

THE REAL
BEHAVIOUR OF BRANDS:

ARE YOU DISTINCTIVE ENOUGH?

We recently surveyed our audience to find out what it means to be a no-brainer and how close they are to reaching this status.



ONLY 10%
**OF RESPONDENTS
WERE BRANDING
BRAINBOXES.**

Only 10% of respondents were classed as Branding Brainboxes, **that leaves 90% in need of some serious help.** Alongside key insights from our survey, we're revealing how to boost brand distinctiveness and magnify mental availability to help you reach the top tier.

**BE HONEST, IF YOU COVERED YOUR LOGO UP
WOULD YOUR CUSTOMERS KNOW IT WAS YOU?**

65%



65% of respondents don't think that their audience would recognise their brand if their logo was covered up.



Yes, your logo is your lifeblood. But there are so many other important heuristics that make your brand instantly recognisable (even with the logo covered) think photography style, fonts, brand colours – they all feed into making you, you.

**DO YOU REALLY KNOW WHAT TRIGGERS
YOUR CUSTOMERS TO PURCHASE?**

72%



72% of respondents don't really know what triggers their customers to purchase.



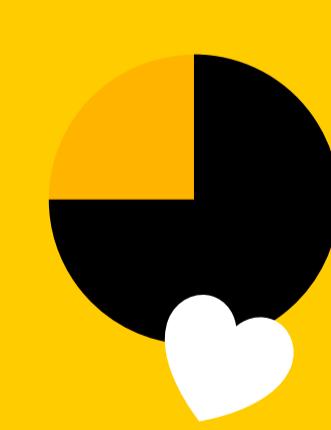
Purchase power is key. It's surprising that more brands don't know why their customers are choosing them. And finding out doesn't have to be a chore, it can be as simple as observing your customers while they shop. Make a clear link between your brand and the consumer's needs that trigger purchase.

**IF YOU WERE TO ASK YOUR TEAM WHAT MAKES YOUR
BRAND TRULY DISTINCTIVE, WOULD THEY KNOW?**

62%



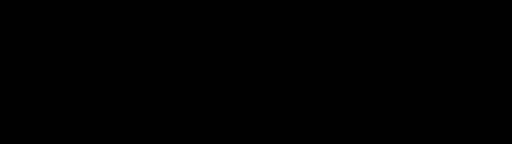
62% of respondents don't think their team would know what makes their brand truly distinctive.



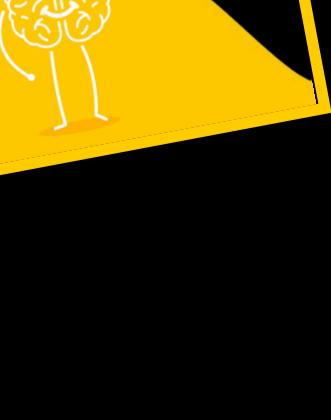
This is crucial to get right. Your values underpin distinctiveness. Without it, your brand is as beige as the next one. Help your team live and breathe your uniqueness by educating them on vision, heritage and what makes the business thrive.

**DO YOU KNOW WHAT YOUR CUSTOMER'S
BEHAVIOUR IS AT EVERY STAGE OF THE
CUSTOMER JOURNEY?**

75%



75% of respondents don't know what their customer's behaviour is at every stage of the journey.



It all comes down to data. Any movement will leave a digital footprint somewhere; harness this data and get into the hearts and minds of your consumers, walk their journey with them to understand their behaviour. Learn what they're in the market for, which brands they are choosing on autopilot, and challenge the status quo.

See who's doing it well, and who isn't in our Winners & Losers report.

DOWNLOAD

WINNERS AND LOSERS OF BRAND MENTAL AVAILABILITY

We've put brand distinctiveness and memorability to the test

INVESTOR IN PEOPLE | Gold
IPAA - International Public Affairs Association
CPD - Creative Professional Development

CREATIVITY INFORMED
BY BEHAVIORAL SCIENCE

THE
BEHAVIOURS
AGENCY