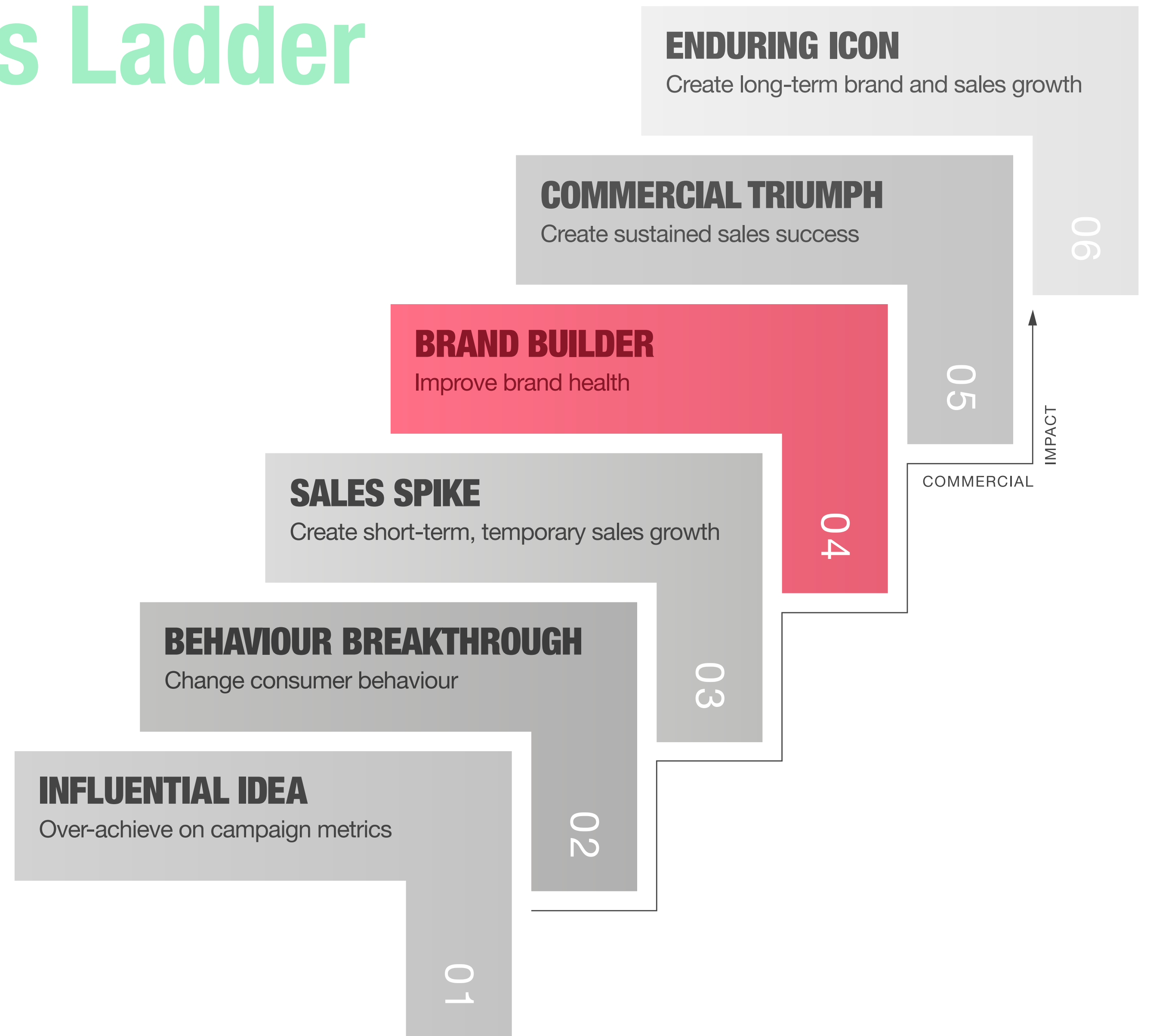


Creative Effectiveness Ladder

101 Guide

BRAND BUILDER



About Level 4: Improve brand health

Brand Builder campaigns use creativity to improve the fundamental measures of brand health – including awareness, consideration, preference, purchase intent and brand image ownership.

