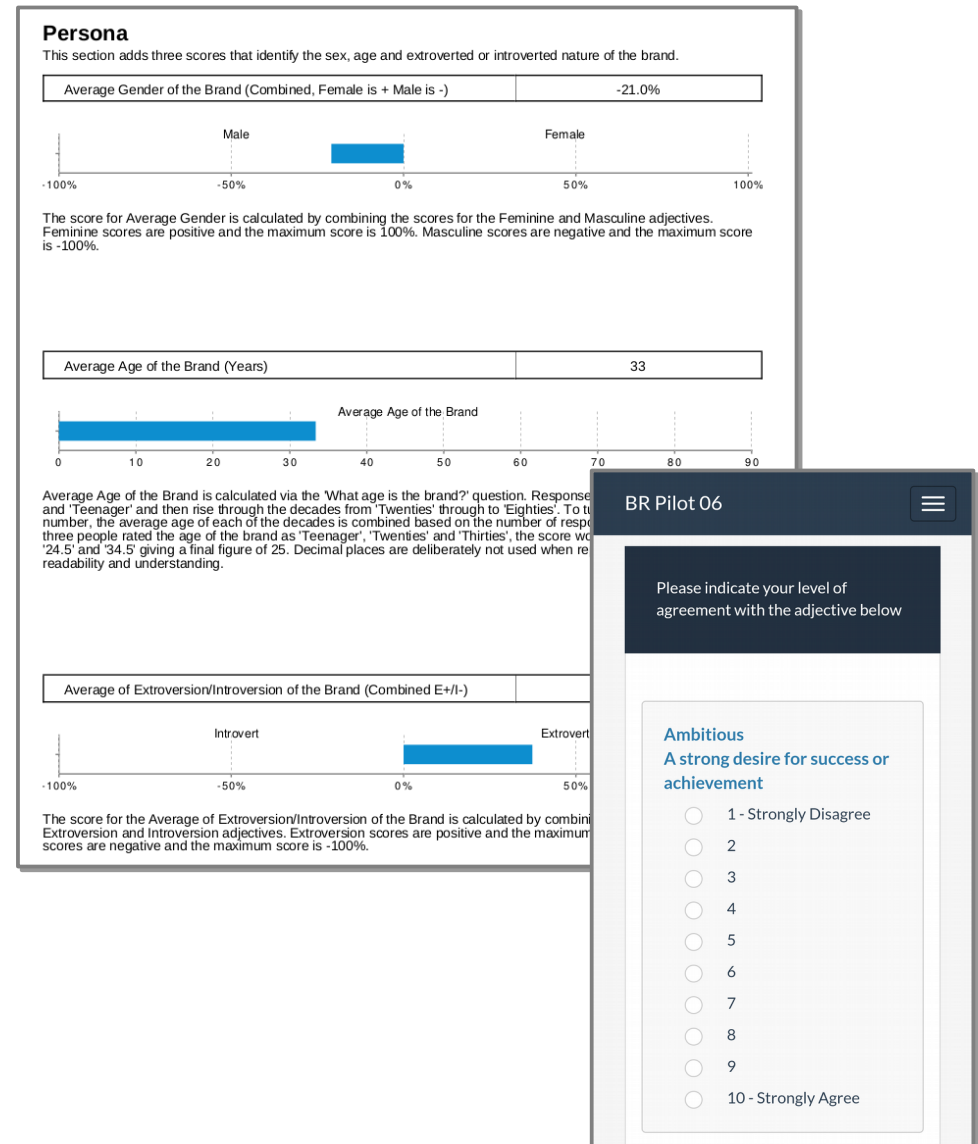# An Introduction and Overview of Brand Reflections

November 2017

What is Brand Reflections?

