



Cracking the code: Unlocking the drivers behind brand love

ESOMAR
member



**Owning and
excelling in all
three layers of
the market
research stack**



Leveraging predictive methodologies with Appinio.

Mental Availability

Better brand health tracking provides both retrospective and predictive insights, enabling true actionability and driving strategic decisions.

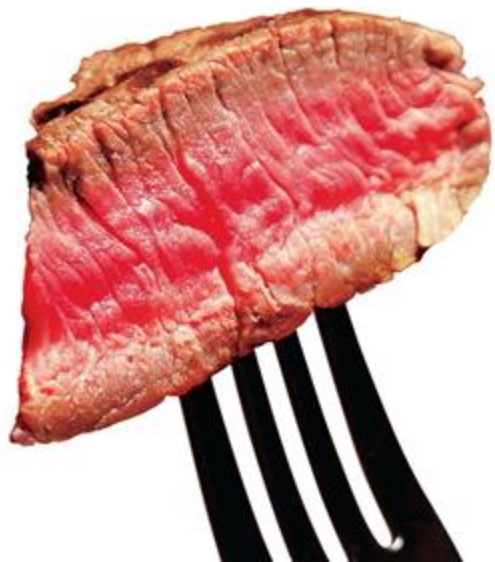
Psychographics

Target group analysis that goes beyond demographics and personas, revealing the true drivers behind why people choose our brands





appinio



Sticking with traditional methods means losing the battle for new consumers

Your data can't predict what consumers will do

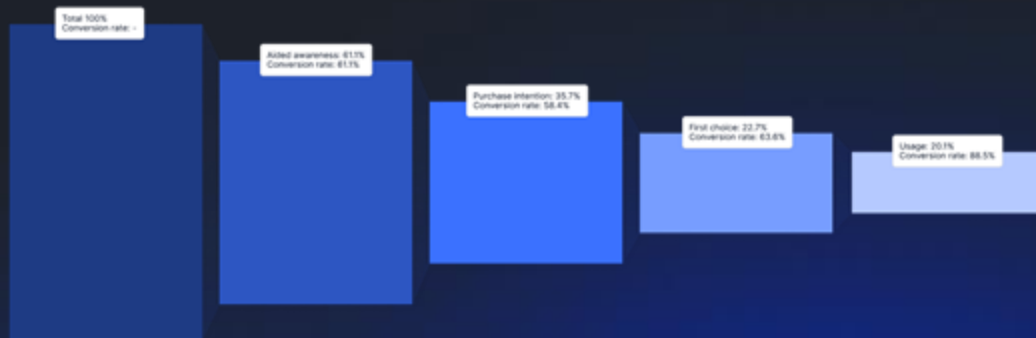
Traditional metrics often fail to reflect actual consumer choices in diverse contexts.

You're left guessing what to fix

Insights from brand funnels rarely provide clear guidance on where to adjust communications or improve effectiveness.

Your campaigns won't resonate with consumers

Traditional methods often overlook the nuanced triggers that drive consumer decisions, resulting in uninspired campaigns.



Mental Availability measures whether your brand is remembered and chosen during key moments.

A method developed
by experts, powered
by psychology and
rooted in decades
worth of research.

