From Brand to Bland: what happens when you take away people's favourite brands?

Zoe Harkness | Thinkbox

First, some background…
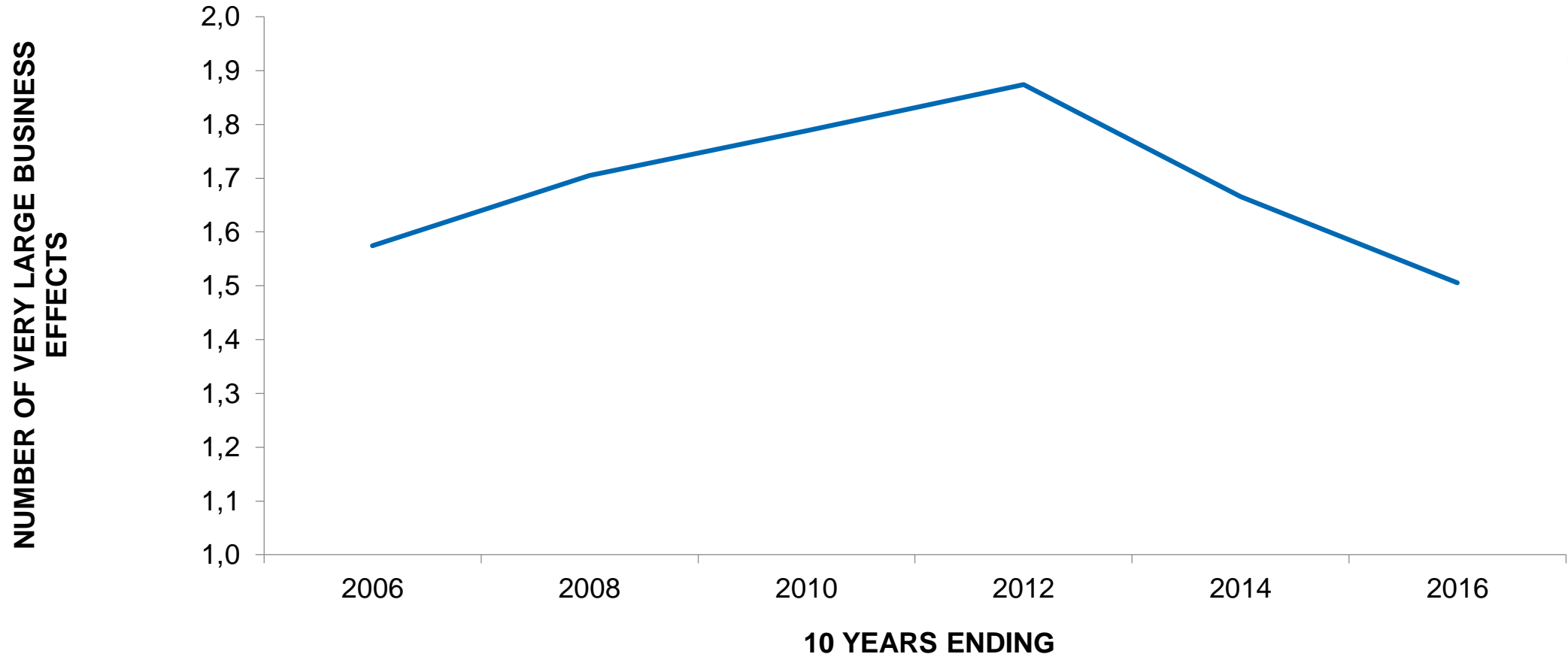
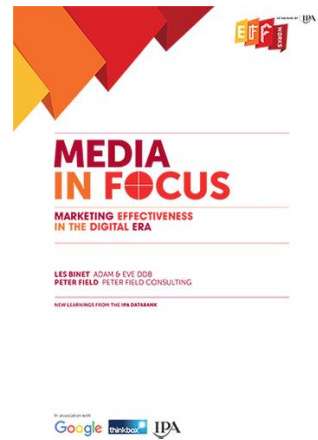# Marketing effectiveness is in crisis

NUMBER OF VERY LARGE BUSINESS EFFECTS (y-axis, from 1,0 to 2,0)

