

December 2016

Brand Leaders - UK

“Perceptions of the biggest brands in FMCG sectors tend to be fairly secure and steady, suggesting that consumers have a mindset about familiar brands that rarely wavers. However, in other more dynamic markets there is less of a bias towards heritage brands, allowing new entrants to compete with established brands ...

November 2016

Premium Brands - UK

“There are different approaches to the perception of premium attributes among consumers. Brands that are considered exclusive by a higher proportion of consumers tend to conform to the traditional idea of luxury, however, brands that benefit from a high-quality image are often everyday brands that people use on a more ...

September 2016

The Ethical Brand - UK

“The way that consumers judge the ethics of brands in general often differs dramatically from the way that they judge specific brands they that know and use. Many other factors aside from ethics come into play when people decide which brand to use, and ethics can sometimes be overlooked if ...

May 2016

Customer Satisfaction and Brands - UK

“There is a clear link between customer satisfaction and perception of premium attributes such as quality, innovation, sophistication or style, forming the basis of why consumers seek out luxury brands in the first place. Luxury brands can highlight this satisfaction and the emotive benefits that they bring in order to ...

April 2016

Loyalty and Brands - UK

“The differences in building and measuring loyalty across different sectors mean that brands must take a nuanced approach to fostering a connection with customers. Bigger brands with more exposure tend to have an immediate advantage in building favouritism; however, recent arrivals such as Netflix show that new brands, particularly those ...

February 2016

Trust and Brands - UK

“It is the brands that consumers are most familiar with and that have consistently proved their functional credentials that develop the strongest amount of trust; something which particularly pays off for brands in the household and personal care categories. Not only can developing trust act as an advantage in the ...