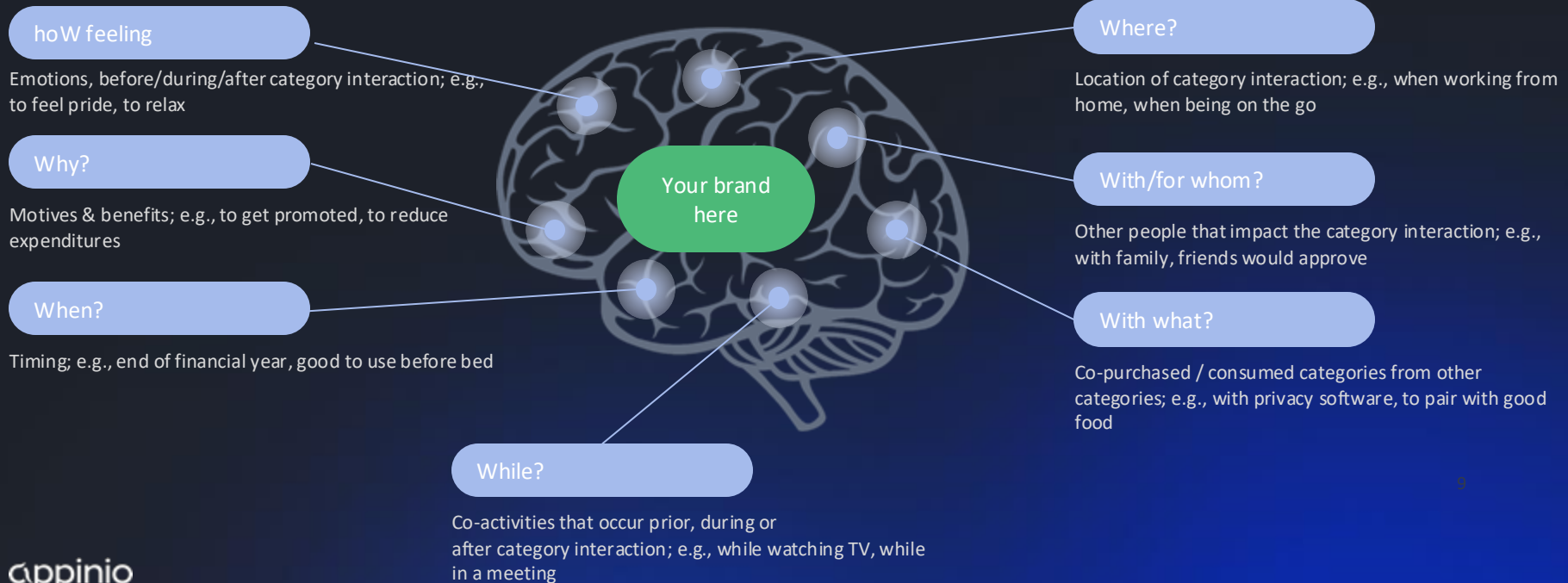
Developed by the Ehrenberg-Bass Institute and marketing scientists Byron Sharp and Jenni Romaniuk, this approach redefines how brands grow using evidence-based principles of marketing.

Mental Availability and CEPs leverage consumer psychology to show how mental shortcuts drive decisions, helping brands influence subconscious choices and stay top-of-mind across buying situations.

Backed by decades of research and real-world testing, this framework challenges traditional marketing beliefs, proving that Mental and Physical Availability are key to sustained brand growth.

Moments shape memories and memories grow brands

Building Mental Availability starts with owning moments



The 3 KPIs that will reveal your brand's Mental Availability



