

# **Brand Image & Neuromarketing: How you Create and Measure Brand Image**

Lunch-webinar





**U N R A V E L**

10 jaar neuromarketing

## Unravel Research

### Research

Measure what your customer really thinks with neuromarketing methods such as Eye Tracking and EEG.



## Unravel Academy

### Training

Discover the latest neuromarketing insights about your field.



## Unravel Behavior

### Consultancy

Advice on influencing behavior in marketing and society.







ZOA Sugar Free Energy Drink - Tropical Punch 12 Fl Oz - Healthy Energy Drinks with B Vitamins, Amino Acids, Camu Camu, Electrolytes & Natural Clean Caffeine - (Pack Of 12)

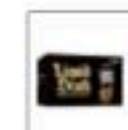
★★★★☆ 14,086

\$22.49 \$24.99 prime

Save 10% Subscribe & Save

Grocery & Gourmet Food > Beverages > Bottled Beverages, Water & Drink Mixes > Water > Carbonated Water

Sponsored



6 VIDEOS



Roll over image to zoom in



### Liquid Death Sparkling Water, 16.9 oz. Tallboys (12-Pack)

Visit the Liquid Death Store

★★★★☆ 26,885 ratings | 351 answered questions

Flavor Name: Sparkling Water - Unflavored

Berry It Alive - Sparkling 3 options from \$25.00	Death Lime & Mango Mixed Pack --	Death Sparkling & Lime Mixed Pack --
Death Still & Lime Mixed Pack --	Death Still & Sparkling Mixed Pack \$29.98 (\$0.07 / Fl Oz)	Mango Chainsaw - Sparkling 1 option from \$31.11
Mountain Water - Still 1 option from \$13.95	Severed Lime - Sparkling 1 option from \$31.11	<b>Sparkling Water - Unflavored</b> 2 options from \$13.99

Ingredients

About this item

See All Buying Options

Deliver to Tom - Utrecht 3581

Add to List

Have one to sell?

Sell on Amazon

Save 5%



bubly Sparkling Water, 6 Flavor...

★★★★☆ 21,725

\$12.15 \$12.79 prime

Subscribe & Save

Sponsored

### Brands in this category on Amazon

Sponsored



**Beef  
Lasagna**

KEEP FROZEN

NET WT. 14 OZ

# Strong brands have it easy...

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**Awareness**  
+  
**Brand Image**

Bought more often  
planned

Stand out quicker

Fewer alternatives  
compared

Bought less price critical

More positive product  
experience

Does love make you blind?

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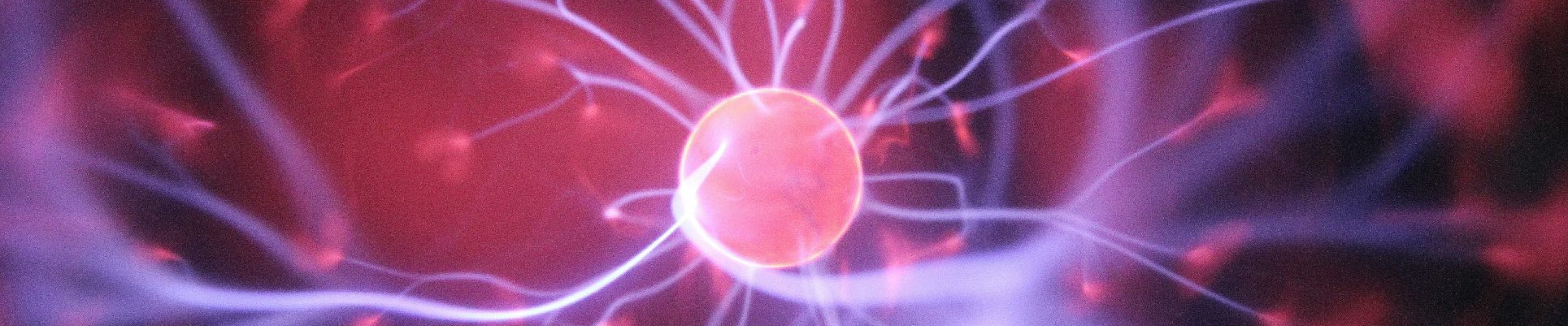
Brand image immunizes against  
negative information





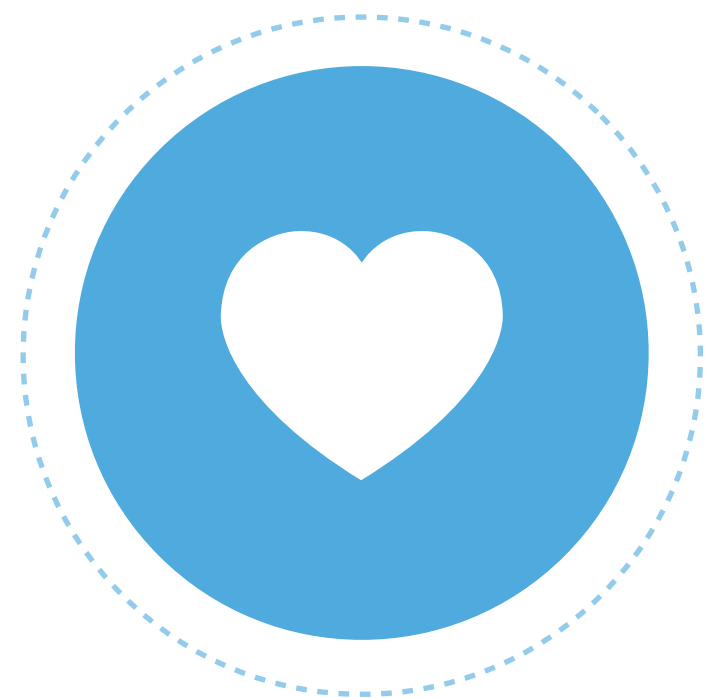
But it also limits possibilities...





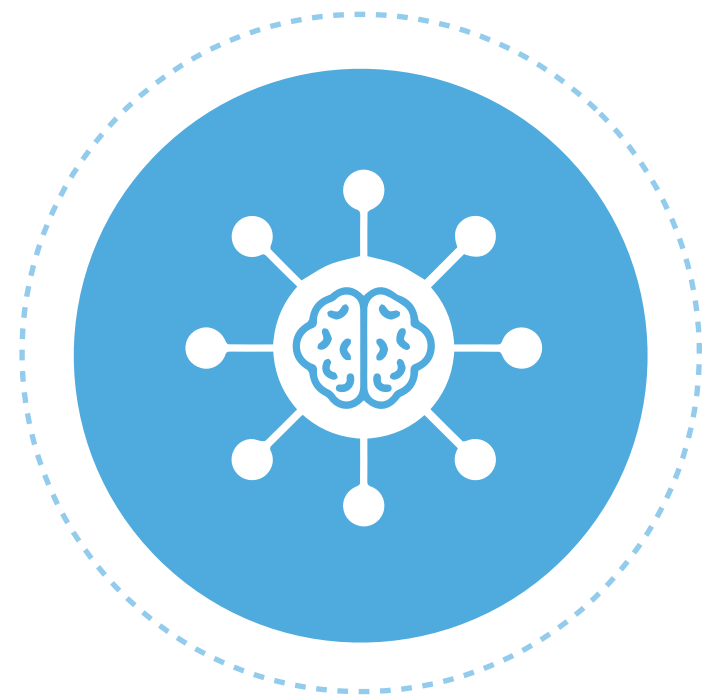
Brand Image & Neuromarketing

# Topics of today



## Branding Myths

The myth of the love brand



## Branding on the brain

What are brands in our brain, and what does this mean practically?



## Measuring Brand Image

How can you quantitatively map unconscious associations?



## Develop brand image

What are the best practices to anchor a strong image?



# Myth 1. **The Love Brand**

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## Love Brand

# Loyalty comes naturally, without passion

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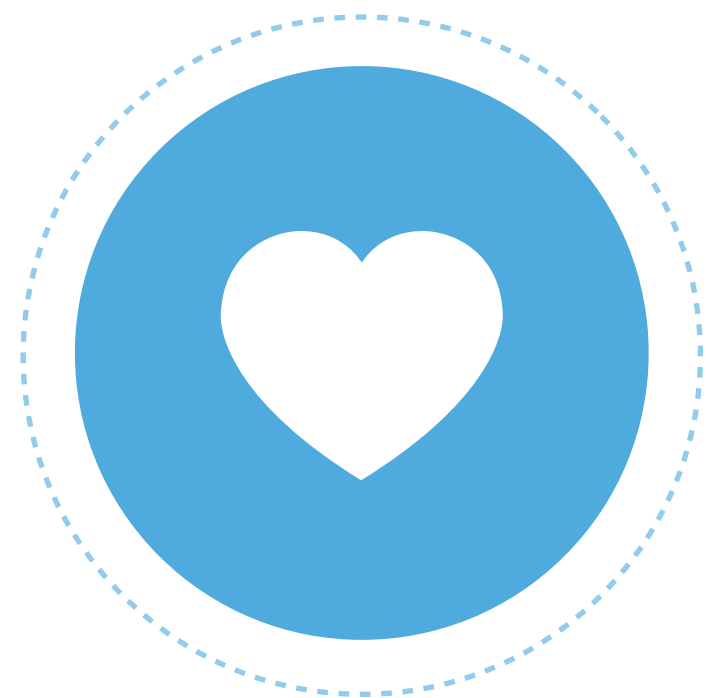
- The Double Jeopardy Law (Sharp, 2010)
- 41% of Coca-Cola buyers also buy Pepsi. 72% of Pepsi buyers also buy Coca-Cola
- Exclusive loyalty within category: only 11%