10 YEARS ENDING (x-axis: 2006, 2008, 2010, 2012, 2014, 2016)
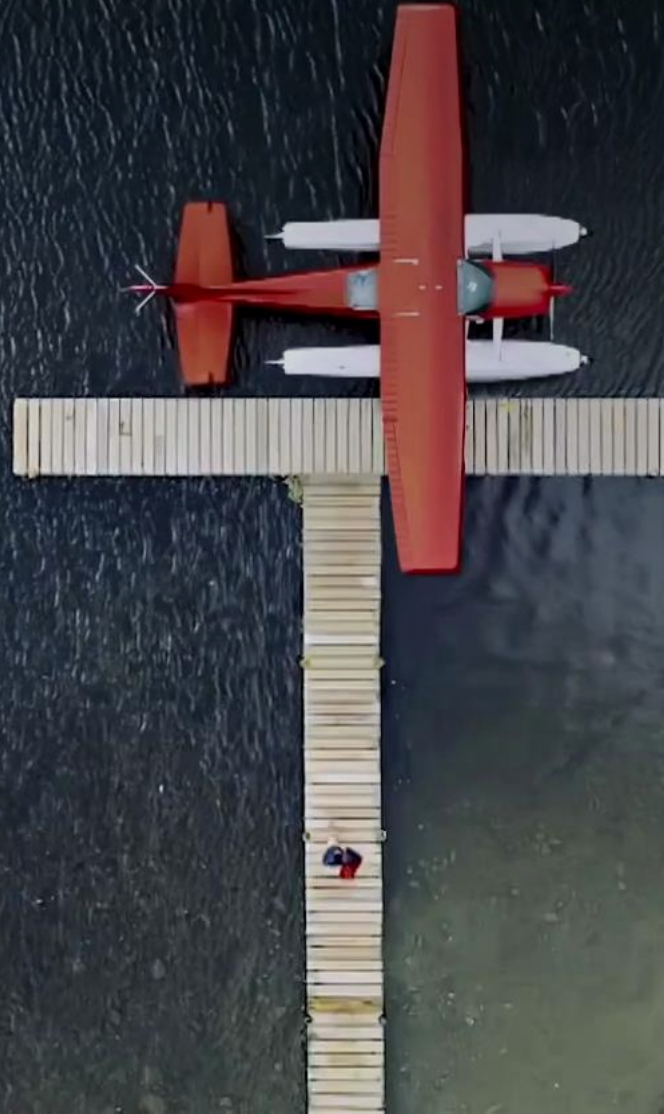
Profit Ability: the business case for advertising

- Meta-study, measuring the **total profit** generated by advertising

- The **behavioural science** behind how brands drive preference

58% of profit-return occurs in the **long term**

Source: Gain Theory, 2017,'Profit Ability: the business case for advertising'

Behavioural science explores human judgement and decision making

1) Most of what influences us is **subconscious** (system 1 thinking)

2) We are heavily influenced by **context** (anchors, shortcuts etc.)

3) **Cognitive biases** are massively influential (herding, scarcity bias etc.)

TV advertising leverages cognitive biases by creating...

Repetition (mere-exposure effect)

The more we see something the more we like it

Recency (the recency effect)

We place the most importance on things we have encountered recently

Social norms (social proofing)

We tend to imitate how those around us think and act

What role do brands play in our lives?

- **20 participants**/brand fans

- **Behavioural** disruption

- Favourite brands **'replaced'** with debranded items

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Brands add colour to our lives

- Branding influences our **product experience**

Remove the branding, remove the colour..

- **Apprehension**

- Lack of **trust**

- **Physical manifestation** of uncertainties

Brands provide a sense of:

connection
stability
identity

Brands provide connection

- **Core values**

- Connection to our **personal history**

- Drives **mental availability**

Brands provide stability

- We dislike **change**

- We like p**ermanence, familiarity, comfort**

Brands become part of our identity

- **Primes** how others see us

- Anchoring into our **moral values**

Three things to remember…

- **58%** of all ad generated return occurs in the **long term**

- The majority of brand impact is **subconscious** but ads help shape our **perceptions & experience**

- **Brands matter!**

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