Mental Market Share goes hand in hand with Sales Market Share:

The larger the share your brand occupies in mind of consumers, the higher the sales volume.

So, build Mental Market Share, and actual Sales Market Share will follow.

Case study:

**Applying Mental Availability
to selected soft drink brands**

Applying Mental Availability to selected soft drink brands...



1.

Defining CEP's

Through a category consumer U&A, secondary research, LLM prompts, internal CPG expertise. Exploratory phase helps narrow down most important CEP's.

2.

Running Mental Availability

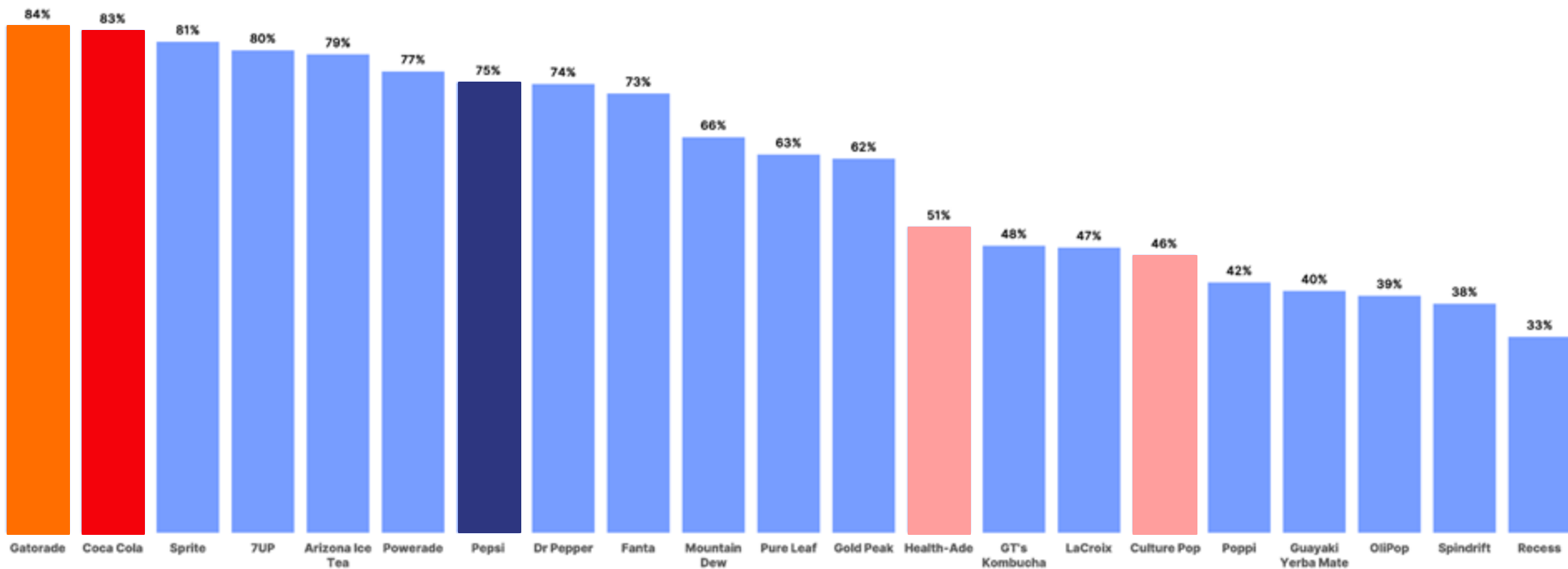
w. N=1000 category consumers, approximate of the category population, to set up calculation of Mental availability KPI's