The art of building brands extends well beyond creating awareness of a brand's name and an acceptable level of trust and likeability. In an increasingly competitive landscape, businesses excel when they use brand as a competitive advantage. Creativity plays a crucial role in bonding with consumers in a way that drives brand consideration and preference, and earns ownership of important image attributes that consumers gravitate toward when shopping the category.

What kind of objectives do we need to set?

To achieve at this level, campaigns need to track and measure brand health metrics such as:

Brand awareness

The percentage of people who've heard of the brand

Brand preference

The percentage of people who say they'd buy the brand over others

Purchase intent

The percentage of people who say they intend to purchase the brand

Brand attributes

Important associations that the brand is seeking to own

Brand metrics can be measured in the short-term, but should be tracked over a longer period of six+ months to properly assess the growth of the brand's health.

When should we be aiming for this level of the Ladder?

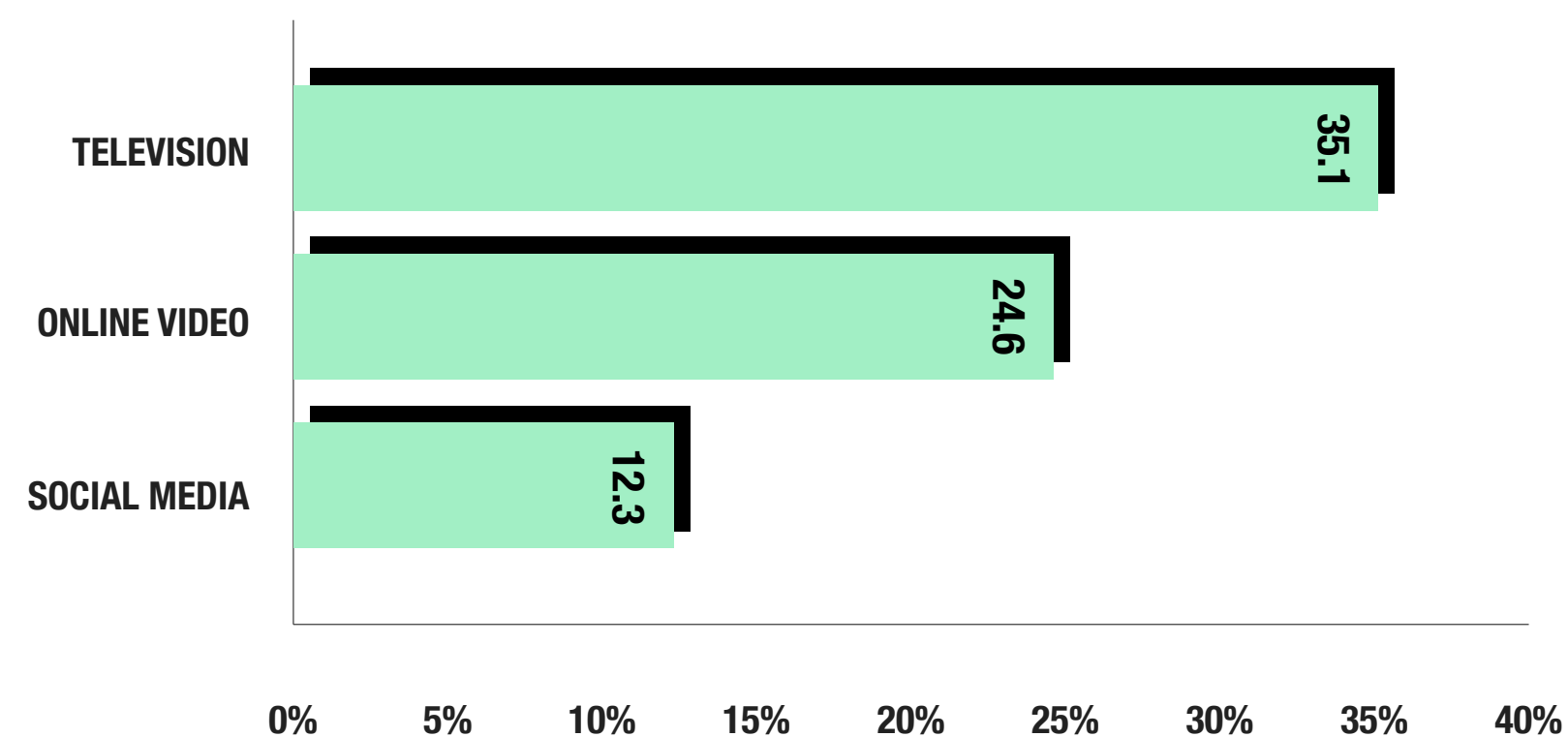
In many cases, marketers are KPI'd with supporting and improving brand health metrics. NPS in particular has become a popular metric for companies who believe that it's a good enough proxy for future performance to be considered an end in itself. In these cases, a strong performance for the brand can be considered effective in its own right.