- Brand Reflections is a Brand Strategy Tool

- Brand Reflections measures brand personality
  - People relate to brands through shared language

- The tool makes it possible to easily compare different perspectives and different people's views
  - Such as people's 'Current' and 'Ideal' view of a brand

- Brand Reflections is quick, the short survey takes 5 minutes to complete and the full survey needs 15 - 20 minutes

Persona
This section adds three scores that identify the sex, age and extroverted or introverted nature of the brand.

Average Gender of the Brand (Combined, Female is + Male is -)	-21.0%

Male — Female
-100% -50% 0% 50% 100%

The score for Average Gender is calculated by combining the scores for the Feminine and Masculine adjectives. Feminine scores are positive and the maximum score is 100%. Masculine scores are negative and the maximum score is -100%.

Average Age of the Brand (Years)	33

Average Age of the Brand
0 10 20 30 40 50 60 70 80 90

Average Age of the Brand is calculated via the 'What age is the brand?' question. Response... and 'Teenager' and then rise through the decades from 'Twenties' through to 'Eighties'. To tu... number, the average age of each of the decades is combined based on the number of resp... three people rated the age of the brand as 'Teenager', 'Twenties' and 'Thirties', the score... '24.5' and '34.5' giving a final figure of 25. Decimal places are deliberately not used when re... readability and understanding.

Average of Extroversion/Introversion of the Brand (Combined E+/I-)	

Introvert — Extrovert
-100% -50% 0% 50%

The score for the Average of Extroversion/Introversion of the Brand is calculated by combini... Extroversion and Introversion adjectives. Extroversion scores are positive and the maximu... scores are negative and the maximum score is -100%.

BR Pilot 06

Please indicate your level of agreement with the adjective below

Ambitious
A strong desire for success or achievement

- 1 - Strongly Disagree
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10 - Strongly Agree

What problems are we trying to solve?

- Boosting Brand Performance by identifying
  - Misalignment within and between clients, customers and stakeholders
  - Quick wins and areas of untapped potential within the brand
  -

- Reducing the time and cost to generate and revise
  - Strategy
  - Branding workshops
  - Research
  - Creative briefs, collateral and assets

How important is consistency?

- How consistently do different customer and client groups perceive the brand?

- How consistently do employees, stakeholders and suppliers perceive the brand?

- What impact does this have on performance and perception?

- How can you regularly track and monitor this?

Who do we want to work with?

- For CMO's Brand Reflections is a way to inform and lead staff
- For Marketing Staff, Brand Reflections is a source of visibility and a way to demonstrate value added
-
- We think Brand Reflections has the potential to be a key driver of your
  - Decision making
  - Strategy definition
  - Tactical implementation
  -
- We want to collaborate with people who are
  - Creative
  - Intuitive
  - And who are open to new ideas

Brand Reflections as a source of KPIs for Brand Strategy

- Brand Reflections is a source of actionable input and KPIs into an organisation's Brand Strategy

- While many firms have access to large volumes of marketing data, it can be hard to link this directly to brand strategy

  - For example social media and content marketing can both provide significant quantities of data e.g. 'CPC and CPA rates' 'Likes', 'Retweets' and new 'Followers'

  - However, much of this information is tactical and it can be challenging to show a link to strategic objectives

- Brand Reflections is a rich source of data across all relevant stakeholders that can be easily incorporated into actionable steps and strategy implementation as required
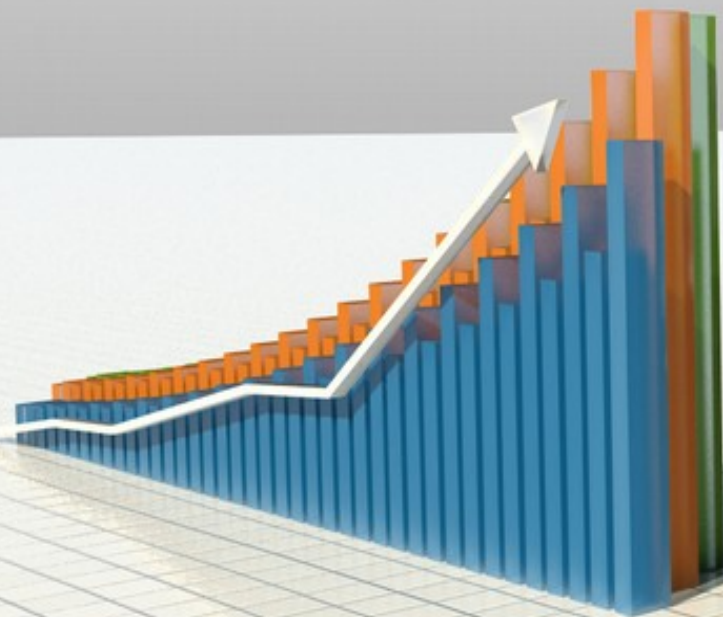
An Overview of the Model