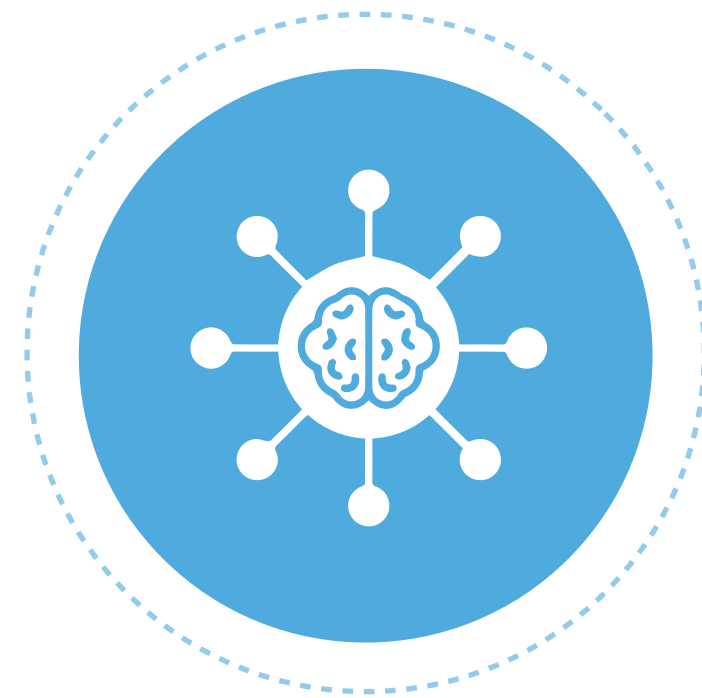
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## **Branding is Memory management**

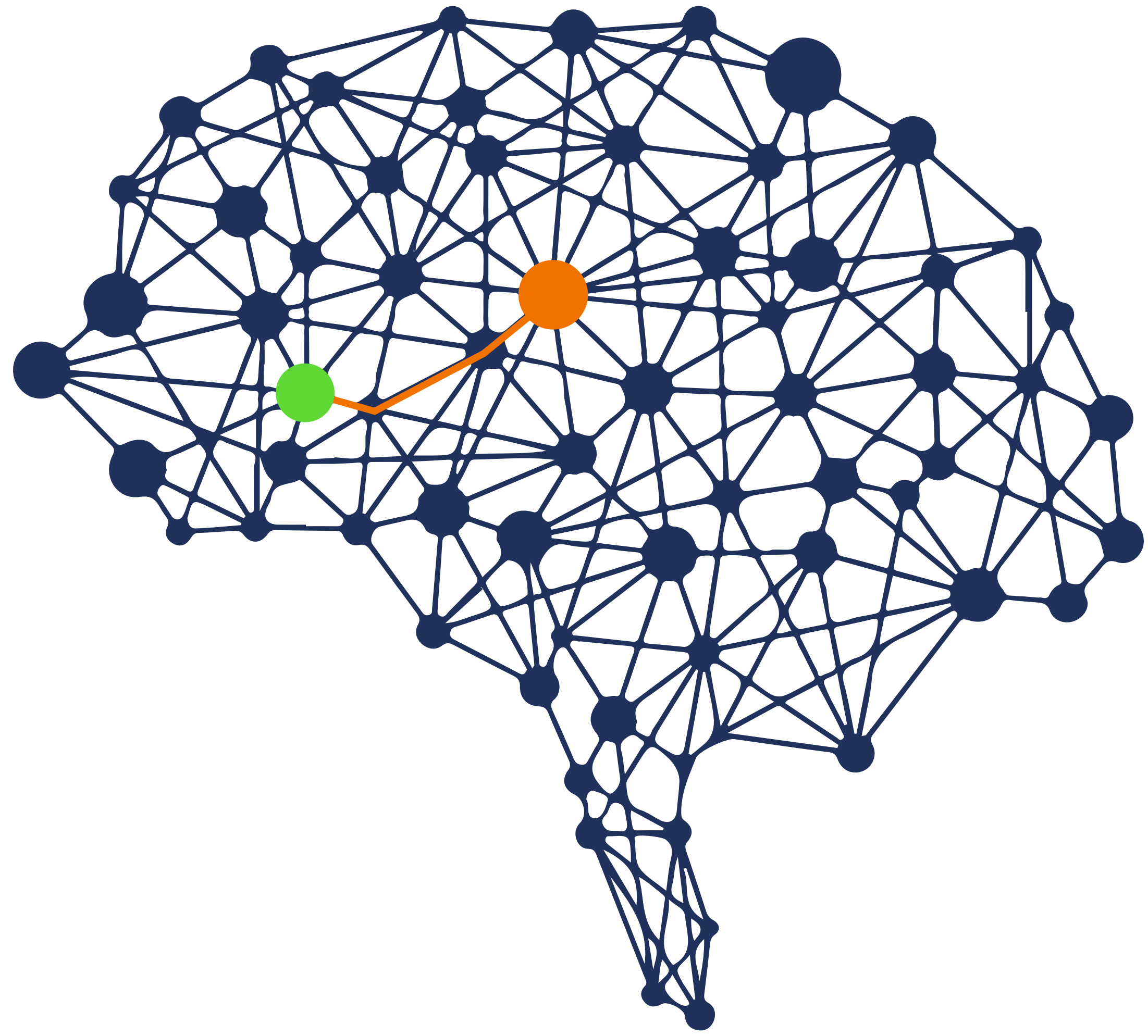
Creating, strengthening and refreshing relevant memory traces in the brain



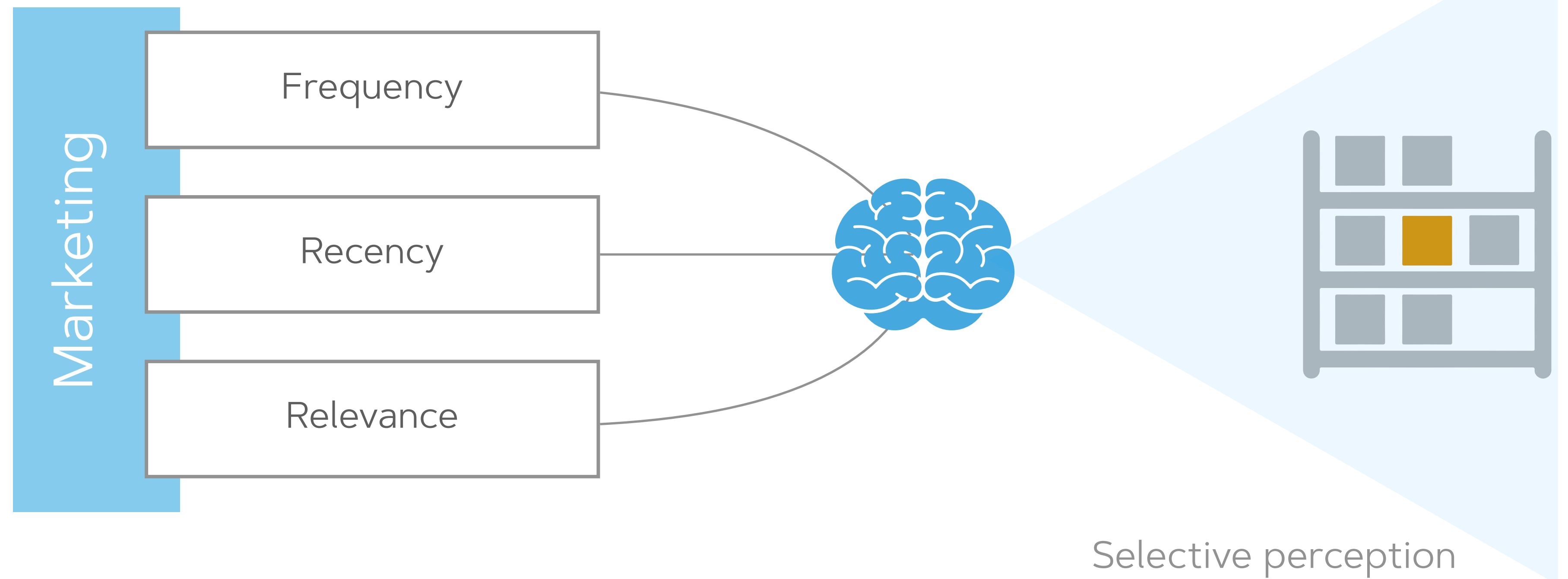








# From memory to behavior





"Bringing the mind and shelf together"

Brand



Category  
*Awareness*

Attributes

Benefit  
*Functional, experience or  
symbolic*

Time of use

Personality &  
Values

?