When should we be using Brand Builder as a stepping stone to higher levels of the Ladder?

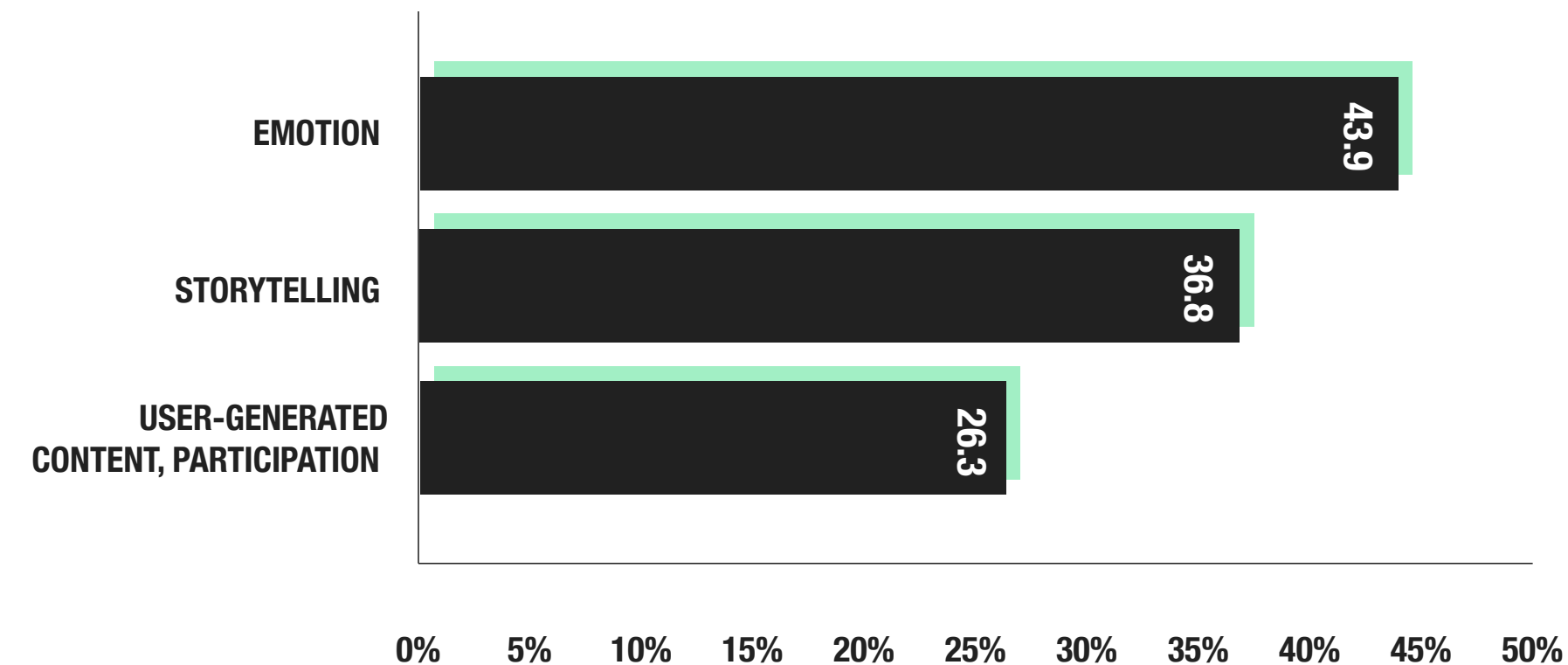
Though brand building may be a central KPI, we are of course building the brand to enable the business to deliver sales more efficiently, or to insulate it against market forces. So, wherever possible we should still be working to show how increases in brand health have ladder up to improved sales, market share or profitability.

What are the media and creative strategy choices that are most effective at this level?

