

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

Streetbees reveals how people behave, and why, by analysing real-life moments collected from its worldwide users. Over 3.5 million users - or 'bees' - across 190 countries worldwide use the chat-style Streetbees app to share moments from their daily lives via videos, photos and text.

Through applying advanced natural language processing technology to the results, Streetbees uncovers not just what they do, but also why they do it, and what drives them - and predicts what they may do next.

Streetbees' partners with world leading brands across the FMCG, Media and Entertainment, Retail & Insurance sectors. Clients include Unilever, PepsiCo, Sony Pictures, Carlsberg, Santander, Ikea, Vodafone and L'Oréal.

-  **3.5 million bees**
-  **2.5 billion data points**
-  **190 countries**



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