



# *How to Build an Irresistible Brand*

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# How to Build An Irresistible Brand

Have you ever encountered a brand that just drew you in? A brand that resonated deeply, felt familiar yet innovative, and offered a product or service you couldn't wait to try? That's the power of an irresistible brand.

An irresistible brand is one that people recognize, that they connect with in deep, meaningful ways, and which delivers additional value to them. It makes them feel good about themselves; it delivers compelling experiences; it helps them to express their identity and reflects the trust you have earned. It's the story you create and the story you share. When a brand delivers intangible value beyond what the product alone offers, it creates desire, builds trust and earns the right to command a premium.

An irresistible brand is one that people connect with, one that people love, and one that people will gladly pay a premium for.

This e-book explores the journey of building an irresistible brand. We will begin by unpacking the significance of building a strong brand and how this can enhance your success as a brand leader. We'll introduce NIQ Brand Architect, a powerful tool designed to navigate the complexities of brand building. This tool enables you to optimize brand strength by balancing the breadth of brand appeal with the ability to persuade consumers to pay attractive prices. Finally, we'll connect the dots between brand performance and market reality, exploring how to convert brand potential into market success, and demonstrate how Brand Architect can showcase this success back to your business.

*Build  
your brand*

*Activate your  
market potential*

*Bridge the gap  
between brand  
performance and  
market reality*

# 01

## The Essence of a Brand

### What is a Brand?

Your brand isn't just a logo or a tagline, it's an asset that drives commercial performance. It has the power to attract people to buy from you and to convince them to pay more. It's the complete picture that people hold in their minds about your business. It encompasses your personality, voice, values, and the promises you make; it extends to the products you take to market and the experience you deliver to users.





## Why is building a brand the key to business success?

Investing in brand building leads to long-term profitability. It's about creating and sharing a compelling story with consumers, fostering positive memories that make the brand familiar and top-of-mind. This familiarity builds an underlying disproportionate bias towards the brand, influencing purchase choices.

Brand building looks beyond those who are currently in the market and targets a broad audience, ensuring that as times and circumstances change and bring new consumers into your category, they already have a predisposition towards your brand, thus increasing the sales base.

Additionally, strong brand building can enhance the perceived value of your brand, allowing you to command higher prices. During economic downturns, this makes your brand more resilient to discounting, and in prosperous times, it enables premium pricing, leading to increased revenue.

Successful brand building over time results in higher sales, revenue, and shareholder value.



# Measuring Brand Strength

So how do you assess the power of your brand? Traditionally, brand measurement has relied on surveys that ask people directly about their brand awareness and preferences. While these provide some insights, they don't necessarily do a good job of explaining sales performance – and “funnels” certainly don't reflect the way that consumers actually buy.

Since a strong brand has a direct impact on successful business performance, a more effective approach focuses on key performance indicators (KPIs) that closely reflect how your brand performs in the market. We use our Brand Choice Evaluator to measure:

## Brand Choice

people's predisposition to buy your brand

## Brand Premium

people's willingness to pay a premium for your brand

## Brand Strength

summary measure reflecting both how many people you can sell to and how much people are willing to pay



Figure 1: Brand Strength Index

These metrics provide vital information about your brand, including its overall perception and value. Additionally, they reflect the way brands generate revenue through the number of people they can appeal to, and how much they can convince them to pay.

# The Brand Landscape

Brands exist within a competitive landscape. What is your competitive strategy? How do you envision your brand relative to your competition? And how do you know whether that's how you are seen by consumers?

Brand Architect identifies your competitive position in the eyes of your consumers, according to key brand types and visualizes the landscape, to showcase your brand's position relative to competitors.

## Power Brands

These strong performers balance high-end pricing with broad market appeal.

## Mainstream Brands

Popular choices that meet core needs for a wide range of consumers.

## Exclusive Brands

These brands cater to a niche audience with high appeal, known for superior quality, innovation, and a unique experience.

## Small Brands

Small brands often have limited sales volume and lower margins, potentially startups or those in decline.



The Category Navigation Grid helps visualize this landscape, showcasing your brand's position relative to competitors.