A brand you would purchase when/for...

1. ...recovery and refreshment after a workout
2. ...going to the movies and enjoying a film
3. ...to strengthen your immune system
4. ...a lengthy road journey
5. ...to cool down during a scorching summer
6. ...when watching a sports game
7. ...when seeking digestive support
8. ...to recover from a night of celebration
9. ...enjoy with your favorite snacks
10. ...a picnic or hike in the great outdoors
11. ...a casual backyard barbecue with friends
12. ...filling into your favorite insulated cup (e.g. Yeti)
13. ...a sunny beach getaway
14. ...a night out when you're not drinking alcohol
15. ...to pair with your favorite lunch
16. ...while enjoying live music at a festival
17. ...when dining at a hip cafe
18. ...to complement a day of relaxation and self-care
19. ...on a busy day
- ...

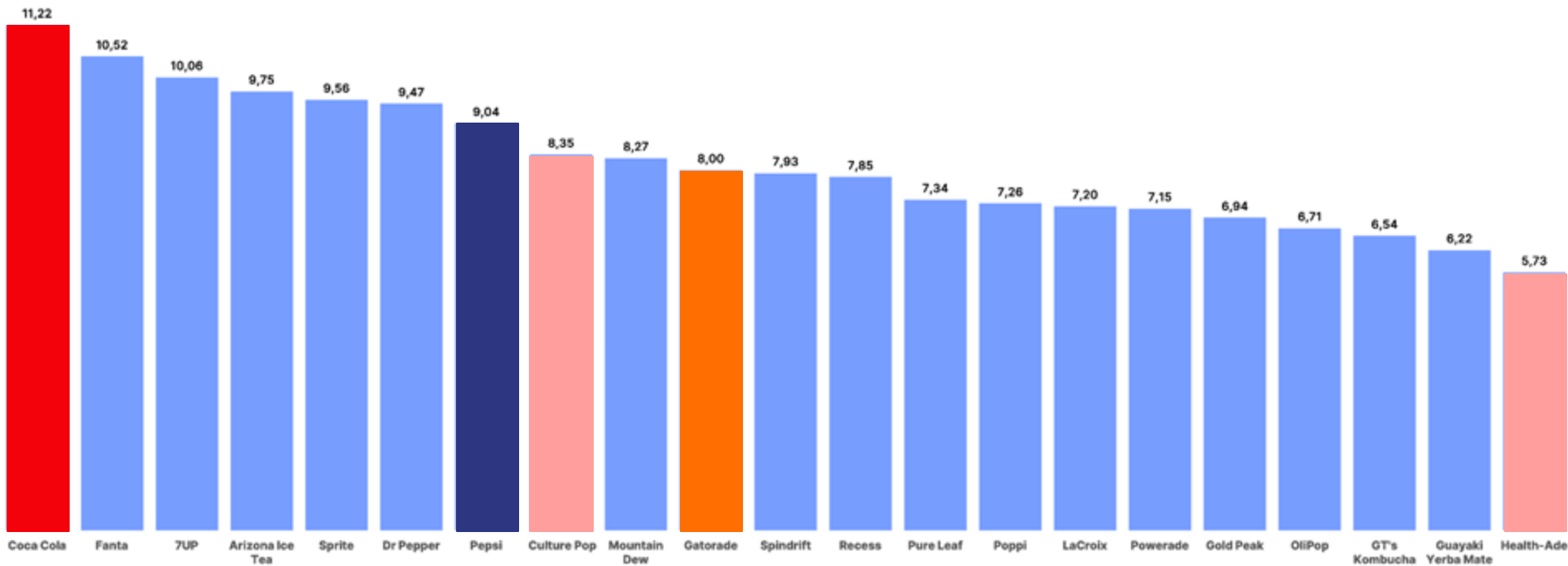
Mental Penetration

How many people associate the brands with at least one category entry point?



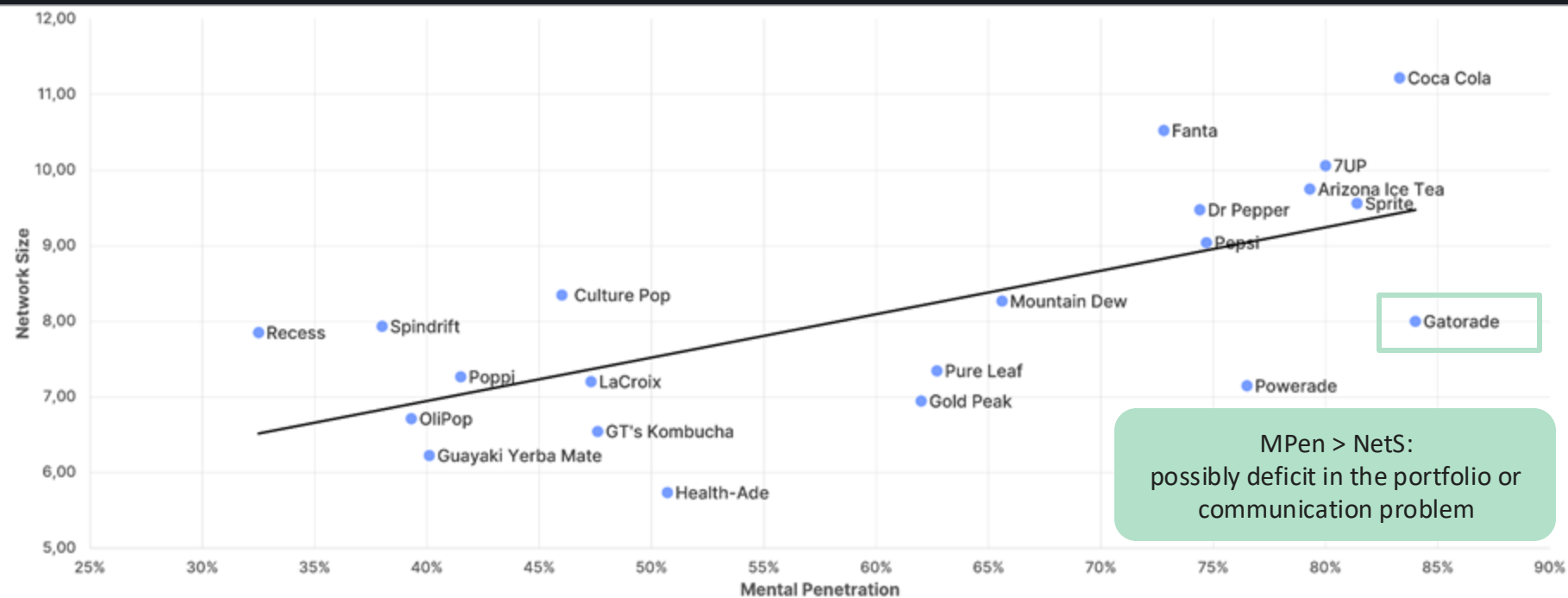
Network Size

How many CEPs are the brands associated with on average?