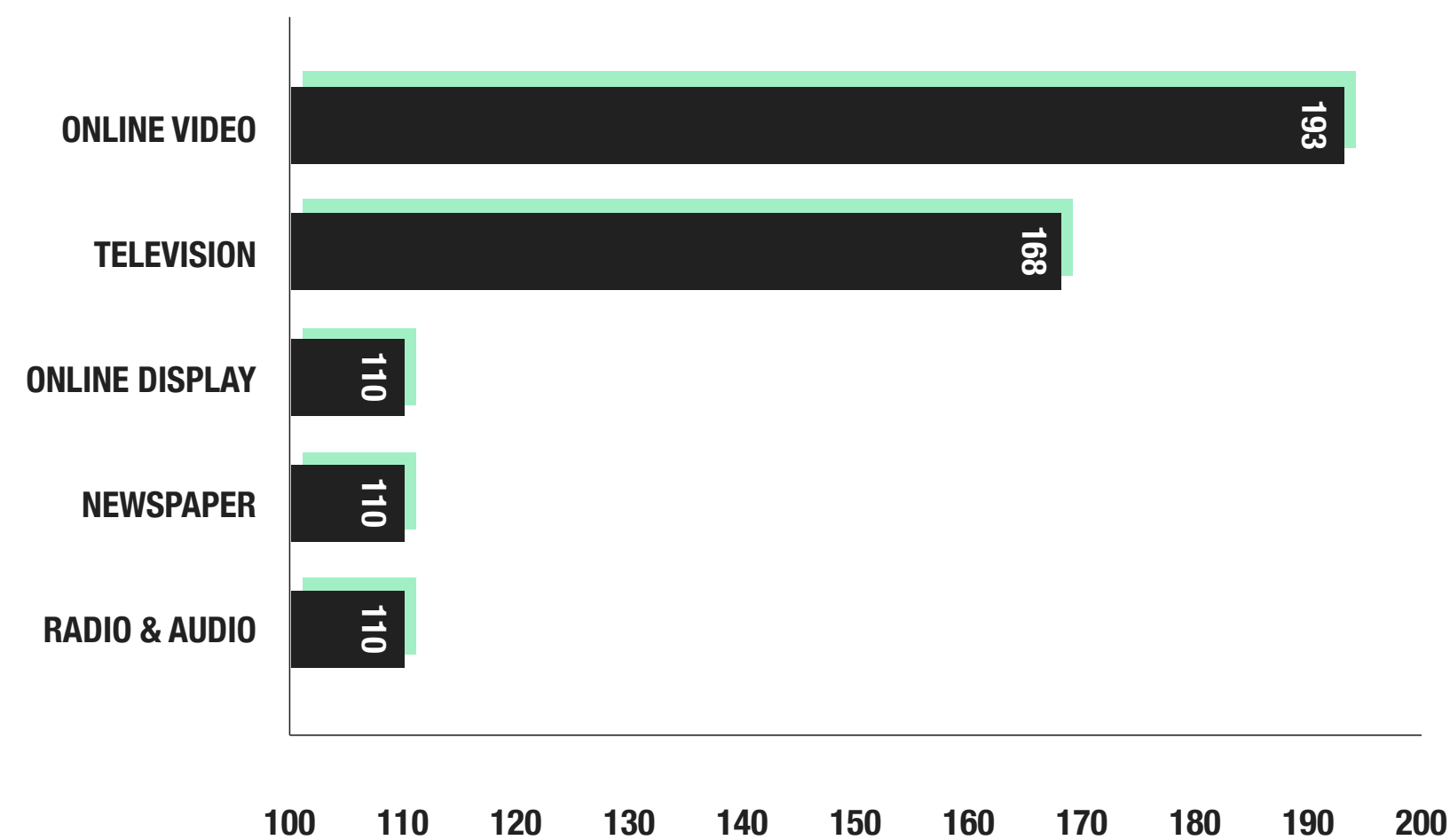
Most common lead media



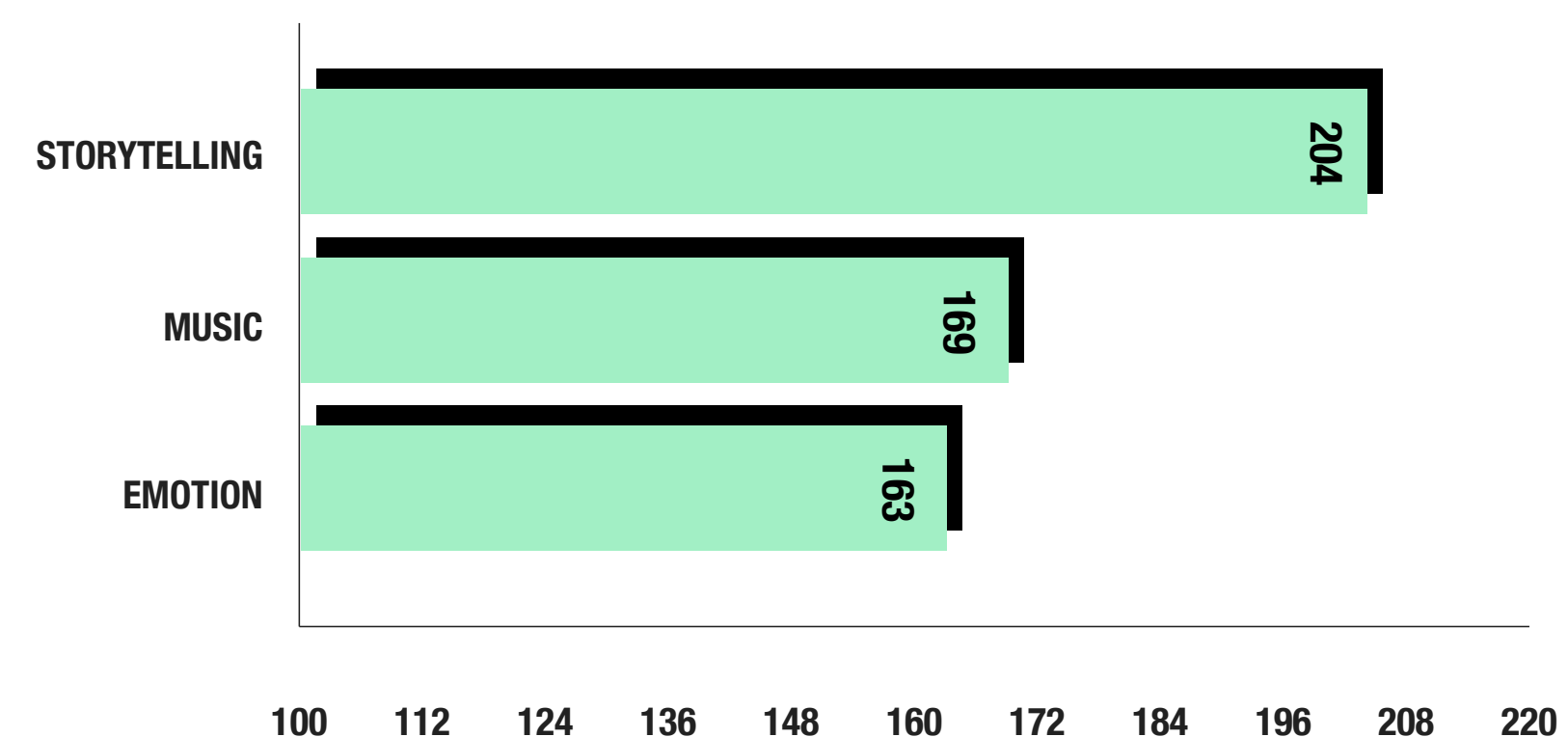
Most common creative strategies



Lead media that over-index for these metrics



Creative strategies that over-index for these metrics



1 FORGE A BOND WITH THE BRAND BY CHAMPIONING THE CONSUMER

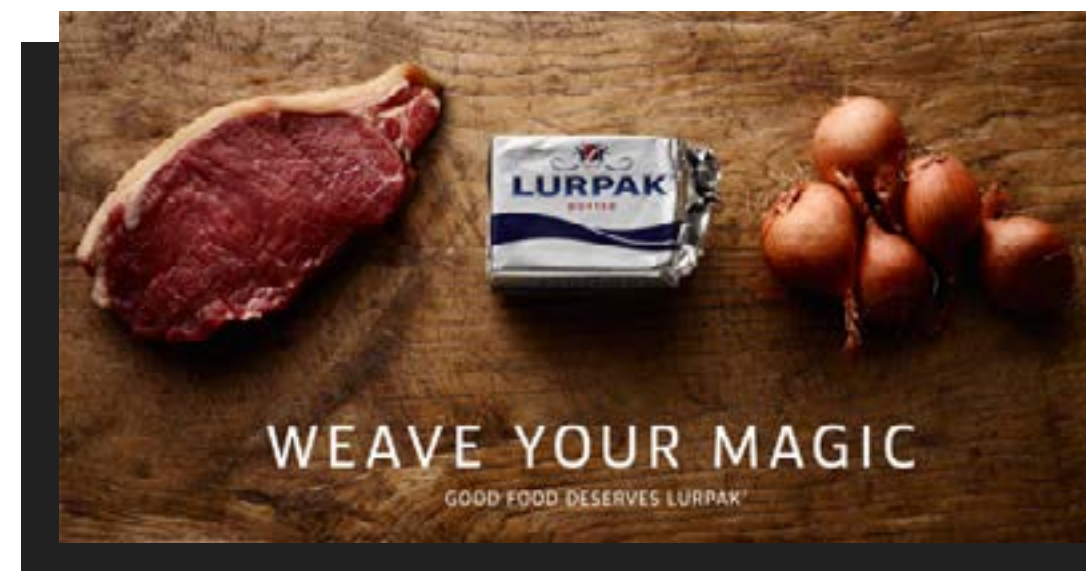