- Brand Reflections contains 16 Brand Profiles

- These are then grouped into 4 Quadrants

- The letters in each profile are abbreviations

- E stands for Emotional
  - Brands are empathetic and are focused on emotions and feelings

- L stands for Logical
  - Brands are analytical and precise in their approach

- T stands for Tangible
  - Brands are focused on the physical, tactile and material

- I stands for Intangible
  - Brands are driven by potential and future possibilities

Brands in the top left quadrant (Emotional & Intangible) like to emphasize their originality and emotion. They often try and build strong emotional connections and promote a playful nature. They can also be seen as idealistic, quirky and left-field and these qualities often serve as a key source of differentiation.

Brands in the top right quadrant (Logical & Intangible) place a great deal of emphasis on their problem-solving abilities and intellectual strengths. Highlighting their technical, inventive and logical attributes is often a key feature of such brands. They can also been seen as observant, precise and good lateral-thinkers.

1E	1I	3I	3L
2E	2I	4I	4L
7E	7T	5T	5L
8E	8T	6T	6L
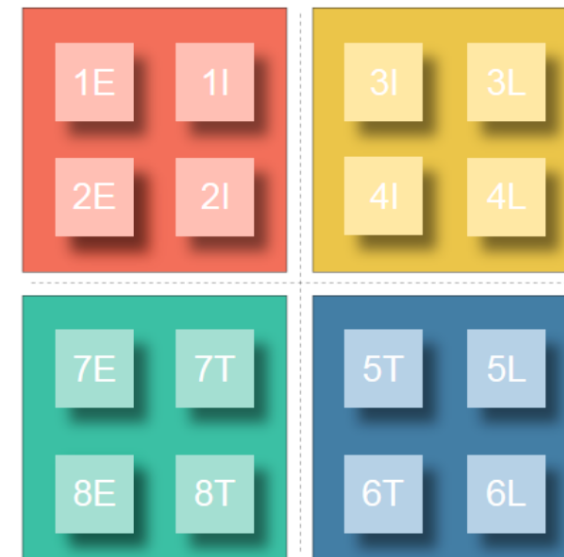
Brands in the bottom left quadrant (Emotional & Tangible) are often welcoming, hospitable and comforting. Highlighting their understanding of elegance, beauty and taste is a key strength. Such brands are tactful, diplomatic and harmonious.

Brands in the bottom right quadrant (Logical & Tangible) are often seen as reliable, pragmatic and efficient. Such brands have strengths in their determination, clear structure and their resourcefulness. Additionally, a mixture of goal achievement and operational effectiveness can serve as key differentiators.

What does the Output look like?

- **Quantitative Reports**

  - Results are shown as a % of one of 16 different brand profiles

  - Additional analysis, brand persona and a breakdown of the adjectives are also detailed

- **Qualitative Information**

  - Reports also provide personality based descriptions and qualitative information about the brand

- **Report Sections**

  - Executive Summary including Summary Profile, Highest Scoring Adjectives and Brand Persona

  - Full Profile Description

  - Adjective Analysis

  - Overall Profile Scores and Comparisons

  - Brand Antithesis

  - F.A.Q.