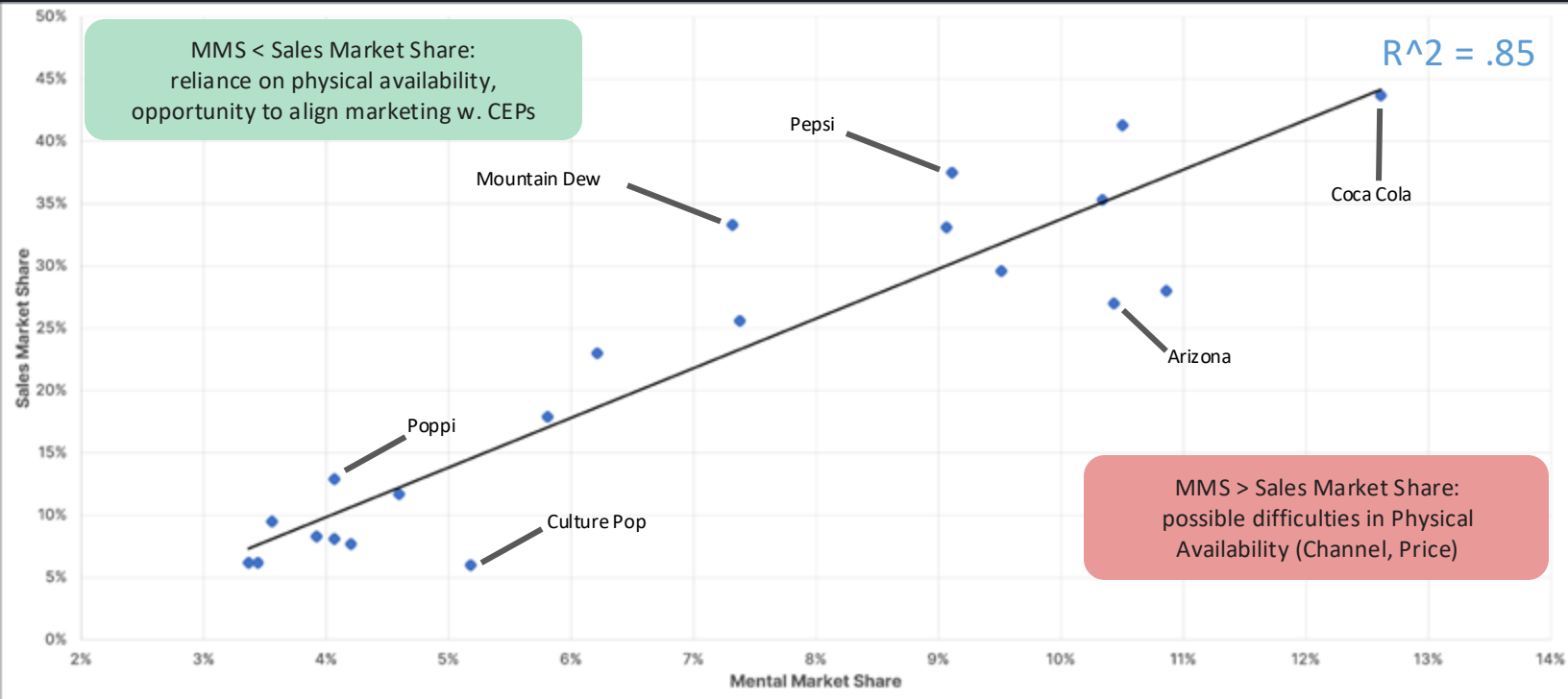
Mental Penetration x Network Size

The more CEPs are associated with a brand, the greater the likelihood that this brand is anchored in the consumer's memory.



The predictive power of Mental Market Share

The greater the share of a brand in the minds of consumers, the higher the sales volume.



