The Good, the Bad, the Ugly: 3 methods to get by in the Wild West of Loyalty

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brand loyalty dead

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ESOMAR
WORLD RESEARCH

Fame, Feeling, Fluency

Always
#LikeAGirl

#LikeAGirl Campaign

Unstoppable #LIKEAGIRL always

Can't Be Brave

Do things history could only dream of.
Nike
Just do it.

Be the hero you didn't have.
Nike
Just do it.

Nike
Dream Crazier

It's only a crazy dream until you do it.
Nike
Just do it.

If it feels good,
do you still need to think about it?

But how does this work in FMCG?

Research Approach

n=580
(460 coffee; 515 snacks)
e=± 4%
CAWI
Urban Representative
Sample by: age (18-65 y.o.), gender, region, locality size

COFFEE

High brand loyalty
Market dominated by **R&G**
Dominant market leader
…but curiosity to experiment & premiumization trend

Baked SALTY SNACKS

Lower brand loyalty
Fragmented market
No clear leader

WARMTH

NEGLECT

REJECTION

LOYALTY

DISTRUST

COMPASSION, PITY
EMOTION
EMOTION
CONTEMPT

ADMIRATION
EMOTION
EMOTION
ENVY

COMPETENCE

Lavazza and Jacobs are the only ones truly "humanized", as admired, not just used