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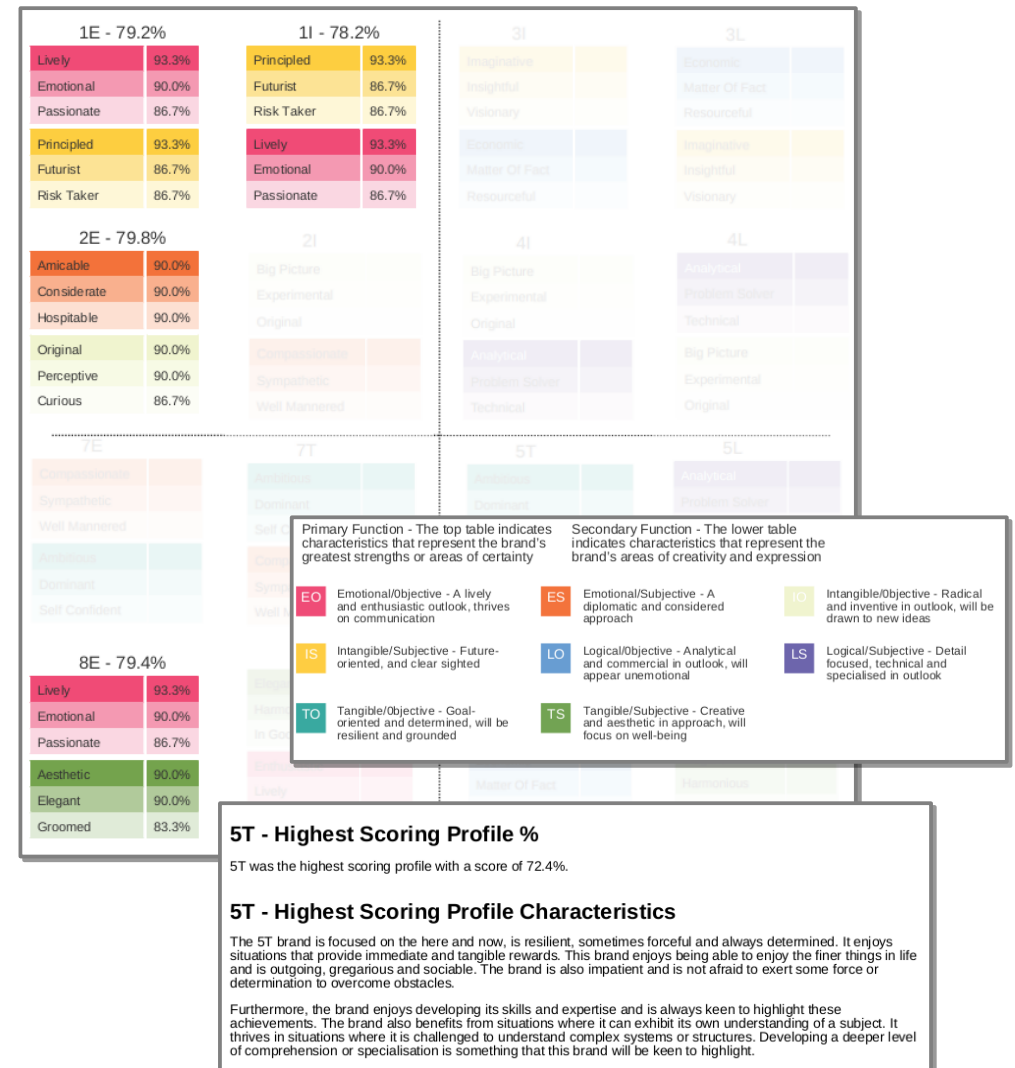
Brand Reflections
Applications and Use Cases

