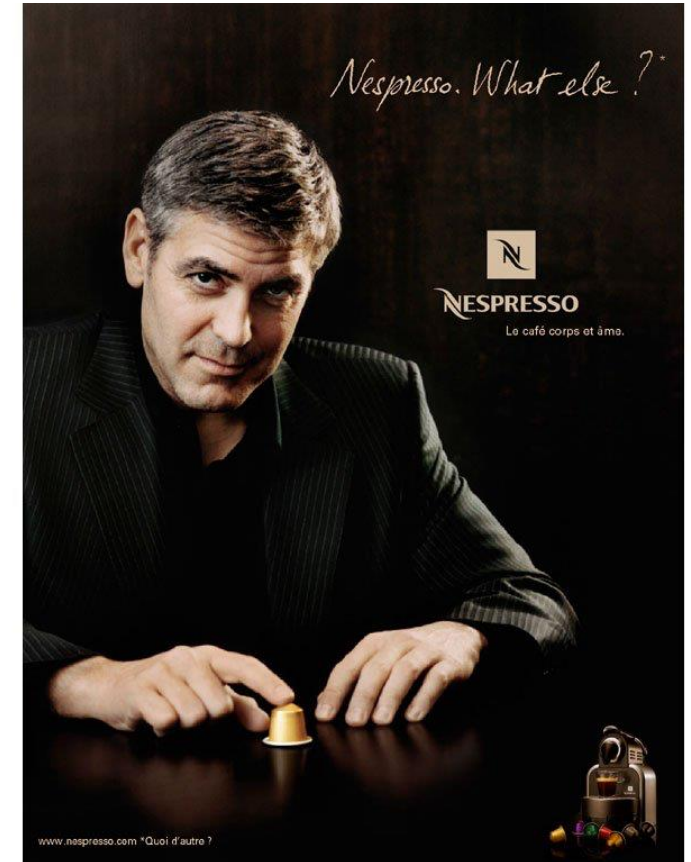


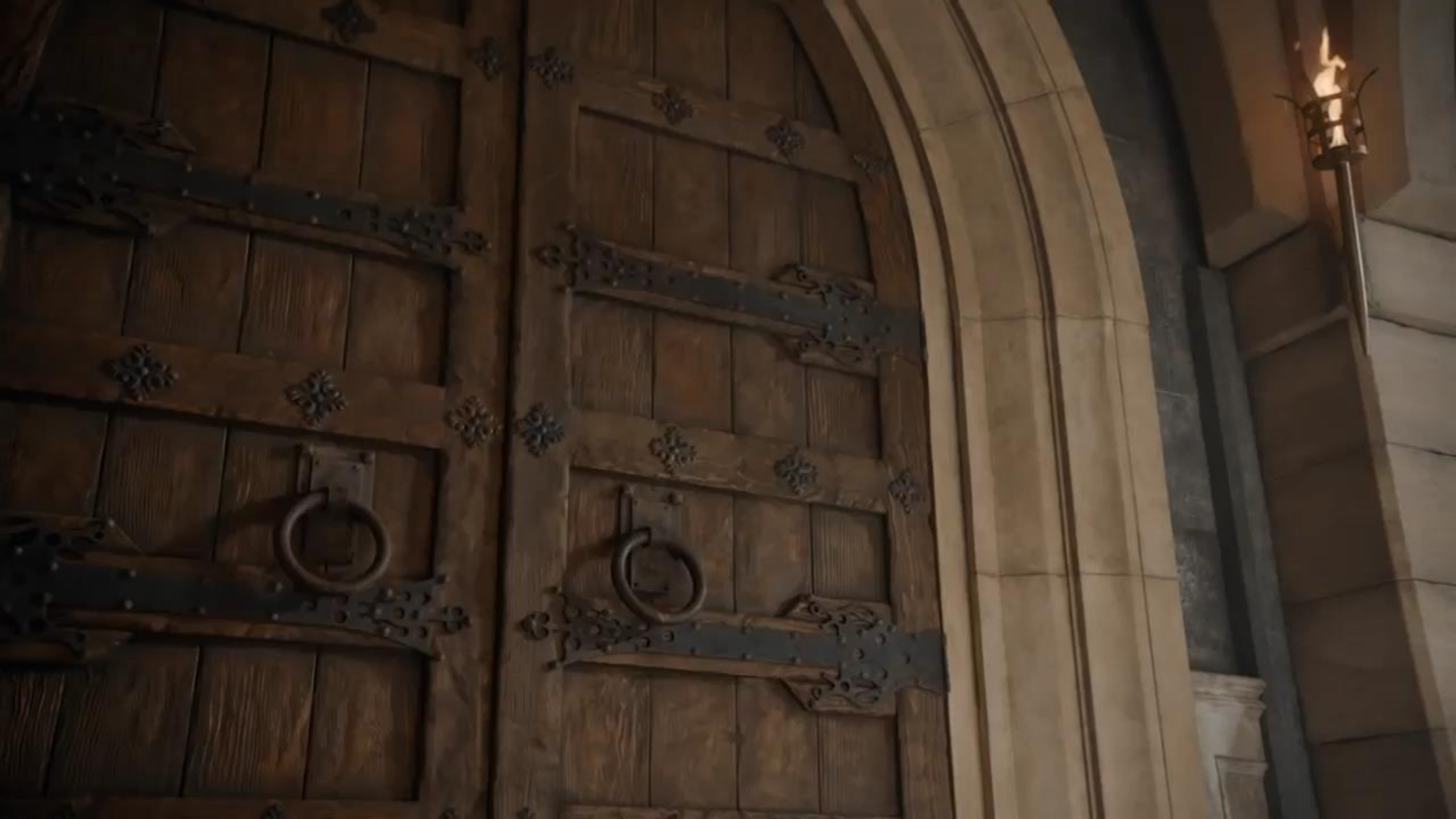
# Disrupt with consistency – Nespresso case



