

8 brand growth opportunities in Australia to capitalise on now

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Same brand, same humans, different context

Despite the current challenges for many brands, there is some opportunity and upside to be found during the age of COVID-19, but you need to know where to look and how your brand can benefit. Growth is about knowing how people view your brand, its category and its context. Some much-loved brands will be able to leverage pent-up demand if they can get the logistics and value proposition right and reassure people that they are safe. Other brands will identify new relevance as a result of a changing context or prove themselves better than alternatives. And new tensions will present new opportunities for brands to find purpose, provided they do so in an authentic manner.

Discover eight brand growth opportunities that Aussie brands can capitalise on right now

1.

Brand affinity has an important role in encouraging repeat purchase

Integrating behavioural and attitudinal data reveals that a positive emotional response helps make choosing a brand easier. For consumer-packaged goods, people are twice as likely to buy a brand again if they like it to start with; and for service brands, delivering a customer experience that leaves customers enthused is the best way to reduce churn.



2.

Physical retail can rebound driven by its multi-sensory shopping experience advantage

Our chatbot conversations reveal a pent-up demand for physical shopping. There are specific needs that physical retail can satisfy once safe shopping can be assured. Gaining a deeper understanding of what motivations are important to your brand and category, and what reassurance might be necessary can help stimulate pent-up demand.



3.

Brands that keep pace with change can find new demand if they adapt appropriately

Brand equity is usually slow to build and generally sees only modest changes year-to-year. During disruptive events such as Covid-19, changes accelerate, and long-held attitudes change over much shorter timeframes. You can identify whether improving an association drives sales using brand perception-driven equity and sales simulations.



4.

A shift to digital commerce means brand salience becomes more important

A significant opportunity is making your brand the one people search for by name. There is a direct relationship between salience and share of search. The higher the brand's salience the more likely it is to be searched for by name. Raising salience against specific needs can open up growth opportunities for a brand.



5.

Brands that spend more than their market share on share of voice are more likely to grow

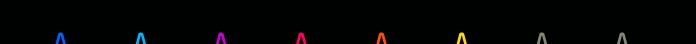
Every category has a different relationship between share of voice and change in market share. You can understand your specific category relationship to model the likely impact of the change (for example, cutting budget or going dark completely) using advanced analytics apps.



6.

Efficiency with which your media spend drives advertising salience is also important

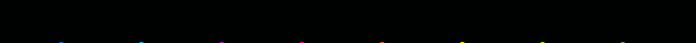
Comms awareness is a leading indicator of brand health changes – it shows whether you have an opportunity to build brand memories via cut through of your comms. We also find similarly strong relations with other brand health measures. Using advanced analytics apps, we can model and simulate the uplift or decline in communication awareness based on planned media investment levels.



7.

Brands that grow demand, build predisposition to choose and then activate it effectively at point-of-purchase

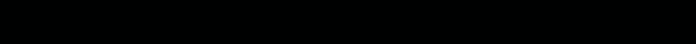
Strong predisposition is key to brand growth. It helps shorten the path to purchase and reduces the risk of losing share to other brands. However, we know that strong predisposition alone is not enough to guarantee sales. To maximise the potential of your brand, deep dive to identify and effectively activate against specific point-of-purchase opportunities.



8.

Identify how to reframe value for your brand and don't underestimate the power of trust

During hard times, unless forced to choose the cheapest; most people choose based on value. And value involves a lot more than just price. Our qualitative research identifies that time saved, connection with others, personal vitality and safety are important motivators – all crucial to building trust.



To seize opportunities as they arise, you need to know what people are feeling, thinking and doing.

Please get in touch if you'd like to hear more about how we can help you.