Summary Examples from Tech Brands
The Brand Reflections Framework

Summary Examples from Tech Brands
An introduction to the output

Brand	Amazon	Apple	eBay	Google	Facebook†
Profile	5T	6T	3L	5L	7E
Primary Adjectives	Ambitious Dominant Self Confident	Aesthetic Elegant Harmonious	Commercial Resourceful Thrifty	Analytical Precise Technical	Amicable Tactful Well Mannered
Secondary Adjectives	Lucid Problem Solver Technical	Efficient Practical Streamlined	Imaginative Observant Risk Taker	Rigorous Self Confident Strong Willed	Assertive Manipulative Possessive
Tag line	Earth's biggest selection	Bringing the best personal computing experience	World's Online Marketplace	Don't be evil*	Helps you connect and share with the people in your life
Notes	* This has arguably become a parody, although it's still on Google's website † One could take multiple views of Facebook, but it's often been the subject of controversy and various ethical/privacy violations				

Use Cases and Examples - 1 of 2

- Brand Definition and Brand Strategy
  - All projects begin with work on brand definition
  - People's first time using Brand Reflections is almost always enlightening and empowering
  - Projects then progress on to look at a client's own objectives and desired outcomes
- Customer Research
  - Customer research is the next most popular use of Brand Reflections
  - Clients benefit from a unique personality-based psychographic segmentation
  - Typically, this generates a number of actionable outcomes dependent on the client's objectives
- Team Alignment
  - Ensuring that everyone is aligned is valuable strategically and tactically
  - Brand Reflections provides both a method to quantity a team's perceptions and the framework with which to facilitate and build consensus amongst team members
  - This application has increased value when multiple teams needs to collaborate or contribute towards a common goal, agency and client teams being a good example in this instance

Use Cases and Examples - 2 of 2

- Brief Generation and Creativity
  - Incorporating the personality information from Brand Reflections into briefs as part of the creative process can help save time and build consistency from the start
  - Brand Reflections also makes it possible to A/B test collateral and creative output to further ensure consistency

- M&A
  - By combining perceptions of two organisations who are in the process of merging, Brand Reflections helps spot areas of alignment and misalignment
  - This can be invaluable during the integration process from both an external and internal perspective

- Ongoing Research
  - As clients build their own database of Brand Reflections data, the data itself typically increases in value and applicability
  - The ability to spot trends and opportunities while matching brand perceptions to your objectives can be a huge asset

Gap Analysis and Sample Comparisons

- The table below outlines examples of gap analysis and sample comparisons

- Example 1, asking high value customers for their current perception of the brand as a whole on a monthly basis

- Example 2, asking prospective customers for their ideal perception of a specific product on a quarterly basis

- Brand Reflections makes it possible to quantifiably compare the 2 examples above, along with other examples as required

Brand Perception	Brand Identity	Customer Segments	Products and Services	Employees and Stakeholders	Timing and Competition
Current Perception - As the brand is right now	The Brand as a whole	High value customers	Product or service experience	Marketing department	Monthly
Ideal Perception - The brand in an ideal world	Website	Loyal but not high value customers	Specific product or service components	Sales and other core departments	Quarterly
	Advertising	Low value customers	Place of use or place of consumption	Leaders and executives	Bi-Annually
	Branded content	Prospective customers	Customer service & account management	Middle managers	Annually
	Logo and signage	Previous customers	New product development	Agencies and suppliers	Competitors

Six Areas of Application

1. Definitions and Benchmarks
\# Defining a Brand Personality
\# Understanding the Competitive Landscape and
building Brand Differentiation

2. Strategy and Planning
\# Brand Strategy, Brand Development and building a Consensus
\# Campaign Management and Marketing Tactics

3. Content Creation and Collateral
\# Developing Collateral, Creative Output and Copywriting
\# Developing Storytelling and Brand Narrative

4. Ongoing Research
\# Measuring Brand Perception across Customer Segments, Channels and Internal/External Stakeholders
\# A/B Testing, Ongoing Measurement and Refinement