Buying Situation



Brand



Category  
*Awareness*

Attributes

Benefit

*Functional, experience or  
symbolic*

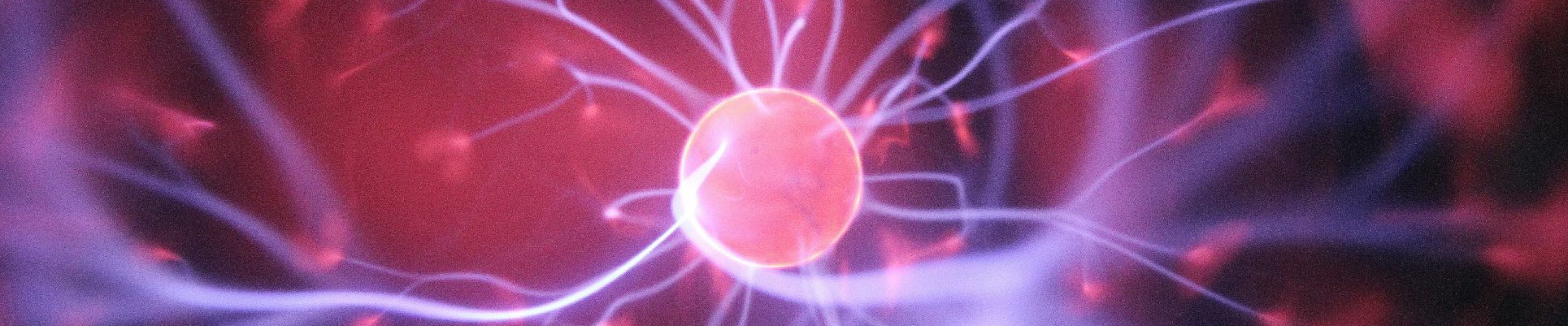
Time of use

Personality &  
Values

Does the motivation already exist?

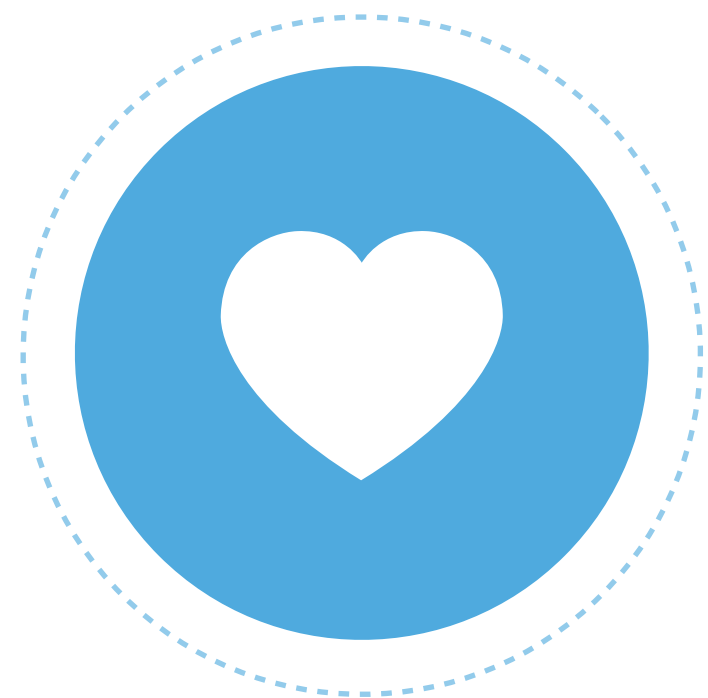


Buying Situation



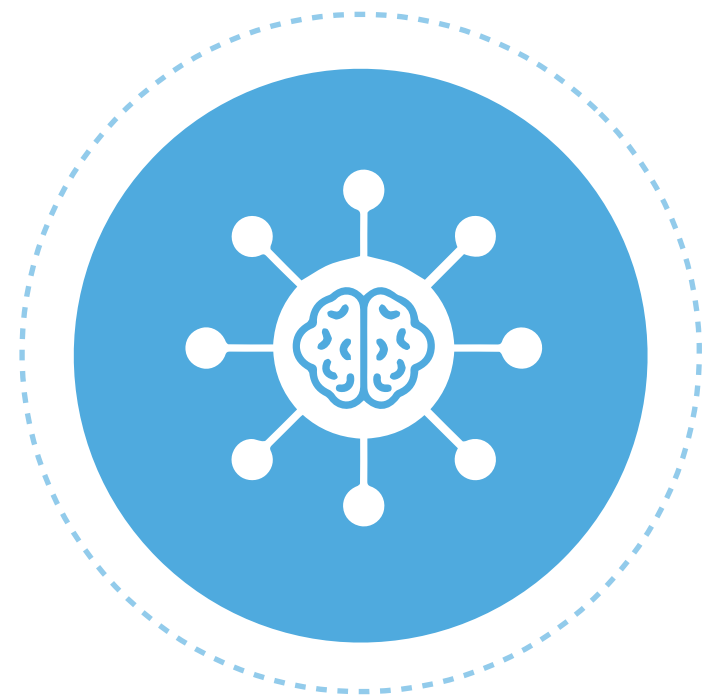
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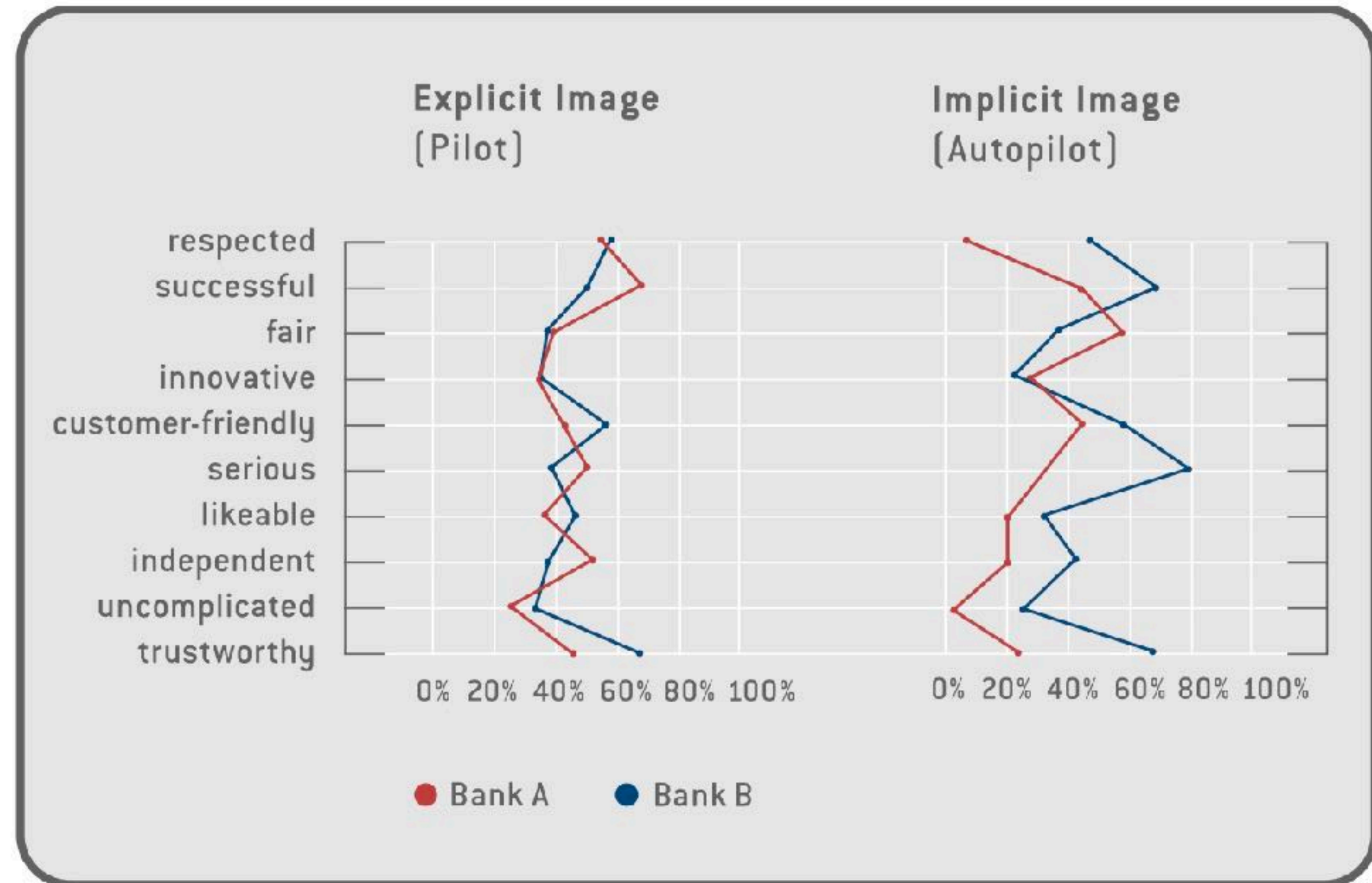
## Develop brand image

What are the best practices to anchor a strong image?



