

BACKGROUND

HUMAN ATTENTION SECONDS
8



WE'RE EXPOSED TO AROUND
10,000
BRAND MESSAGES A DAY
...360 ads a day



THRIVING BRANDS



UBER



DYING BRANDS

THE LIFESPAN OF MOST OF THE WORLD'S BIGGEST CORPORATIONS IS CURRENTLY JUST 18 YEARS & IS FORECASTED TO BE AS LITTLE AS 10 YEARS BY 2025

32
TOUCHPOINTS

92
LAUNCHES

78%
PREFER TO SHARE FACE TO FACE

87%
RECALL WAS WITH KNOWN BRANDS

PERSONAL RECOMMENDATION COUNTS ACROSS THE PURCHASE JOURNEY, PARTICULARLY IN HEALTH AND BEAUTY

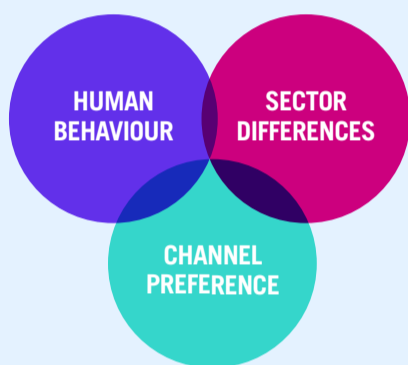
REVIEWS ARE VERY IMPORTANT AND TIP THE BALANCE

ONLY 8% SHARED A NEW DISCOVERY BECAUSE OF AN INCENTIVE WHEREAS 50% SHARED BECAUSE IT WAS RELEVANT

RESEARCH HIGHLIGHTS

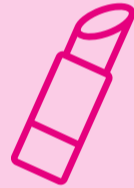
"IT IS THE INTERSECTION OF THESE ELEMENTS THAT PROVIDE THE INTERESTING INSIGHTS & WHERE WE CAN USE SOCIAL SCIENCE TO BEGIN TO EXPLAIN SOME OF THE 'WHYS'"

RESEARCH & SOCIAL SCIENCE



KEY TRENDS TO EMERGE FROM RESEARCH ANALYSIS

HEALTH & BEAUTY BRAND LOVE IS IMPORTANT, WHILST REPUTATION IS LESS SO



WHITE GOODS REPUTATION IS IMPORTANT, BUT WE DON'T LOVE THE BRAND



TECH BRAND LOYALTY IS LOW, BUT REPUTATION IS IMPORTANT



TELCO BRAND LOYALTY AND TRUST ARE KEY TO PURCHASING



FMCG IN-STORE PROMOTIONS ARE KEY TO DECISION MAKING & PEOPLE BUY MOST OF THE PRODUCTS A BRAND MAKES



LAUNCH INTELLIGENCE



SOCIAL PROOF
BRANDS THAT ACT AS A REFLECTION OR REINFORCEMENT OF YOUR PERSONAL IDENTITY AND REQUIRE LONG WAVE COMMUNICATIONS STRATEGIES.

SELF CONFIDENCE
HOW A BRAND MIGHT REINFORCE HOW YOU FEEL ABOUT YOURSELF AND REQUIRE MEDIUM WAVE COMMUNICATION STRATEGIES.

SOCIAL CURRENCY
CONSUMERS USING BRANDS AS 'SOCIAL CURRENCY' TO INFORM, ENTERTAIN, ENGAGE, AMUSE OR EVEN TO SHOW SOLIDARITY WITH OTHERS AND REQUIRE SHORT WAVE COMMUNICATION STRATEGIES.

LAUNCH CATAPULT

"BRANDS NEED TO UTILISE SOCIAL SCIENCE TO BEGIN TO UNDERSTAND AND EXPLAIN THE WHYS"

CHARLOTTE

"SOCIAL CURRENCY BRAND LAUNCH STRATEGIES SHOULD BE FREQUENT AND CREATE TALK-ABILITY AMONGST THE TARGET"

STEPHEN

"THE SEARCH PAGE IS A WINDOW TO OUR SOUL ESPECIALLY IN THOSE SELF CONFIDENCE CATEGORIES, WHERE INTERNAL VALIDATION IS KEY"

RUTH

"BRAND REPUTATION IS OFTEN LESS IMPORTANT THAN THE RELATIONSHIP CONSUMERS HAVE WITH THEM"

STEPHEN

"MEN ARE TWICE AS LIKELY TO RECALL TECHNOLOGY BRAND LAUNCHES, BUT WOMEN INFLUENCE BETWEEN 50% AND 86% OF TECHNOLOGY PURCHASES"

BEN

QUOTES OF THE DAY