Our most basic advertising tendency is to want to talk about the product. Sometimes we elevate the conversation and talk about the brand. But perhaps the most powerful thing a brand can do is take a step further and talk about the consumer. A common characteristic of effective brand building campaigns is their championing not of themselves, but of those they serve. P&G CEO Bob McDonald said it best: “When we connect with people this way, we strengthen their respect for P&G and their loyalty to our brands.”



P&G: Proud Sponsor of Mums

‘Thank you, Mum’ made Mum the hero behind every Olympian; P&G’s familiarity, favourability and trust leapt

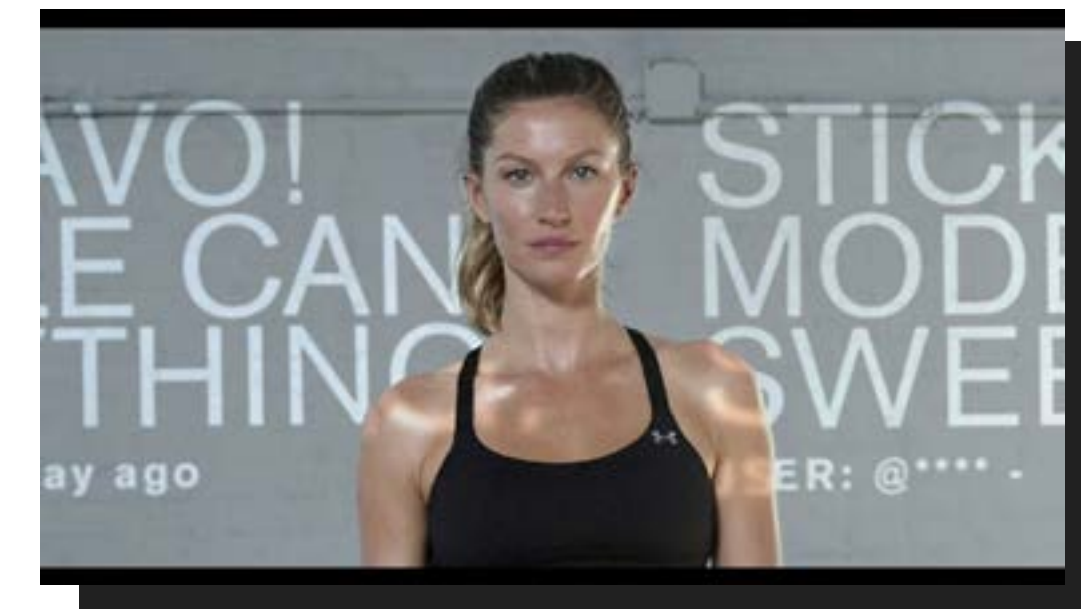
VW: Kombi Last Wishes
The real focus wasn’t the vehicle, but the passionate owners and their stories; top-of-mind awareness, proximity and empathy returned