# Why asking doesn't work

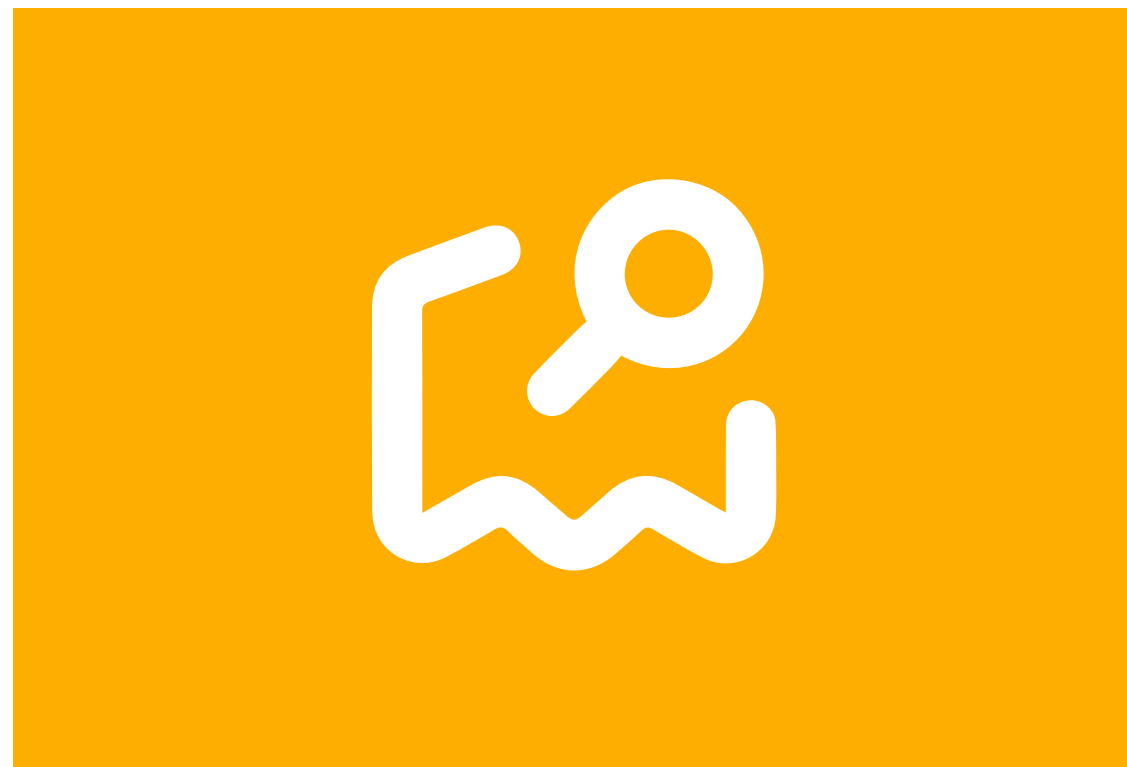
- ▶ Explicit measurement produces little distinguished data
- ▶ Implicit measurement magnifies differences and exposes unconscious nuances



Source: Barden (2013)



# Measure your brand image in two steps



## 1. Map relevant associations

- Unguided association test
- Data Mining (AI)

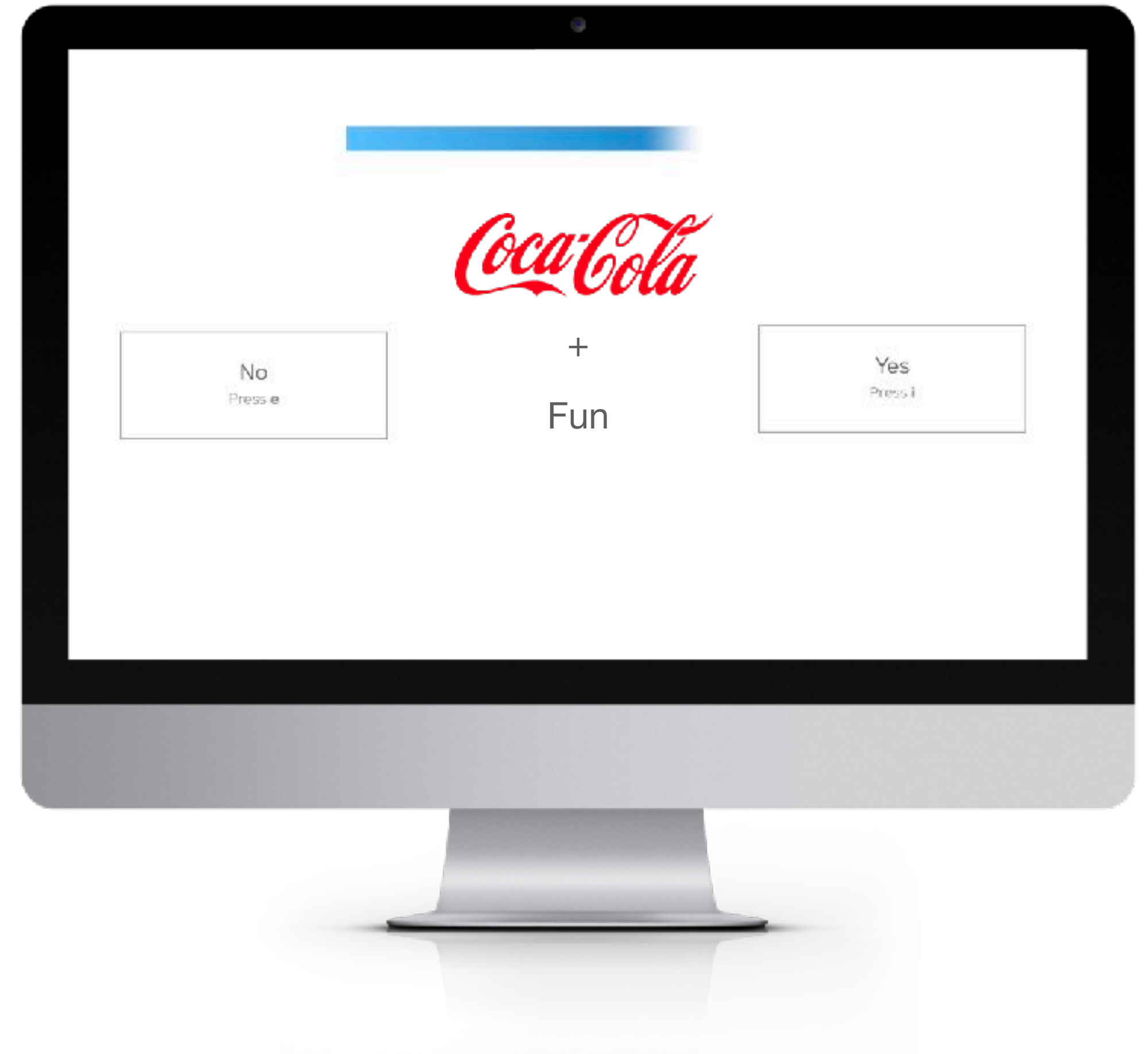
## 2. Measure the attributes quantitatively

- Implicit Association Test (IAT)

Source: (Burns et al., 2017)

# Measuring Intuitive Associations

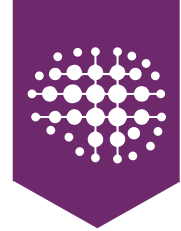
- ✓ Reaction time reveals the unconscious strength of associations
- ✓ Perfect for brand image research, brand tracking and positioning issues



# Use Case: Brand Tracking

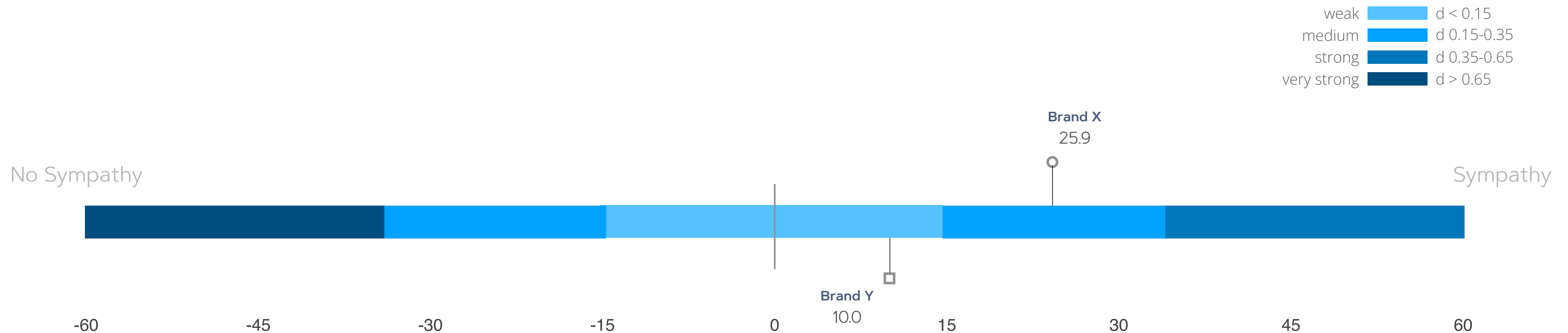
- ✓ Compare brand with competition
- ✓ Track brand image over time



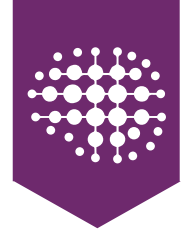


# Association: Sympathy

- ▶ Brand X scores significantly higher on Sympathy than Brand Y.