5. Employees of the Brand Owner
\# Employee Branding and Employee Onboarding
\# Sales and Prospecting

6. The Brand Life Cycle
\# Rebranding
\# Mergers and Acquisitions
\# Agency/Client Relationships

The Marketing Lifecycle

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Next Steps

- We would like to invite you to complete a survey for your brand
  - While we recommend the full survey, you may want to complete the short survey for speed
- Having completed the survey yourself or with your immediate team, a debrief meeting can be scheduled
  - During the debrief, further analysis and collecting data from a larger sample can be discussed in more depth
- Piloting Brand Reflections with a small team or group is free
- Following the debrief and once we have an understanding of your requirements and objectives, we will provide a quote for further work

Appendix

Data Collection, Languages and Statistically Valid Sample Sizes

- Data Collection
  - Is either 5 minutes per person for the short survey
  - Or 20 minutes per person for the full survey
- The survey is currently available in 3 languages
  - English
  - German
  - Italian
  - Additional languages can be added on request
- Reporting and all other materials are currently in English
- Statistically Valid Sample Sizes can be created as required e.g.
  - 80 respondents are needed from a population of 100
  - 278 respondents are needed from a population of 1,000
  - 370 respondents are needed from a population of 10,000
  - 383 respondents are needed from a population of 100,000
  - The above figures all assume a 95% confidence level and 5% margin of error

Who is behind Brand Reflections?

- Brand Reflections has been developed by Four Groups[1]

  – Having run multiple team development workshops, people had an interest in finding out about their own team's brand

  – Building on this observation, it appeared that there was an opportunity to adapt Four Groups' personality model to branding and the marketing world in general

- And we have been researching, developing, testing and refining Brand Reflections over the past 18 months

- The two founders of Brand Reflections are

  – Bruce Lewin[2]

  – Michael Folkman[3]

1) Brand Reflections is a spin-off from Four Groups[3]

2) Bruce Lewin - LinkedIn Profile https://www.linkedin.com/in/brucelewin/

3) Michael Folkman - Linkedin Profile https://www.linkedin.com/in/michael-folkman-4a33282/

Comparing Customised Activities and Brand Reflections

- Customised activity is at the core of all marketing successes

- Brand Reflections complements and amplifies this

Bespoke Activity	Brand Reflections	Comments
An unlimited, boundary-less canvass	A defined and boundary-driven framework	The strength of both approaches depends on the context, objectives, budgets and amount of available time
Higher costs	Lower costs	Budgets typically speak for themselves
Can take days, weeks or longer	Takes minutes	Sometimes it's impossible know how much time is needed for great creative work, however the pace of change is increasing all the time
More subjective	More objective	Additional input from Brand Reflections more objective approach makes it easier to help measure and increase consistency
Harder to repeat	Easier to repeat	Allied with ideas around objectivity, the easily repeatable nature of Brand Reflections helps to minimise complexity given the multitude of channels, segments, stakeholders facing contemporary marketeers

Summary Examples from Food and Drinks Brands

Brand	Coke	Red Bull	Starbucks	McDonald's	Subway
Industry	Soft Drinks	Soft Drinks	Soft Drinks	Fast Food	Fast Food
Profile	8E	1E	7E	8E	8T
Primary Adjectives	Emotional Passionate Intimate	Enthusiastic Racy Vivacious	Hospitable Warm Hearted Well Mannered	Enthusiastic Lively Lovable	Artisan In Good Taste Savoring
Secondary Adjectives	In Good Taste Indulgent Pleasure Seeking	Risk Taker Visionary Idealist	Ambitious Confident Rigorous	Indulgent Pleasure Seeking Savoring	Lively Passionate Sprightly
Tag line	Open Happiness Make it Happy	It gives you wings*	A culture of warmth and belonging	I'm lovin' it	Eat fresh
Notes	* Red Bull's new tag line, changed as a result of a court order now reads "No Red Bull, No Wings"				