One more KPI - Mental Advantage

**gives you actionable insights on
how to optimize your
Brand Communication Strategy.**

Mental Advantage



		Coca Cola	Fanta	Sprite	Powerade	Gold Peak	Pepsi	Mountain Dew	Gatorade	Pure Leaf	Dr Pepper	7Up	Arizona	Guayaki	Culture Pop	Onipop	Poppi	GT's	Health-Ade	Recess	Spindrift
CEP (Top 20)	Importance																				
...to cool down during a scorching summer	54%	-8,7%	-3,6%	-1,8%	9,9%	3,8%	-2,1%	0,1%	12,3%	4,3%	-4,3%	-4,5%	11,0%	-2,2%	-2,7%	-0,6%	-2,0%	-3,4%	-2,1%	-1,6%	-1,8%
...to enjoy with your favorite snacks	52%	8,0%	4,4%	2,5%	-8,6%	-1,8%	4,6%	1,2%	-8,1%	-1,3%	7,1%	1,4%	-1,4%	-2,4%	-0,7%	-0,7%	-0,5%	-2,5%	-3,8%	-0,7%	0,4%
...to pair with your favorite lunch	51%	6,6%	4,6%	1,5%	-5,6%	0,8%	5,5%	0,9%	-8,3%	0,6%	4,4%	-2,2%	0,2%	-2,4%	-1,4%	-0,1%	0,0%	-0,6%	-2,2%	-0,3%	-0,5%
...for going to the movies and enjoying a film	46%	12,3%	6,6%	3,5%	-8,8%	-4,1%	11,0%	4,5%	-9,0%	-4,3%	10,1%	0,6%	-7,8%	-1,1%	-1,7%	-1,2%	-0,6%	-2,8%	-3,2%	0,3%	-1,1%
...to purchase on a busy day	46%	2,3%	0,4%	-3,7%	-0,8%	1,6%	0,5%	0,9%	-1,2%	1,8%	2,4%	-1,3%	1,8%	-0,5%	0,8%	-0,5%	-0,7%	-1,4%	-1,3%	0,1%	-0,2%
...for a work meeting or conference	42%	-1,5%	-1,2%	-1,7%	-2,8%	2,8%	-0,8%	0,1%	-3,6%	3,0%	-1,6%	-2,0%	3,9%	-0,5%	1,3%	0,4%	-0,4%	0,2%	-1,0%	1,6%	0,9%
...for recovery and refreshment after a workout	41%	-11,9%	-6,1%	-7,1%	24,5%	-2,3%	-4,9%	-4,9%	29,6%	-1,5%	-8,7%	-4,0%	-2,1%	0,2%	-1,6%	0,6%	-0,6%	0,6%	2,9%	-0,1%	-0,2%
...to complement a day of relaxation and self-care	41%	-4,6%	-0,8%	-3,5%	-2,1%	3,6%	-0,1%	0,2%	-4,4%	3,4%	-0,1%	-4,4%	5,4%	1,2%	0,1%	1,1%	1,7%	2,1%	-0,4%	0,4%	0,8%
...when seeking digestive support	39%	-9,9%	-4,9%	-0,7%	-1,2%	-1,8%	-8,1%	-4,4%	-0,1%	-1,0%	-5,5%	2,8%	-5,5%	6,1%	3,9%	3,1%	2,9%	12,3%	11,3%	1,2%	-0,7%
...to drink while playing videogames	38%	5,8%	4,9%	0,6%	-3,3%	0,1%	2,7%	4,7%	-4,1%	-2,8%	5,1%	0,3%	-2,0%	-1,2%	0,3%	-0,8%	-1,6%	-3,2%	-2,9%	0,2%	-1,6%
...to buy while shopping	38%	5,6%	2,2%	0,3%	-2,6%	-0,9%	1,5%	2,0%	-3,3%	0,2%	4,2%	-1,5%	-1,1%	0,0%	-0,3%	-0,9%	-0,9%	-1,5%	-2,4%	-0,6%	0,4%
...for a picnic or hike in the great outdoors	37%	-7,7%	-2,6%	-5,6%	9,4%	5,1%	-3,8%	-1,9%	12,6%	4,5%	-4,8%	-5,0%	7,7%	-1,7%	-1,6%	-0,1%	0,0%	-1,6%	-1,5%	-1,9%	0,3%
...to fill into your favorite insulated cup (e.g. Yeti)	36%	0,8%	0,5%	-2,2%	-2,2%	2,1%	-1,6%	0,1%	-3,2%	2,3%	-0,5%	-0,1%	5,0%	0,0%	1,4%	0,7%	0,2%	-1,5%	-1,6%	0,1%	-0,2%
...when watching a sports game	35%	7,4%	0,9%	1,2%	0,8%	-1,3%	4,6%	4,5%	0,7%	-3,7%	4,4%	0,9%	-6,1%	-2,6%	-0,4%	-0,8%	-0,8%	-2,1%	-3,4%	0,2%	-1,9%
...for a lengthy road journey	33%	-2,2%	-1,6%	-2,6%	2,0%	0,5%	0,7%	2,7%	3,2%	3,7%	0,2%	-3,1%	3,6%	-0,4%	-1,1%	-0,8%	-0,2%	-2,8%	-1,9%	-0,5%	-0,4%
...to strengthen your immune system	33%	-11,8%	-3,5%	-5,0%	2,2%	-1,8%	-8,7%	-7,1%	3,4%	-0,5%	-7,1%	-1,2%	-4,5%	8,3%	3,1%	1,6%	1,8%	14,1%	14,7%	1,8%	1,3%
...for a casual backyard barbecue with friends	33%	7,5%	3,5%	4,2%	-6,1%	1,6%	8,1%	5,8%	-7,5%	-1,0%	6,2%	0,1%	0,1%	-3,6%	-3,3%	-1,3%	-1,5%	-4,6%	-4,1%	-1,9%	-1,3%
...for a night out when you're not drinking alcohol	32%	6,8%	1,3%	3,9%	-5,7%	-2,8%	2,0%	0,4%	-7,9%	-2,7%	3,0%	2,9%	-2,7%	-0,2%	1,4%	0,7%	-0,4%	-0,2%	-2,1%	0,1%	1,2%
...when feeling unwell and in need of comfort	31%	-7,2%	-4,0%	5,7%	4,2%	-2,8%	-8,6%	-4,7%	5,3%	0,0%	-5,9%	11,1%	-2,3%	1,8%	-0,4%	-0,2%	0,1%	1,8%	5,8%	0,6%	0,0%
...to use as a mixer for cocktails	29%	10,2%	0,2%	13,7%	-6,4%	-3,4%	0,7%	-2,6%	-9,1%	-5,5%	-2,2%	13,3%	-5,9%	-1,1%	0,6%	-1,1%	-1,1%	-1,3%	-1,8%	0,8%	1,4%

