



# BRANDS IN *MOTION*



# YOUR ENVIRONMENT ... ACCELERATED

## BAD NEWS YOU NEVER HAD CONTROL

### REGULATORY ENVIRONMENT

*Keeping up with today's sociopolitical complexities.*

### ECONOMICS

*Mix of leading and lagging indicators, creating uncertainty.*

### COMPETITION

*Direct competitors and what you didn't see coming.*

### STAKEHOLDERS' DESIRES

*What is it they want and is the brand listening?*

### ORGANIZATIONAL CULTURE

*Culture trumps strategy.*

### CULTURAL ZEITGEIST

*The impact of culture and prevailing norms of the moment.*

### CRISIS

*It's not if, it's when.*

## WORSE NEWS? NOW YOU HAVE EVEN LESS

**“DISRUPTION** is what happens when someone does something clever that makes you or your company look obsolete. **DISLOCATION** is when the whole environment is being altered so quickly that everyone starts to feel they can't keep up.”

### CRAIG MUNDIE

*Former Chief Research and Strategy Officer, Microsoft<sup>1</sup>*

1. Thomas L. Friedman, *Thank You for Being Late* (New York: Farrar, Straus and Giroux, 2016).

## NOW HERE'S THE QUESTION:

*Are you propelling your brand? Is something, someone else? Or is it both?*

# THE DANGER OF POSITION

## BRAND POSITION

ASSUMES YOUR BRAND IS MOVING TO A FIXED DESTINATION. THAT THERE IS A STATIC PLACE — THAT ONCE YOU ARRIVE, YOU'RE SUCCESSFUL. IN TODAY'S ENVIRONMENT, THAT'S SIMPLY NOT THE CASE.

## WHAT IS MOTION?

Motion is the relationship between forces your brand exerts vs. forces that are being exerted upon your brand.

### TO UNDERSTAND MOTION

WE STUDIED:

**6 MARKETS: AUSTRALIA | CHINA | GERMANY | SOUTH AFRICA | UK | US**

Over 3,000 consumers in each market

1,000 B2B decision-makers in each market

#### 8 CATEGORIES

1. Computing devices & related software/hardware
2. Smart home
3. Automotive
4. Finance and/or banking
5. Health and wellness
6. Alcoholic beverages
7. Technology solutions for businesses
8. Healthcare solutions and providers

### AND WE MAPPED:



#### RATIONAL DRIVERS

1. Executive Behavior
2. Innovative
3. Intent to Purchase
4. Necessary
5. Financial Performance
6. Industry Leader
7. Quality
8. Responsible
9. Value
10. Easy to Work With



#### EMOTIONAL DRIVERS

1. Customer Experience
2. Defend or Shame
3. Disappeared
4. Love/Hate
5. Overall Impression
6. Social Impact
7. Buzz
8. Forgive/Not Forget
9. Life Impact
10. Shared Values

## AND WHAT DID WE FIND?

*Four realities, an abundance of interesting data points and a Motion Matrix*



## REALITY #1

# Stability is an element of motion

*Even in times of rapid upheaval, consumers believe that a brand can provide stability.*