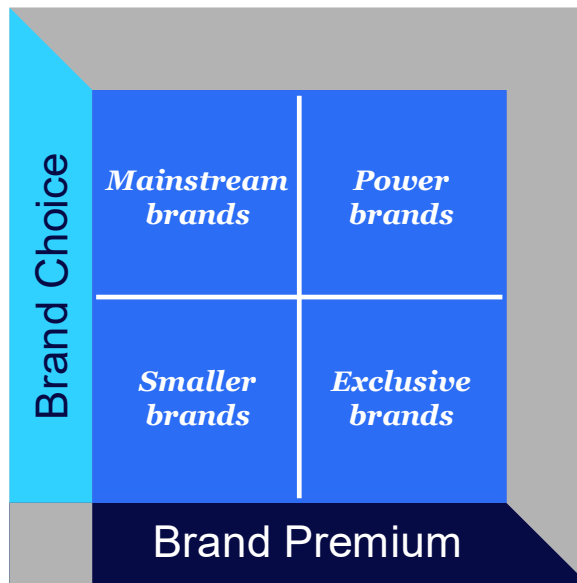


Figure 2: Category Navigation Grid

This strategic tool helps you decide where you want to take your brand – aiming for exclusivity or wider reach as you extend out horizontally or vertically. Using this framework can be helpful when outlining your brand and your objectives.



## Key Takeaways

Understanding your brand goes beyond logos and slogans. It's the complete customer perception of your business, shaped by your personality, voice, values, and promises. By building a strong brand you can directly influence the sales, profitability and resilience of your business. Next, we'll delve into measuring your brand building efforts and give you information about tools that empower you to make strategic decisions about your brand.



# 02 Demystifying Brand Building with NIQ Brand Architect

## The Complexities of Building a Brand

Successful brand leaders know that building a brand is a delicate dance between art and science. It's about crafting a compelling narrative that resonates with potential buyers while ensuring it translates into tangible business results. It's also about balancing short-term sales targets with the brand's ability to develop sales based on the attraction of the brand itself rather than discounts and non-stop advertising.

Traditional brand measurement methods often paint an incomplete picture, focusing on brand funnel metrics and perceptions without fully understanding the emotional and behavioral drivers behind consumer choices, and lacking the data and analytic driven insights to optimize brand strategy.



# A New Era of Brand Measurement

NIQ changes the game by measuring brand health in ways that aren't dependent on asking consumers to say which is their preferred brand or whether they love your brand.

Instead, we focus on Brand Strength, a comprehensive metric that reflects a brand's true performance in the market, capturing not just the how many people your brand appeals to, but also their willingness to pay a premium.

And we can show you how to build brand strength through the fundamental pillars of: Mental Availability, Brand Image, and Brand Attachment. These pillars represent the essential elements that influence Brand Choice and Brand Premium.



**Mental Availability**

Refers to how easily your brand comes to mind when a consumer thinks about a particular product category.



**Brand Image**

Encompasses how the brand, its values and products are perceived.



**Brand Attachment**

Reflects the emotional bond consumers feel towards your brand.

Our Brand Strength Builder measures the impact of these pillars on brand health and provides a detailed assessment of your brand's performance on each of them. By understanding where your brand excels and where it falls short, you can make informed decisions to enhance brand equity and drive business growth.

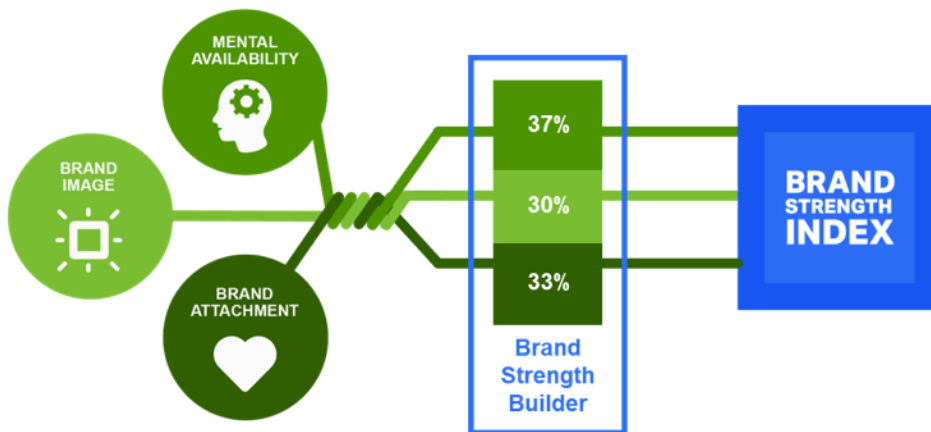


Figure 3: Brand Strength Builder

Through in-depth analysis, we uncover actionable insights to optimize your brand strategy. By identifying your brand's unique positioning, developing targeted marketing campaigns, and refining product offerings, you can compete more effectively and achieve your business objectives.