Takeaways, by adding Mental availability to your toolbox you...



1.

Achieve strategic depth

that goes beyond the traditional funnel metrics,
and sets your brand up for actionable and
targeted next steps

2.

Harness predictability

of academically backed brand KPIs that
translate into actual real-market outcomes

3.

Activate stakeholders

the added depth of insights sets you up for
more meaningful alignment
with your Brand Managers,
Creative Agencies, and Leadership

Leveraging predictive methodologies with Appinio.

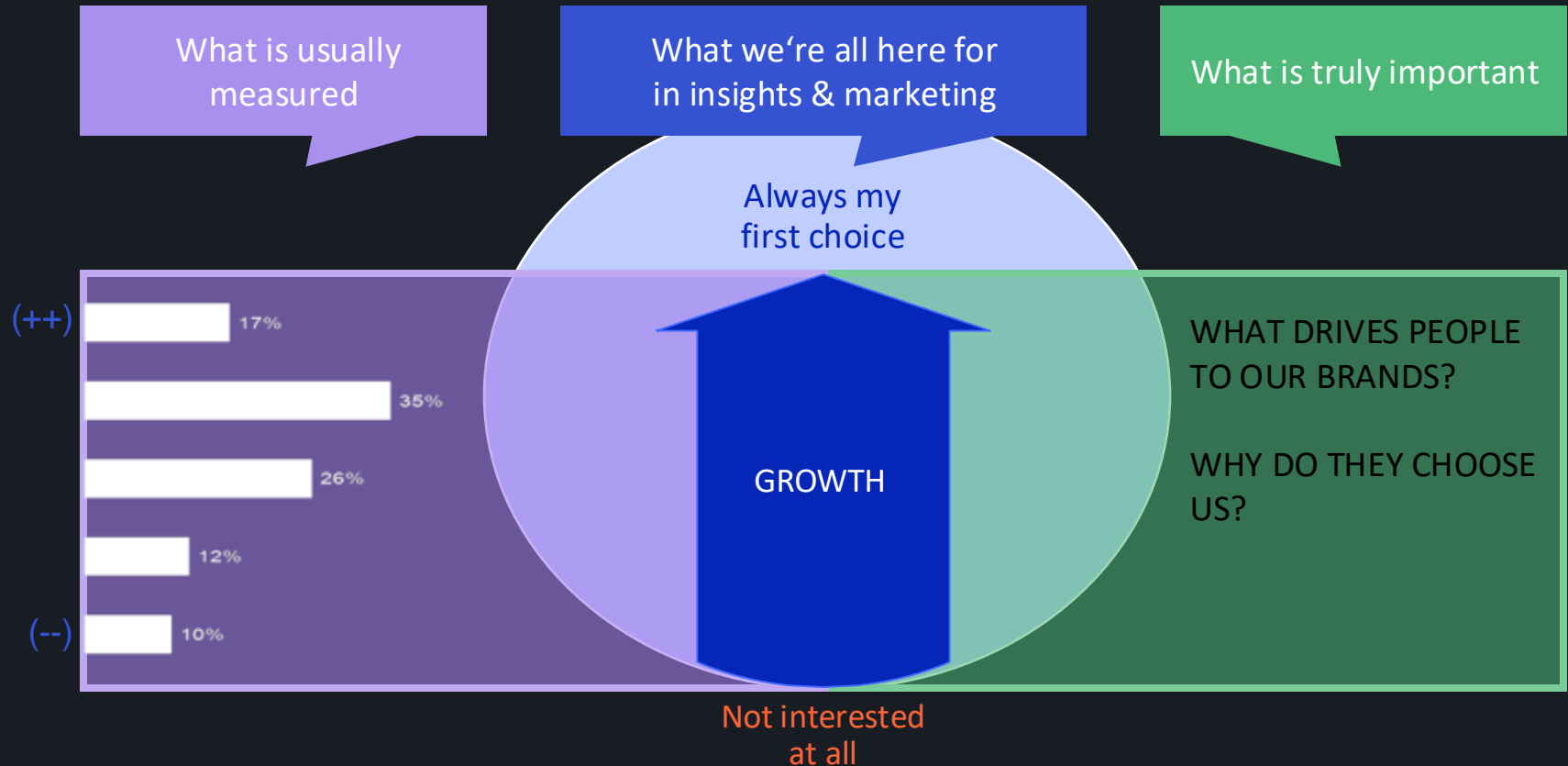
Mental Availability

Better brand health tracking provides both retrospective and predictive insights, enabling true actionability and driving strategic decisions.

Psychographics

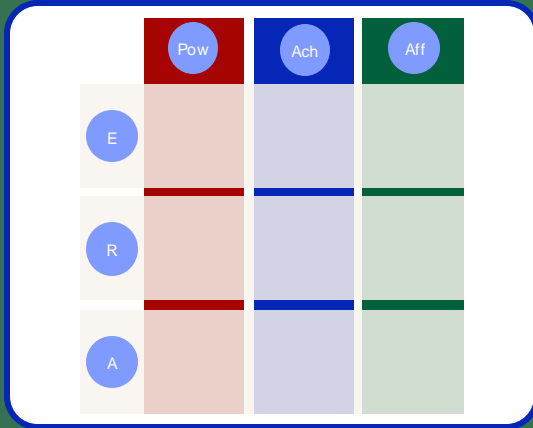
Target group analysis that goes beyond demographics and personas, revealing the true drivers behind why people choose our brands

Revealing the true drivers of why people choose our brands