## REALITY #2

# Cutting-edge is transcendent

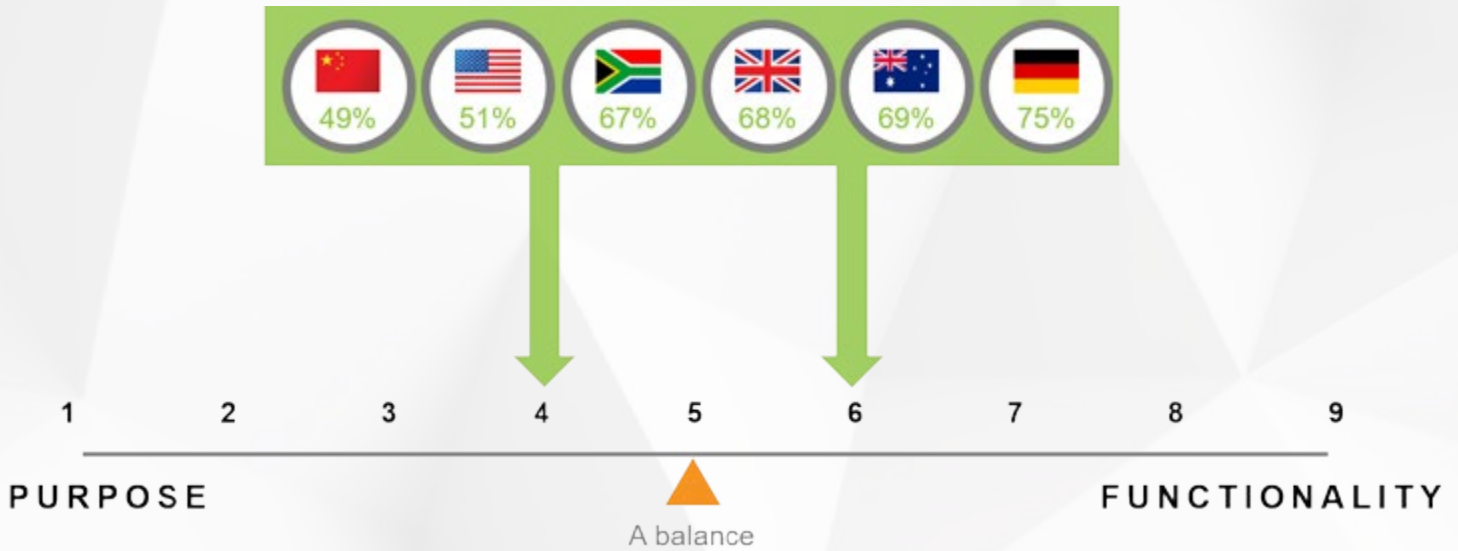
*Being cutting-edge — whether enabled by technology or inspired by it — leads to positive brand outcomes in areas that transcend product.*



**REALITY #3**

# The Unilever effect

Consumers expect a company to deliver highly effective, high-functional products and services, AND be active on issues that are important to their customers – ultimately, providing long-term social value.



**REALITY #4**

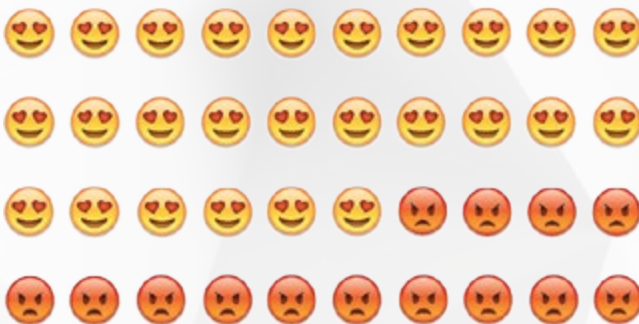
# Love you today, shame you tomorrow

Out of 40 scenarios within 8 industry categories in 6 markets, 54% of the people said they LOVED the industry. Yet 98% said that if a brand steps out of line, they would gladly shame them.

