What Persuades Consumers to Love (and Buy) Brands?

Quant + Qual Tells the Story

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PROBLEM

We can’t rely on consumers to tell you what they’re persuaded by
Need indirect measures to uncover how advertising actually changes people’s minds.
Added Complexity

Changing peoples’ minds happens gradually over time based on collective brand experiences
Find out how individuals’ perceptions/preferences changes over time (before and after advertising launches) by interviewing them twice.

Figuring out what advertising they’ve seen by triggering advertising memories and weeding out false claiming.

Testimonial videos to help explain why.
Super Bowl Examples

BMW ‘Newfangled Idea’

Only 64% of consumers liked it (norm = 64%)

Strong impact on investigations for the i3

Change among aware

Change among not aware

Before

After

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Super Bowl Examples

Budweiser ‘Lost Dog’

83% of consumers liked it
(norm = 64%)

No impact on purchase intentions for Budweiser

Change among aware
Change among not aware

Before
After
Only 20% of Super Bowl commercials create a change in consumer preferences.

Typically, preferences change gradually over time as consumers see more messages.
Build With More Ads

Samsung ‘is a cool brand to be seen with’

Before

After

Saw 3+ ads

Saw 1-2 ads

Saw no ads
Cross-Media Dynamics

Media combinations

- Saw TV + Digital
- Saw TV only
- Saw no ads

Before

After

Media viewership groups

- Highly Engaged
- TV + Print
- Social Only

Relative Impact

- Perceptions
- Demand
Competitive, Word of Mouth, Pre-Existing Perceptions, etc…. 

- Significant Causal Relationship (Positive)
- Significant Causal Relationship (Negative)
- No Significant Overall Relationship
Longitudinal research can also be used to uncover motivational drivers

As brand perceptions change, which changes cause changes in purchase intentions?
Longitudinal research can also be used to uncover motivational drivers

Predicting purchase intentions for Apple based on...

- Has the best features and functionality
- Is worth paying more for
- Is easy to use
- Is an innovative brand
- Is a good value for the money
- Is a cool brand to be seen with

**Bootstrap Regressions:** Ranks messages on their relationship to Purchase Intent

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Claimed Importance vs. Derived Importance

High **STATED** Importance

- **REQUIRED**
  - Typically **FUNCTIONAL BENEFITS**
    - (i.e. taste, performance, quality)

- **UN-MOTIVATING**
  - Typically **EMOTIONAL BENEFITS**
    - (i.e. trust, affinity)

High **DERIVED** Importance
The final piece of the puzzle – direct consumer feedback to help explain why

WHAT WE LEARNED

Data says it was very engaging.
How’s your advertising working?

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