Lurpak: Weave Your Magic

Heroed the food lovers who cook; took leadership in quality, taste, passion for food and ‘worth paying more for’

Under Armour: I Will What I Want
Championed athletic women as powerfully willful; cool factor and purchase consideration shot up



2 TAP INTO EXISTING BRAND STRENGTHS

Creative urges often make us want to throw out the old to shine a brand in a fresh new light. But when a brand has existing strengths and emotional connections with their consumer, it pays dividends to build on these in fresh ways. Some brands, like Dove and John Lewis, do this in a highly consistent way. Others, like Monoprix and DB Export, have recast their brands' distinctive qualities anew. If a brand is already loved in some way, creativity can let the brand double down on those advantages.



Monoprix: Label of Love

Used the brand's beloved packaging to tell a new story; loyalty and retention leapt



DB Export: Brewtroleum

Built on the brand's heritage of innovation in a surprising new way; innovation, approval and 'brand for me' shot up



Dove: Real Beauty Sketches

Over 15 years of building and building on Real Beauty; further increases in 'makes you look and feel beautiful'



John Lewis: Christmas Campaigns

Revisits the same brand strengths in a new way every year; brand metrics just keep climbing

3 AND WHERE THE BRAND IS LACKING, GET SUPER-SPECIFIC ABOUT THE BRAND ATTRIBUTES YOU WANT TO SHIFT

When we're working with a brand that's tracking poorly, clearly identifying the attribute that needs work is the first step toward recovery. Trying to increase all brand metrics at once makes for an 'all things to all people' brief, and consequent ineffectiveness. By picking just one, we liberate creative teams to do their best work – and more often than not, the effects halo out powerfully across other key metrics.

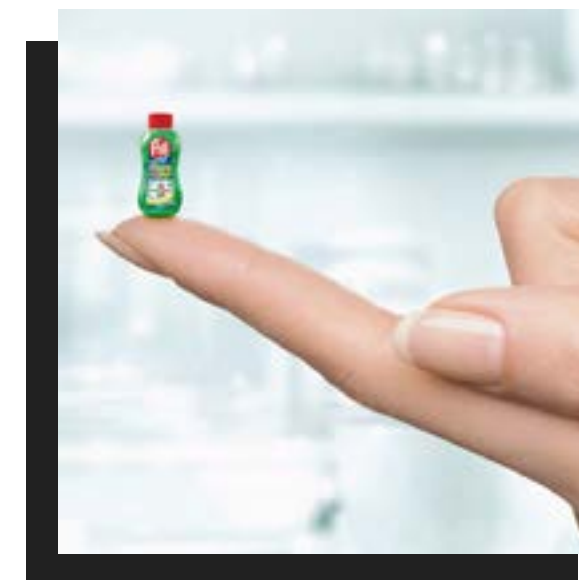


Lidl: Dill – The Restaurant

Created a high-end restaurant using only Lidl's inexpensive own-brand products; took quality and reliability scores and brand consideration to record highs

McDonald's: Our Food. Your Questions.

Went directly after trust in food quality; massive increases in food quality perceptions and brand trust