LOVE VS. HATE

HOWEVER

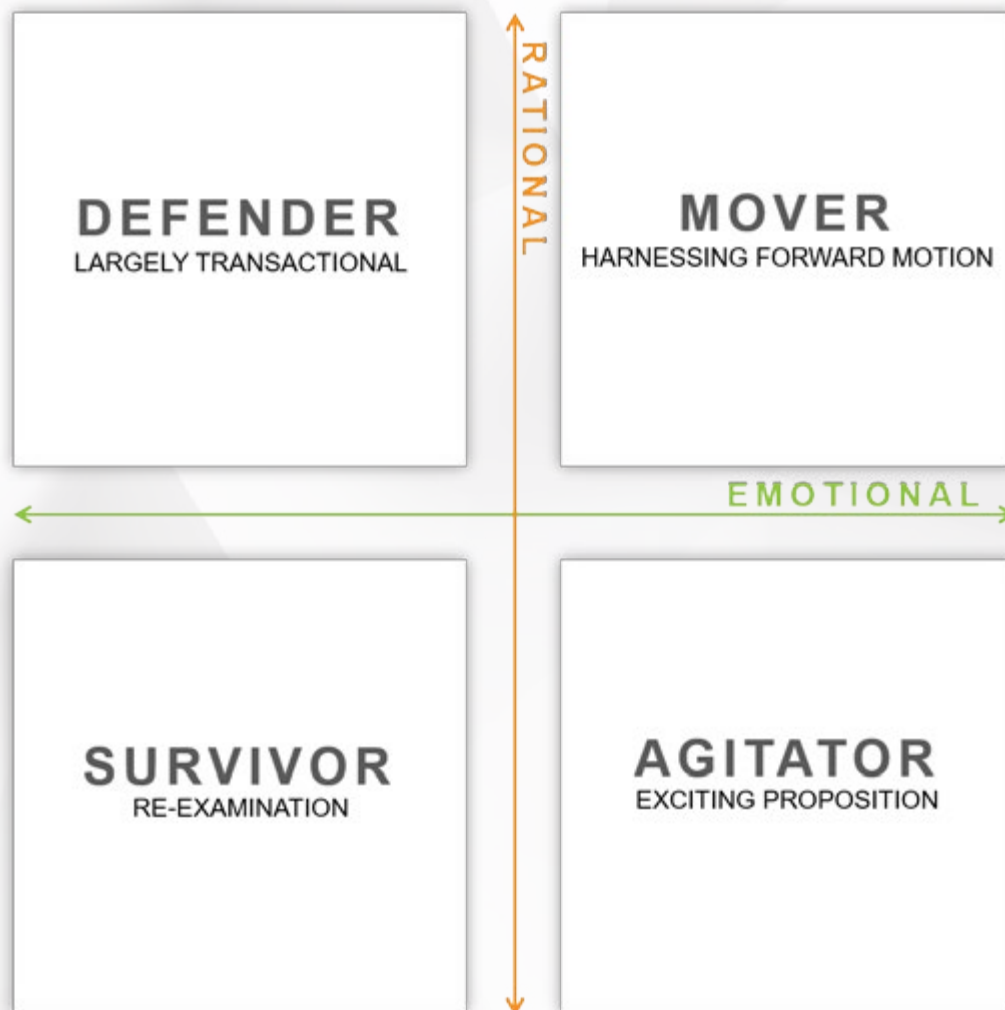
DEFEND VS. SHAME



# SO WHAT DID WE DO WITH ALL THIS DATA?

We created THE MOTION MATRIX to understand the movement of brands, categories and geographies in order to harness the forces of motion for brand momentum.

## MOTION MATRIX



## A FEW INTERESTING DATA POINTS...

- ▶ 67% of South Africans expect a balance of functional products and services that also provide long term social value.
- ▶ In 100% of the scenarios surveyed, Germans said that if a brand steps out of line they would gladly shame them.
- ▶ Over 60% of respondents in the US and UK said the experience of interacting with Automotive companies is completely miserable.
- ▶ 72% of Boomer respondents in China love Healthcare Solutions Provider brands, while only 19% of the US Boomers agree.
- ▶ Smart Home was all over the matrix and showed up as a Survivor in the UK and Australia, an Agitator in the US and a Mover in China.
- ▶ 6 out of 10 consumers say they hate the Health & Wellness category; however, the same number can't live without it.

... AND MANY, MANY MORE



# BRANDS IN *MOTION*

FIND YOUR *MOMENTUM*

**TO LEARN MORE, CONTACT US AT:**

[TALKTOWE@WE-WORLDWIDE.COM](mailto:TALKTOWE@WE-WORLDWIDE.COM)

[WE-WORLDWIDE.COM](http://WE-WORLDWIDE.COM)