Streetbees

Brand value in an emotional buying space

Future proofing the portfolio by understanding the impact of brand equity and its ability to drive new customer groups

> **A dominant player in the consumer goods and pet food industry with +50 iconic brands, spanning +50 countries**

Overview

Confirm and correct existing assumptions on brand values and purpose, to focus investment in core segments

Objectives

- Explore overall brand purpose in the eyes of consumers, and the associated resonance

- Spotlight human trends that have extended into in petcare

- Monitor brand health across 4 key markets and evaluate impact against competitors

- Futureproof brands with a strategic plan that will increase the impact and relevance of core brands across generations

Solution

Streetbees' Brand Experience Monitor measures brand impact across 3 key pillars to form a single brand equity score. It highlights both a brand's strength and weaknesses against competitors.

Pillar 1: Foundational understanding of brand perception based on key metrics that allow for existing tracking continuity

Pillar 2: In-the-moment brand experience that showcases the functional drivers that allows us to unearth the performance of your brand

Pillar 3: Analyze impact of semiotics across packaging, brand imagery and communications to understand the passion and emotional connection consumers have with the brand

Results

The client has integrated this ongoing monitoring approach, which:

> Takes the regular pulse of usage habits and drivers across pet food

> Highlights drivers of product choice & tensions between brand perception and realities to refocus communication & messaging efforts

> Showcases the evolving emotional bond between owners and pets & how this bond changes across generations

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