Whether you aspire to be a Power, Mainstream or Exclusive brand, our approach empowers you to make data-driven decisions supported by analytics tools that shape your brand's future.

***“Brand building is about building potential in people’s minds today which will influence future purchases. To measure true brand performance, we need to simulate these future decisions, today.”***

***Trevor Godman***  
*NIQ Brand Innovation & Strategy*



# Optimizing Your Brand Strategy

The data generated by NIQ Brand Architect goes beyond measuring where you are today; it provides actionable insights to inform and refine your brand strategy. By analyzing Brand Choice, Brand Premium, Brand Strength, and the brand pillars, we can help you:

## Position your brand strategically

Understanding how your brand stacks up against the competition allows you to identify opportunities for differentiation within the market landscape.

## Develop targeted marketing campaigns

Knowing your target audience's brand preferences and price sensitivity empowers you to create marketing messages and campaigns that resonate more effectively.

## Optimize product offering and pricing

Discover how consumers perceive your products relative to competitor offerings. This knowledge empowers you to refine your product features and pricing strategy to maximize value perception.

Remember the types of brands (Exclusive, Power, Small, Mainstream) introduced earlier? These insights allow us to strategically position your brand within the competitive landscape, whether you aim for exclusive appeal or broader market reach.



## Key Takeaways

Building a brand isn't a one-time effort, it's a continuous process of learning and refinement. NIQ Brand Architect equips you with the tools and insights to navigate this journey, moving beyond the brand funnel to focus on the choices and emotions that truly drive brand success.

Up next, we'll dive into connecting your brand to sales. After all, strong brand metrics are great, but they're just one piece of the puzzle. There's no point building an attractive brand if it doesn't deliver commercial returns!



# 03

## Activating Brand Strength for Sales Success

Building a powerful brand is an essential first step, but the journey doesn't end there. The job is only complete when that brand potential is converted into tangible market performance – driving short and long-term sales, revenue and ultimately, profits.

Successful brands balance their efforts across building the long-term health of the brand with more immediate sales-driving activities. They reap the rewards of their brand investment, but they do so with an eye to the future.

### Building the Bridge

Many brands – and marketers – struggle to balance investment in the future health of the brand with the imperative to support near-term sales. Marketers are unable to convince colleagues of the value of supporting underlying brand health and are pushed to prioritize marketing which delivers sales in the short term but fails to support future health. Other brands enjoy strong consumer equity but lack the product range, retail distribution and/or campaign investment needed to convert that potential to sales.

Brands must strike a balance between long-term brand building and short-term brand activation strategies to drive tangible sales outcomes.

Bridging this gap requires a balanced approach which both:

1

**Tracks Brand Health** by utilizing relevant KPIs that go beyond brand preference. Metrics like Brand Choice, Brand Premium, and overall Brand Strength provide a deeper understanding of how consumers perceive and value your brand.

2

**Measures Sales Impact** by quantifying how much your brand contributes to bottom-line results. This involves analyzing how your brand strength directly impacts volume, revenue, and profits.

By combining these viewpoints, you gain a holistic view of how your brand performance translates into sales reality.



# Putting the 4Ps Framework to Work

Here's where NIQ Brand Architect goes beyond measuring brand health in the eyes of consumers. We can determine a brand's ability to translate brand strength into sales by leveraging retail measurement data to show key conversion factors within the 4Ps framework. We analyze how effectively a brand utilizes:

# P

**Promotion** to communicate with its audience

**Place** to ensure its products are accessible and visible

**Product** strategies to maintain a relevant and responsive portfolio

**Price** to stimulate new demand (short term pricing tactics such as discounts)

This framework acts as a strategic tool to analyze how effectively you utilize these elements to reach more people and influence purchase decisions.



# Benefits of NIQ Brand Architect

## Focus on Actionable Brand KPIs

You can go beyond brand preference to reveal how your brand truly drives market performance. Using the Brand Choice Evaluator, we simulate real-world scenarios to accurately quantify your brand's contribution to business success. This data-driven approach empowers you to make informed decisions that directly impact your bottom line.