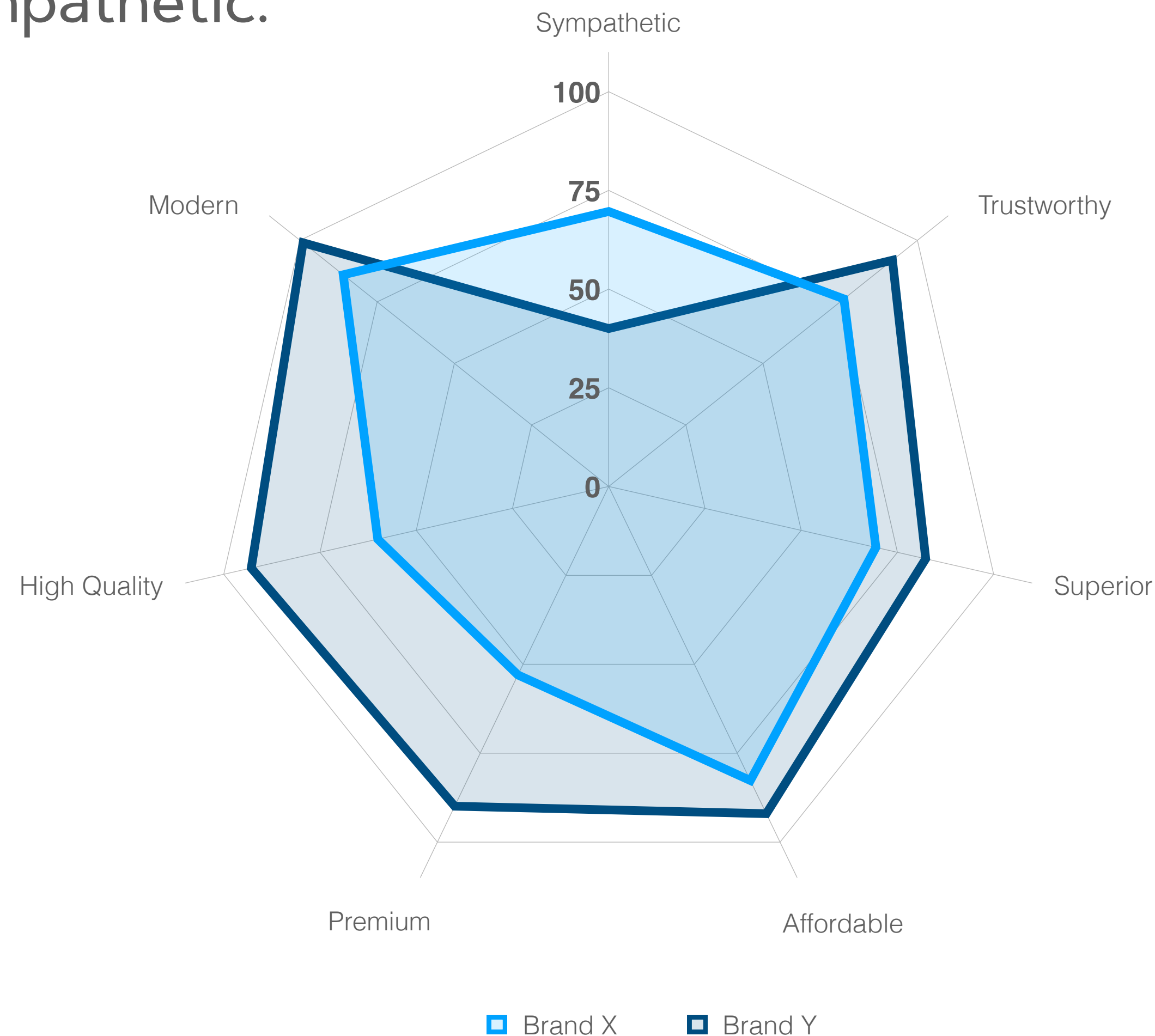


**Toelichting:** Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.



# Compare brands

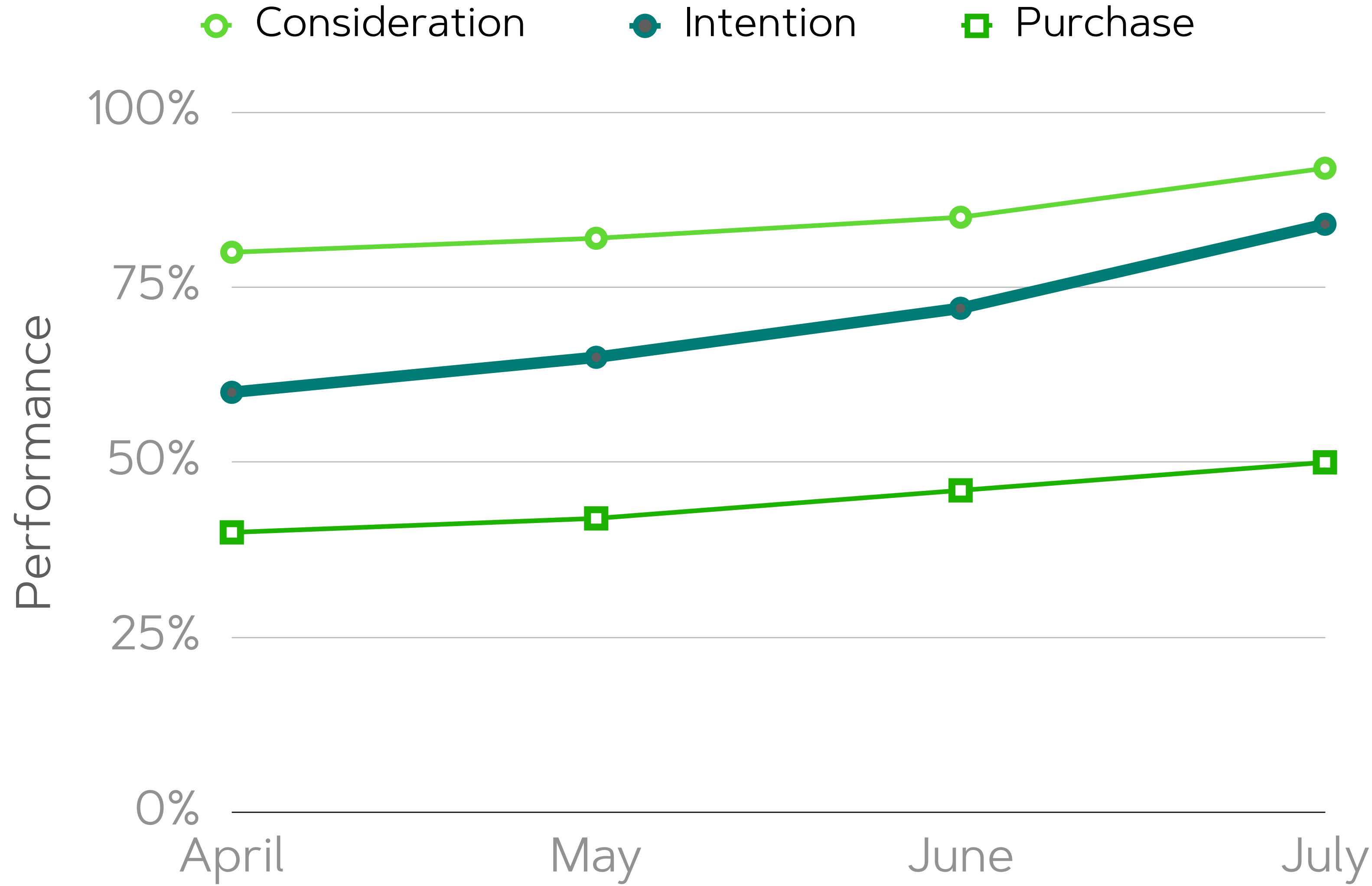
- ▶ Brand Y scores high in quality design, but brand X is more sympathetic.