Impress

- The best becomes better







## Live it up with a Mini!

THE SWITCHED-ON FUN SIZE CAR

Just find yourself a Mini and the fun's never far away! The Mini's *that* kind of car. Young. Happy. Cheeky. Always game for anything that looks like being a lark.

But you get a lot of other kicks from a Mini, too. From the way it's so eager and willing to go. So safe in corners. So smooth on rough roads. So light on petrol. And so big inside. Far bigger than you'd ever guess from outside.

Drop in and meet the Mini at your nearby BMC dealer. Find out for yourself why Mini means 'Fun-on-Wheels'!

### BMC mini 1000

BMC (South Africa) (Pty) Ltd; Home of Austin and Morris Mini 1100, 1800, M.G. and the Wolseley range.

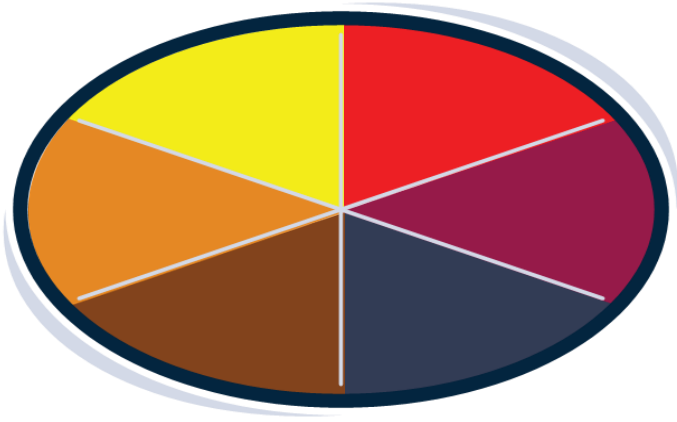
FM&A C0383



# Disrupt with consistency – Mini case

Entertain

- Be more enjoyable



Prestige



Size



# What can we learn from the disruptors?

Let the NeedScope framework guide you:

1. Fully know the space your brand is targeting
2. Choose the right disruption strategy – align with your brand's emotive core
3. Consider the whole marketing mix – disruption opportunities at any point