## Strategic Flexibility

Our approach facilitates strategies that consider both volume sales and brand premium. You can choose to prioritize broader market reach with lower prices or cultivate a more exclusive image with premium pricing, depending on your brand goals, or both.

## Simplifying the Complex

Building brand strength can feel overwhelming. Our tools provide a clear roadmap, identifying the specific levers you can pull to maximize your brand potential.

## The Full View™ of Brand Performance

NIQ's unique retail panel assets provide unparalleled insights into the entire marketing mix. We can analyze how your brand interacts with all the marketing elements, giving you a comprehensive picture of what's working and where to optimize.

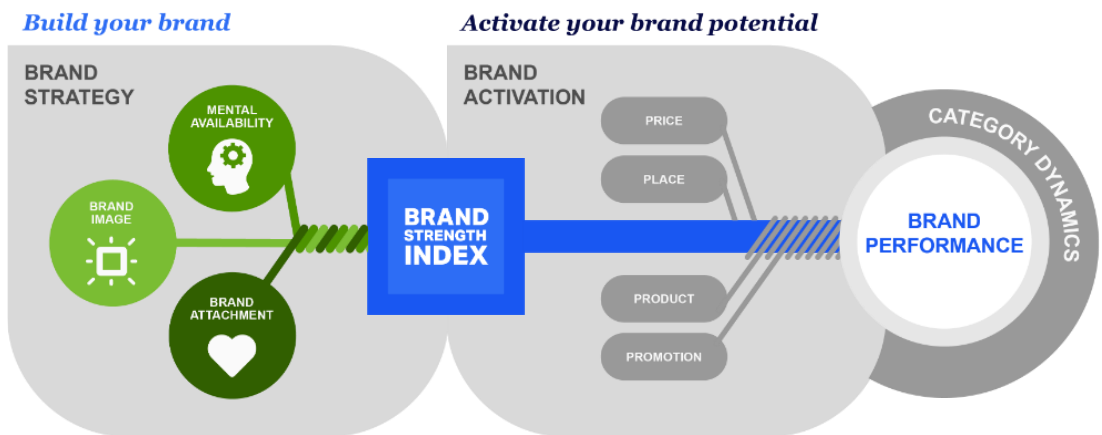


Figure 4: Brand Architect Framework

# Unleashing Your Brand Strength

NIQ Brand Architect goes beyond just measurement; we help you maximize your brand strength by building a brand that people simply cannot resist. The NIQ advantage involves three key themes:

- 1** **Getting your whole business behind the brand** by introducing your business to one clear metric that measures consumers' willingness to buy and pay more for your brand. We enable you to measure brand health in a way that makes it easier to get more sales-focused parts of the business behind the brand as a source of revenue.
- 2** **Generating demand and create value** by identifying strategies for growth that are unique to your brand; targeting higher volumes, driving premium or both. We provide real clarity in how to understand and improve brand health by identifying strategies for growth that are unique to your brand.
- 3** **Unleashing your brand strength** by converting brand potential into sales performance. We help guide your actions to achieve flawless activation of your strategy.

By implementing these brand strategies, you close the chasm between brand perception and market performance. You transform your brand from a powerful concept into a driving force that attracts customers, fosters loyalty, and generates significant revenue.



## Key Takeaways

Building a strong brand is crucial, but it's only the first step. To drive sales and revenue, businesses must translate brand strength into tangible market performance. By measuring brand health, quantifying sales impact, and optimizing marketing strategies through NIQ Brand Architect, companies can effectively bridge the gap between brand strength and sales success. The key is to focus on actionable KPIs, identify growth strategies, and flawlessly execute brand activation plans.

# 04

## Building Your Irresistible Brand

This e-book peeled back the layers of what makes an irresistible brand – one that people connect with, one that people love, and one that people will gladly pay a premium for.

Want to go deeper? NIQ Brand Architect is your partner in creating an irresistible brand. We'll go beyond the basics, helping you define your brand identity, measure its strength, and activate that strength to drive real sales results.

Every brand has the potential to be irresistible. Let NIQ Brand Architect be your guide.

***Contact us today to unlock your brand's full potential and create a magnetic force that customers can't resist.***

Together, let's build a brand you and your customers love.





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