**Explanation:** Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

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# Long term



**+25%**

**Consideration**

April-July 2020

**+40%**

**Intention**

April-July 2020

**+9%**

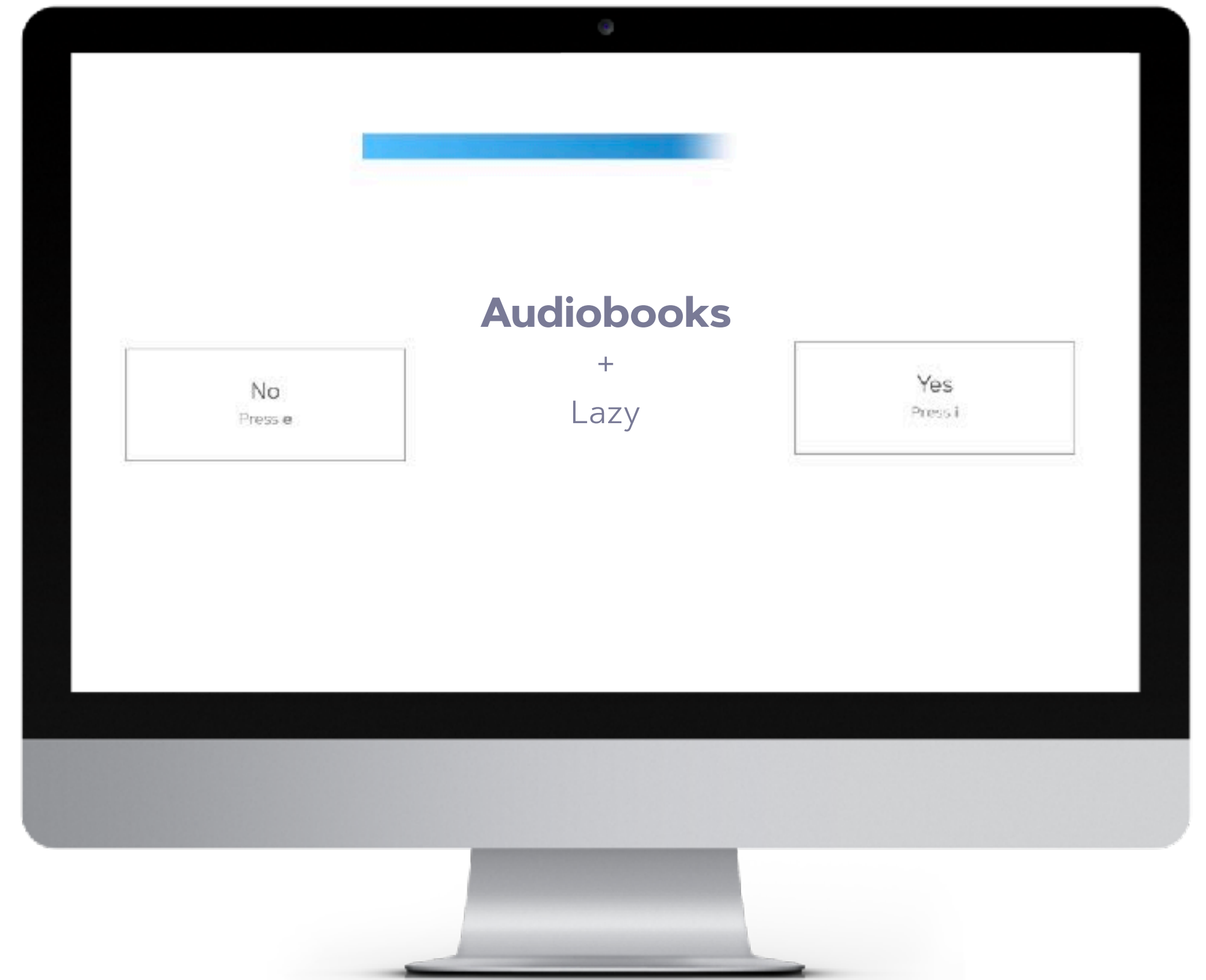
**Purchase**

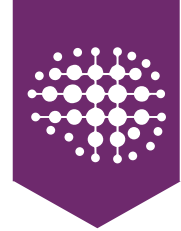
April-July 2020

# Use Case: Increase conversion with target group



- ✓ Reveal image differences between users and non-users

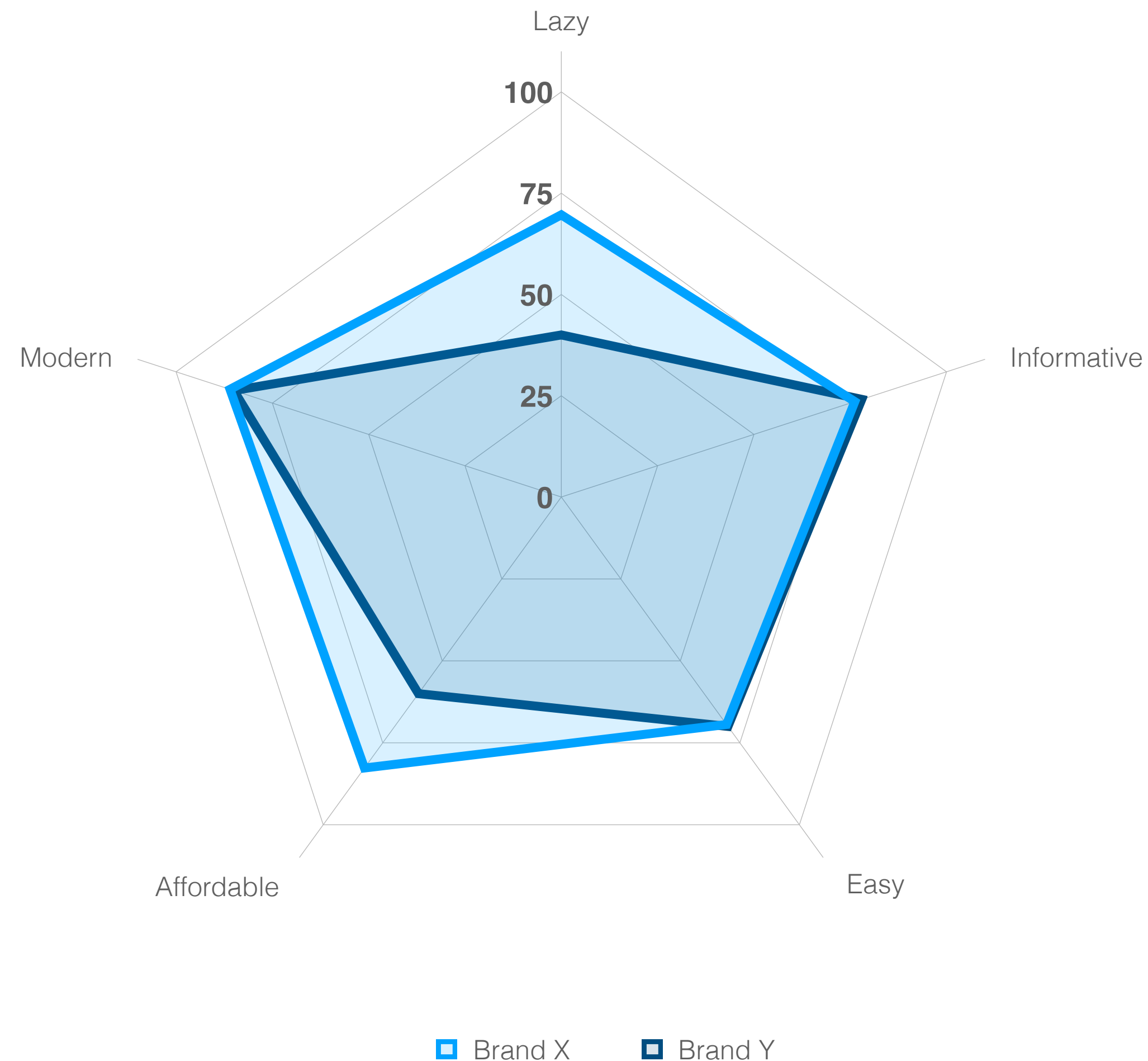




# Category users comparison



- ▶ Non-users associate audiobook use with laziness and a higher price



**Explanation:** Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

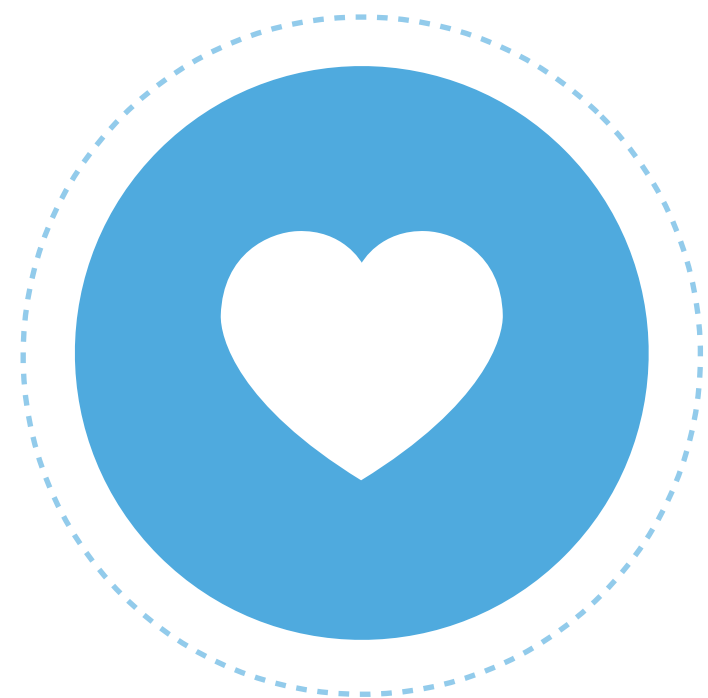
Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.





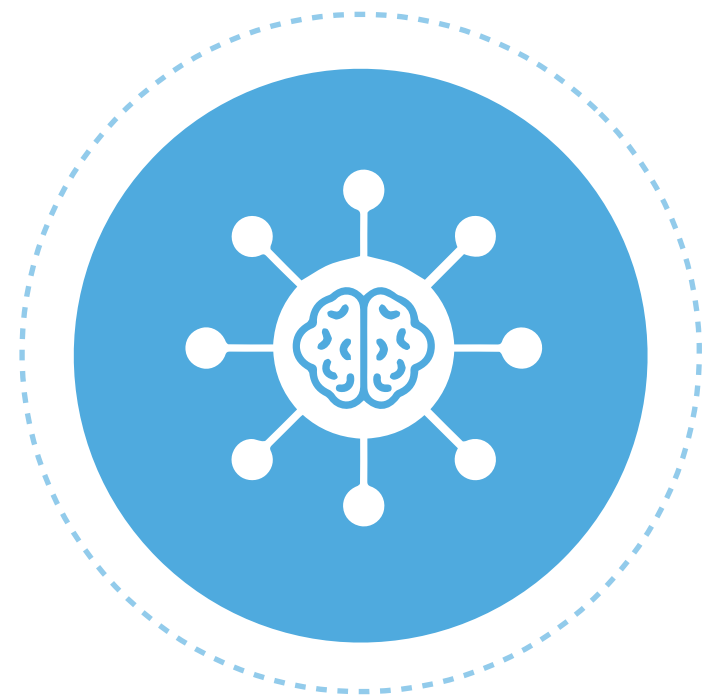
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# 1. Category Entry Points