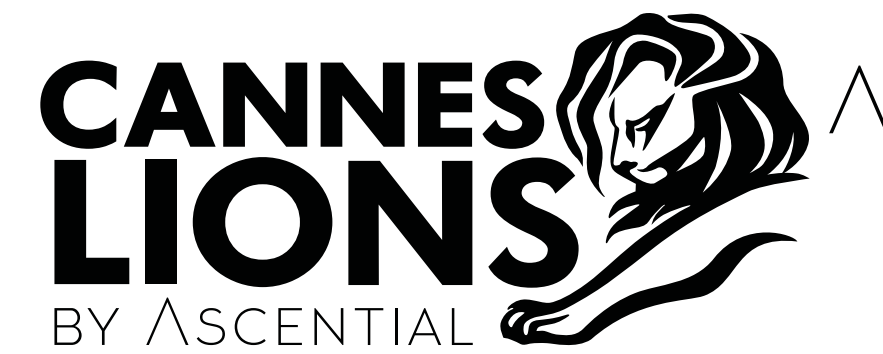
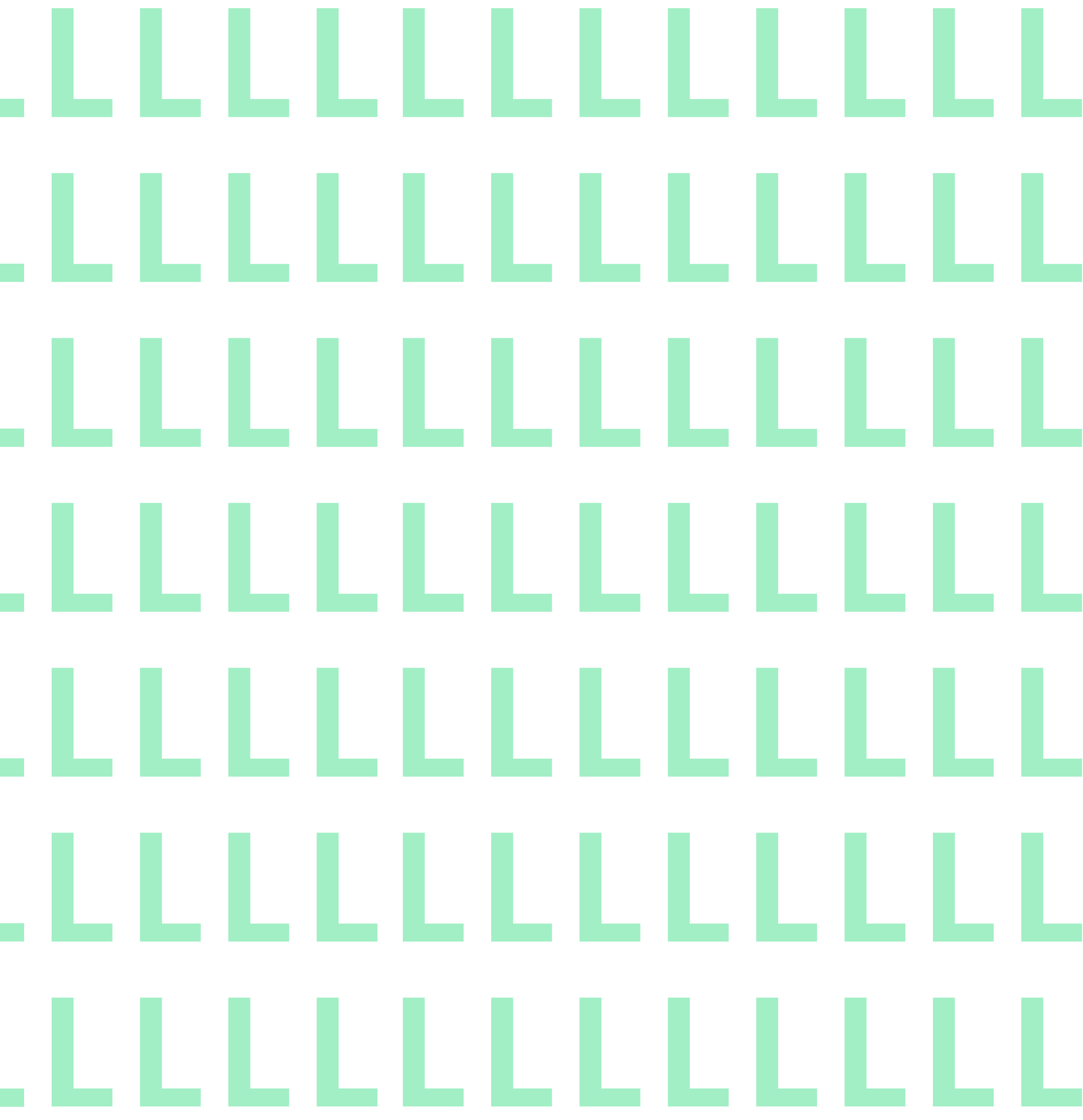
Pril: One-Drop Bottle

Sought to reclaim ownership of 'only one drop needed'; 350% increase in their 'one drop' brand metric

Febreze: Breathe Happy

Set out to regain skeptics' faith in the brand's ability to get rid of bad smells; did so, with 82% of consumers now believing Febreze eliminates odours, along with big increases in reliability, value and quality





Visit the home of the
Creative Effectiveness
Ladder