Summary Examples from Food and Drinks Brands

Contact Information
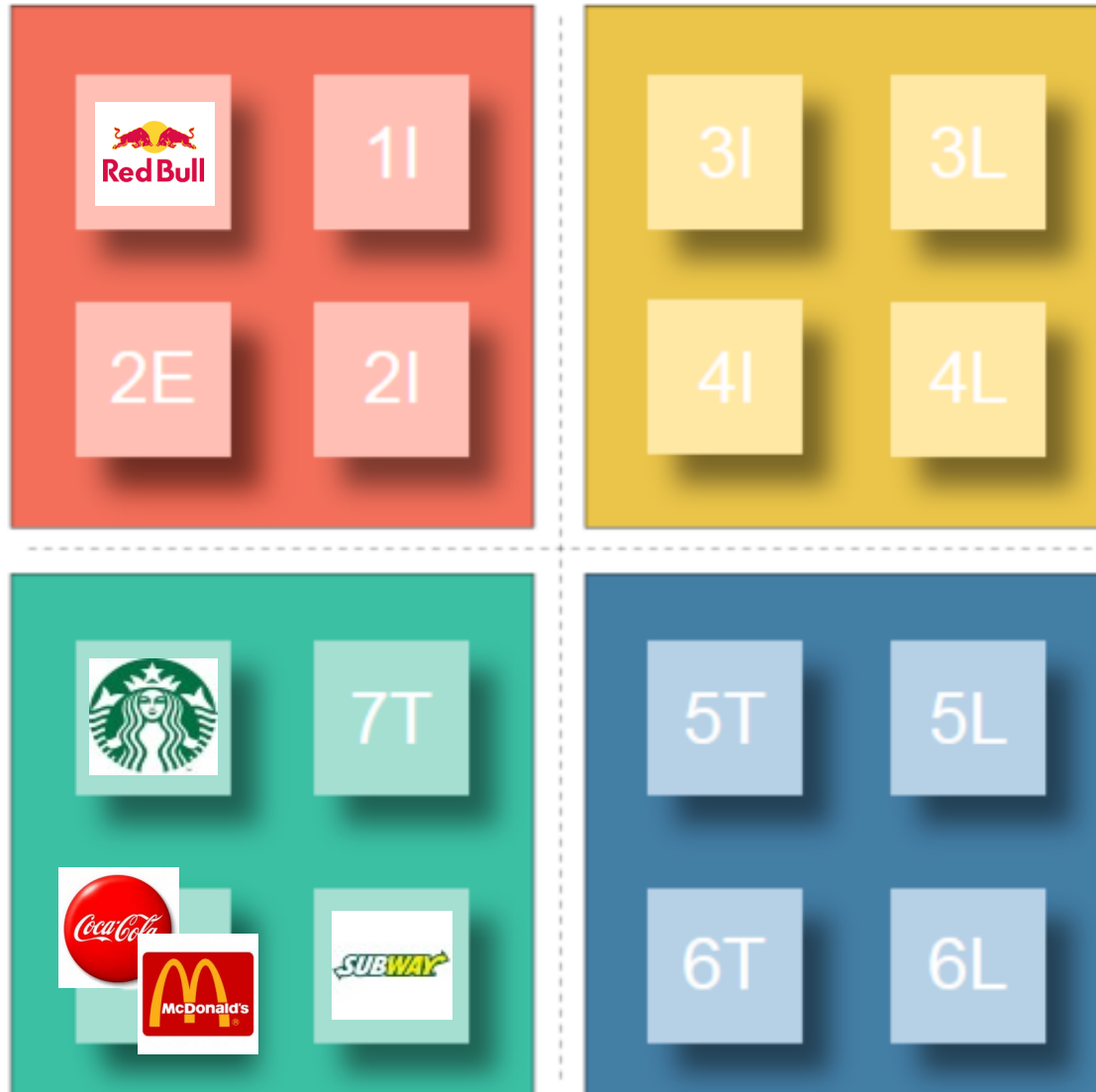
- https://brandreflections.com

- contact@brandreflections.com

Images from