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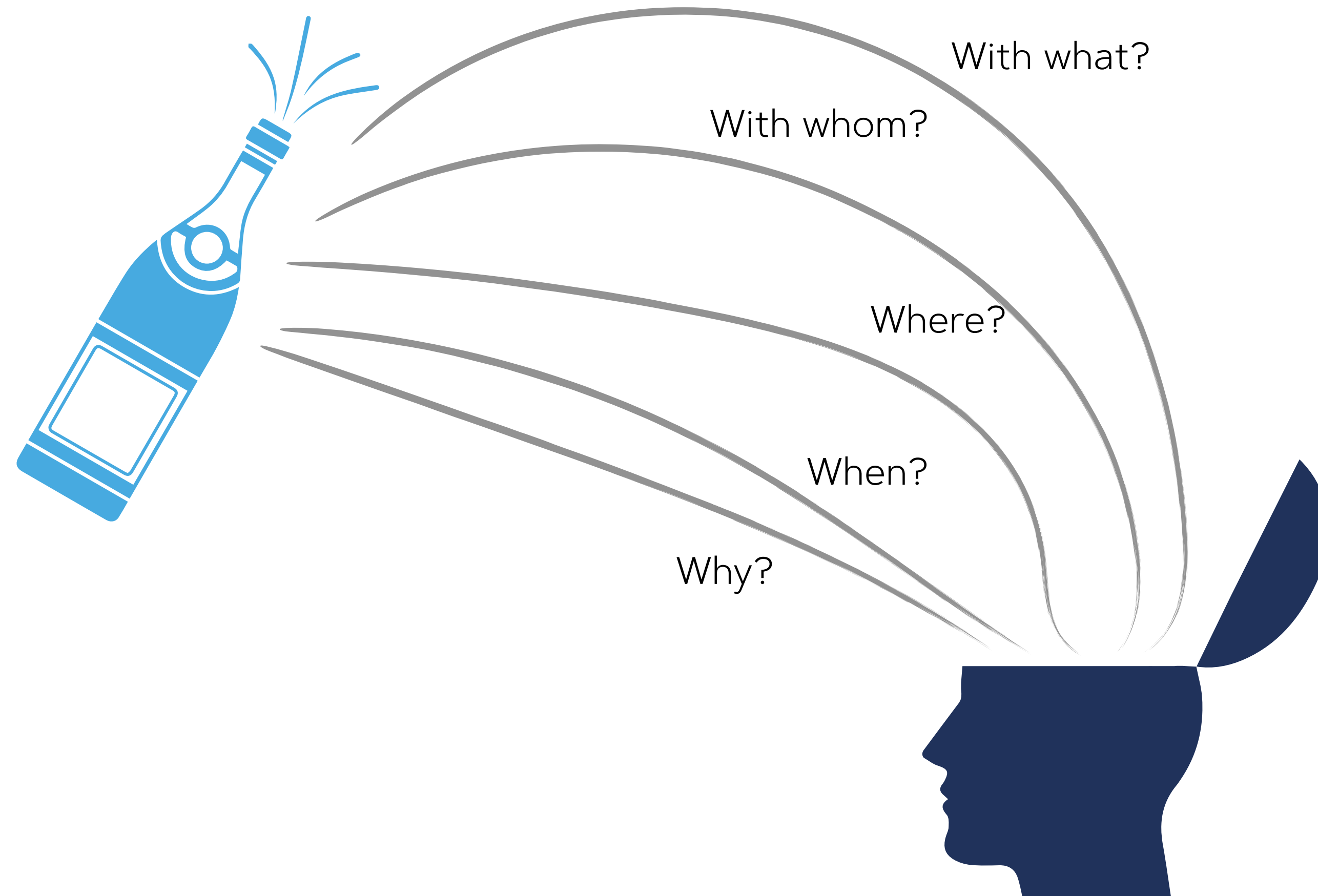
- Situations that naturally occur in consumer needs
- 🛡️
- The driver behind awareness
  
- Strong brands have a lot of CEPs (but don't have to 'own' them)

(Romaniuk, 2016)

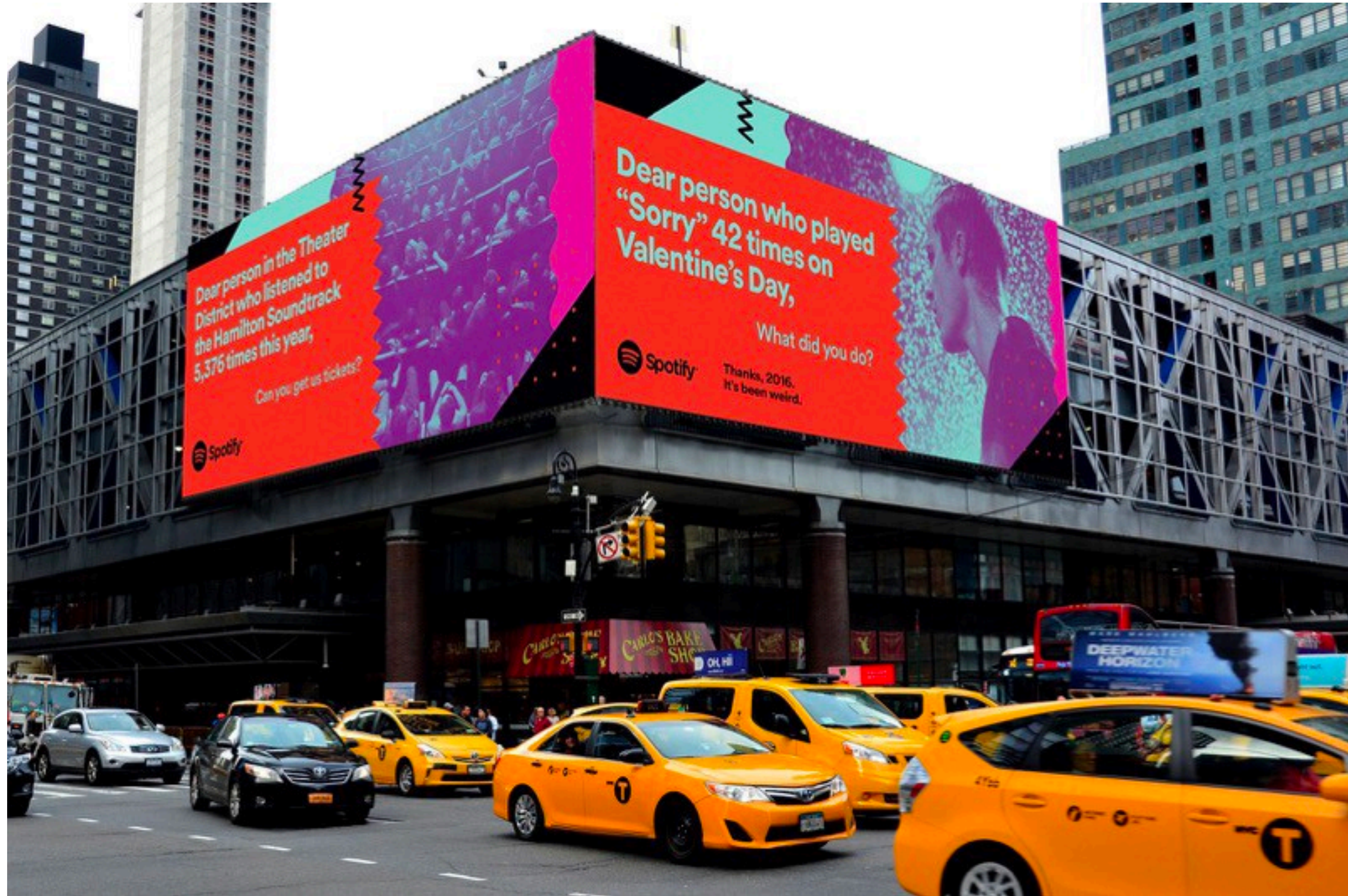


# 1. Category Entry Points

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(Romaniuk, 2016)



Dear person in the Theater District who listened to the Hamilton Soundtrack 5,376 times this year,  
Can you get us tickets?



Dear person who played "Sorry" 42 times on Valentine's Day,  
What did you do?



Thanks, 2016.  
It's been weird.



## 2. Benefits

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Functional  
Benefit

Symbolic  
Benefit

Experience-  
oriented Benefit



Serve chilled.  
Carbonated.

Red Bull



ENERGY DRINK

With Taurine. Vitalizes body and mind.