WARMTH

COMPETENCE

NEGLECT

LOYALTY

6.00
5.80
5.60
5.40
5.20

Warmth average cut point

5.00
4.80
4.60
4.40
4.20
4.00

REJECTION

DISTRUST

Competence average cut point

4.00   4.50   5.00   5.50   6.00   6.50   7.00

LAVAZZA

Tchibo

AMAROY
Premium Röstkaffee

JACOBS

DONCAFÉ

Fortuna

Average factor scores for Competence and Warmth; scale 1 to 7; Base: All aware

ESOMAR WORLD RESEARCH
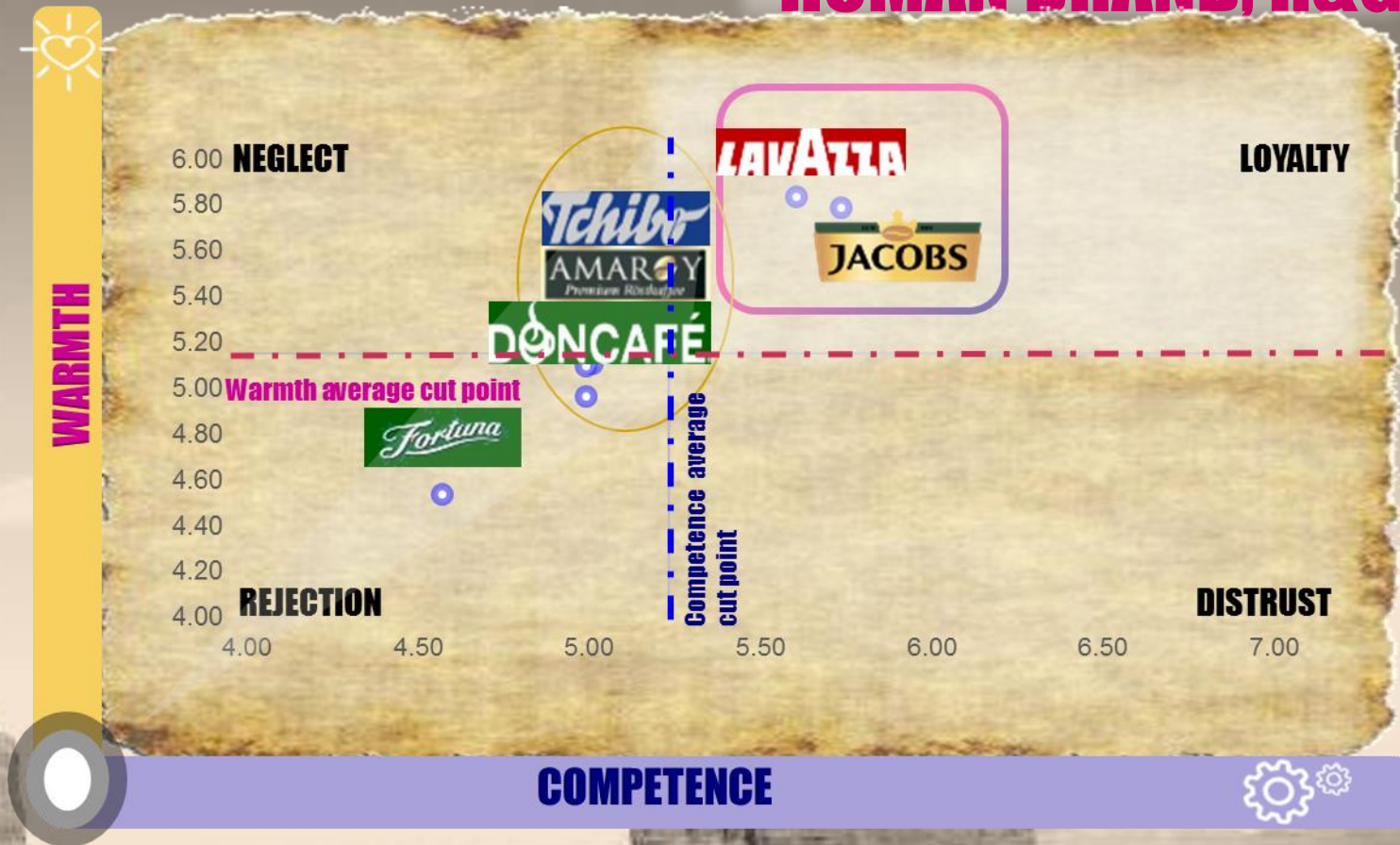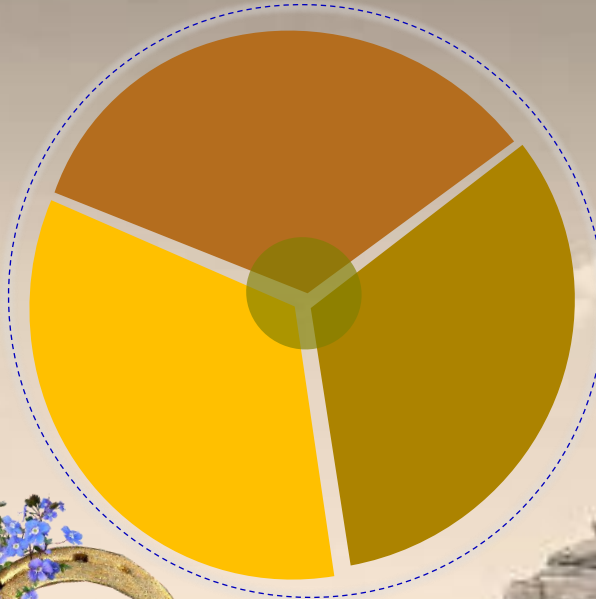
Fluency
Is it easily recognisable?
Brand assignation (unbranded pack) against timer

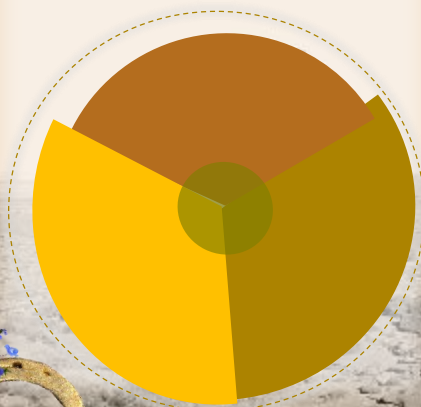**Fame**
Does it come readily to mind?
Recall against timer

Feeling
Does it feel good?
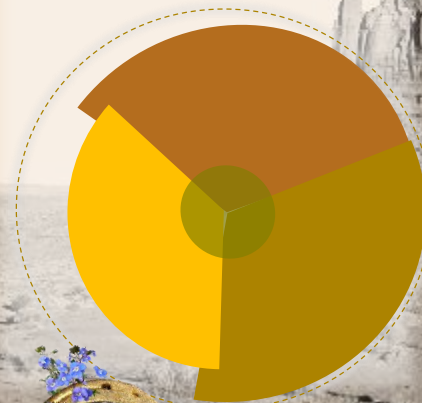People are asked to label feelings using simple emoticons

3Fs

Each model is a good toolkit to build brand share and loyalty. Brands should choose the one that best fits their research purpose:

Learn!
Standard Equity: measures brand strength, identifies vulnerabilities or evaluates KPI progress in tracking studies.

Connect!
Human Brand: a valuable research tool for brands focused on building strong emotional relationships with their customers.

Stay!
Fame, Feeling, Fluency: offers the best research context to control the cognitive biases of standard market measurements.

THANK YOU!

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