# 2. Benefits



**Vitalizes Body and Mind.®**

Functional Benefit



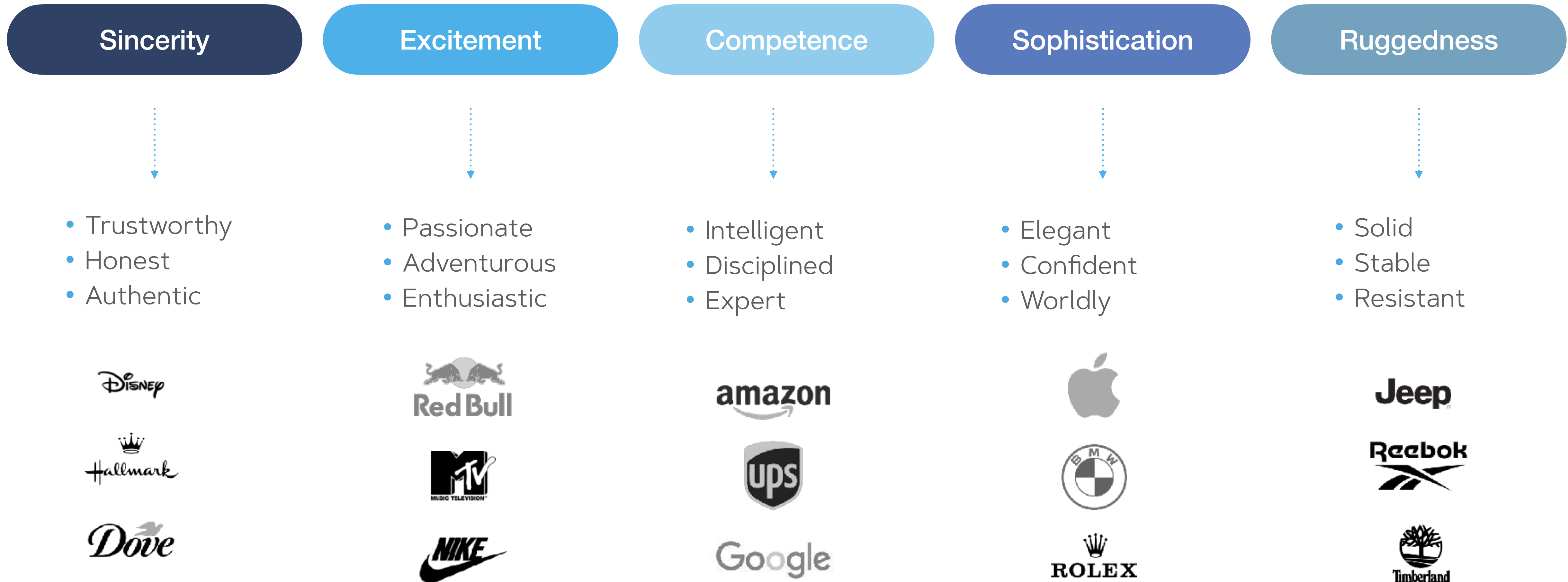
Symbolic Benefit



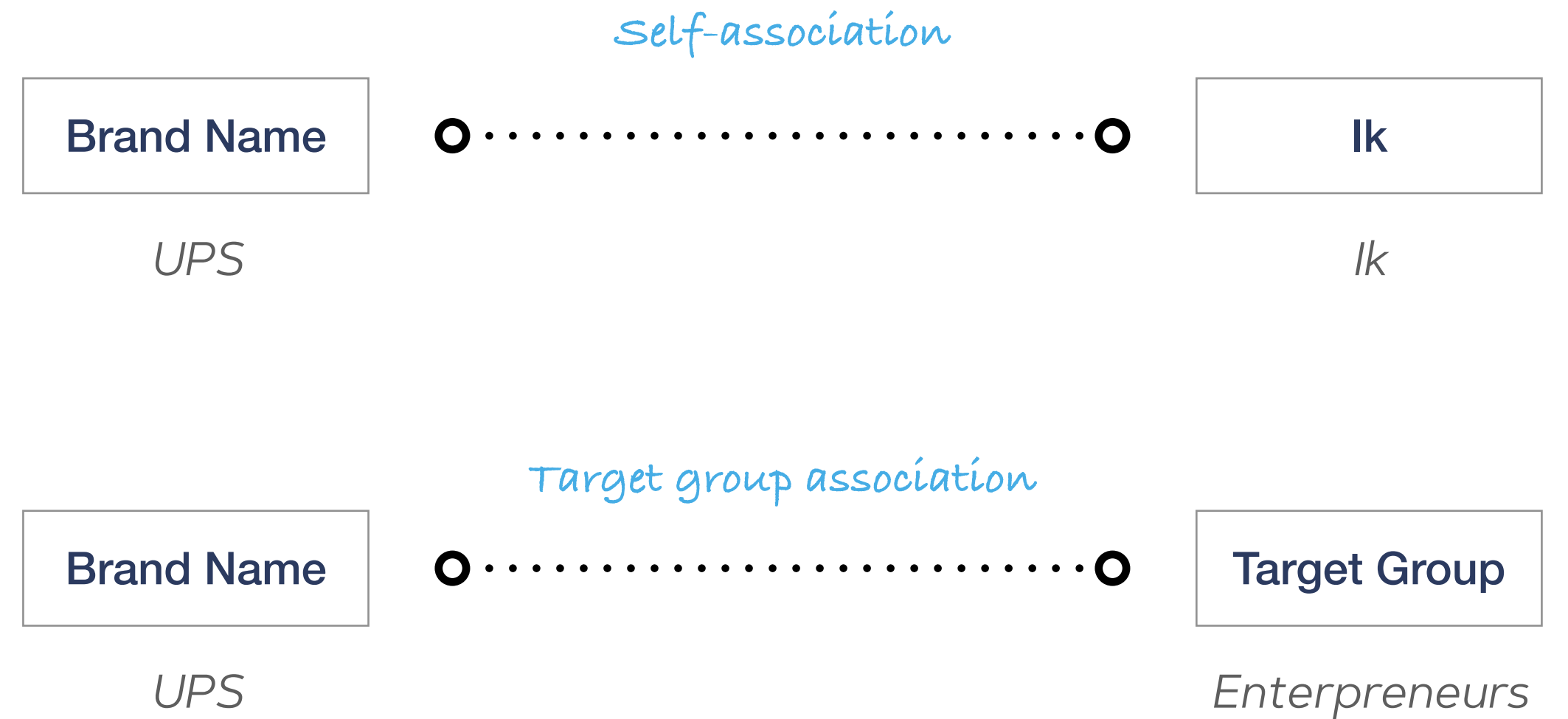
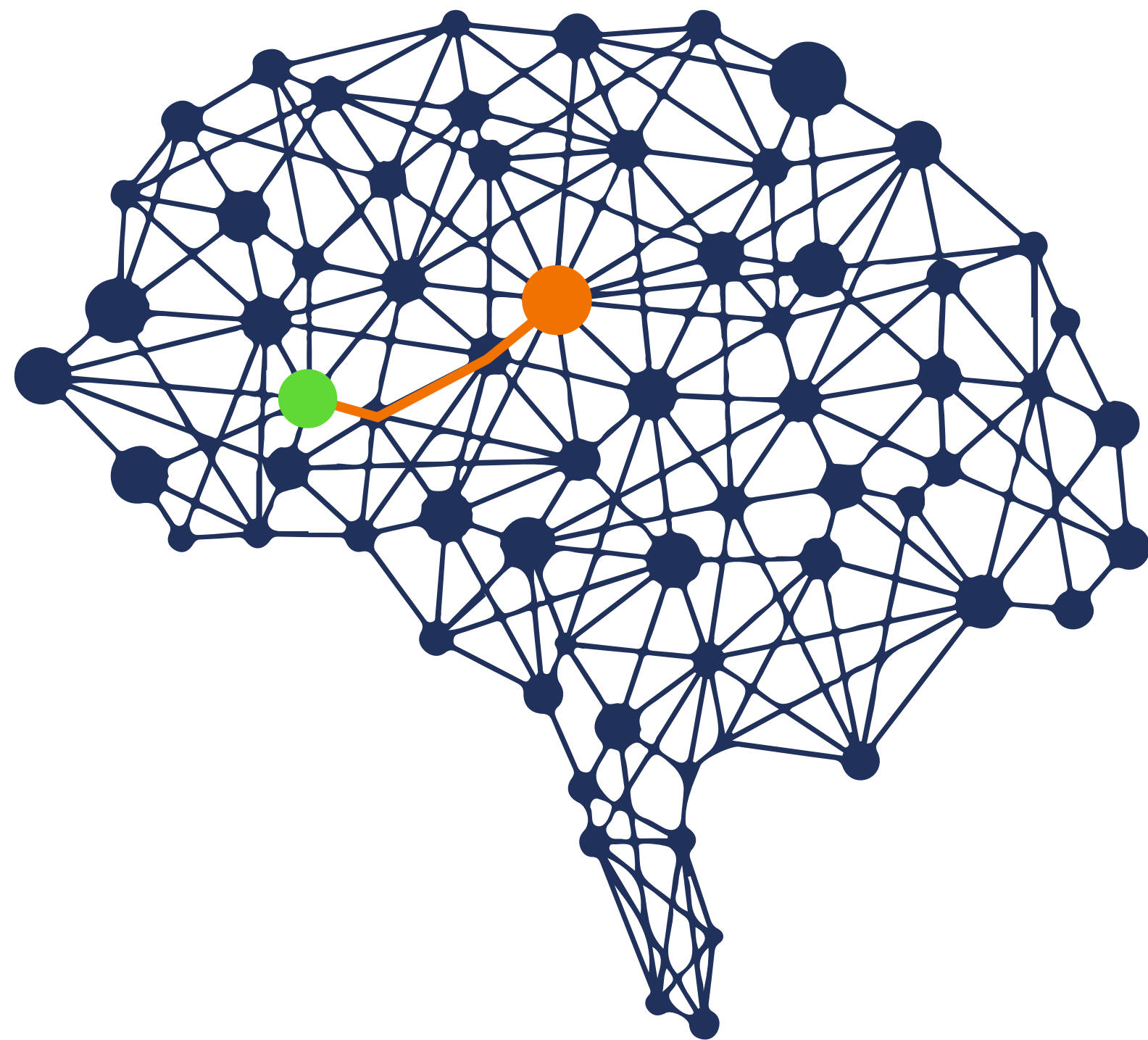
Experience-oriented Benefit



# 3. Personality



# 4. Identification



Cells that fire together, wire together

# Take-Aways: Brand Image & Neuromarketing

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- ✓ **How does brand image work?** Associations about use cases, benefits, personality and self-identification make brand more attractive.
- ✓ **Are you measuring your brand image correctly?** Use a two-step search to purposefully select relevant associations
- ✓ **Am I testing meaningful brand metrics?** Be critical of your brand metrics: you can measure anything, but is it useful?