Revealing the true drivers of why people choose our brands

Consumer Psychographics



=

Motives

- Power
- Achievement
- Affiliation

Mcclelland explains behavior with R^2 of $> .5$

x

Attitudes

- Emotionality
- Rationality
- Action (Habit)

Triandis explains behavior with R^2 of $> .3$

How the three motives affect different areas of life

Power

= hope for influence & control
(or security from loss of status)

leisure time

Gaining reputation
Being able to win

relationship

Ability to decide
Appearance of my partner

media content

Exclusive
Extraordinary

in store

Sophistication
Impressive atmosphere

Achievement

= hope for success & efficiency
(or security from mistakes)

Learning something
Being productive

Manners & standards
Open discussion of opinions

Useful
Checked

Overview
Ability to inform oneself

Affiliation

= hope for belonging
(or security from rejection)

Experiencing community
Cordiality

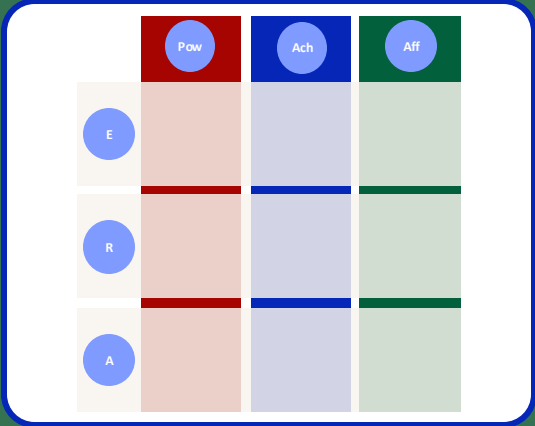
Being there for each other
Mutual trust

Approachable
Comprehensible

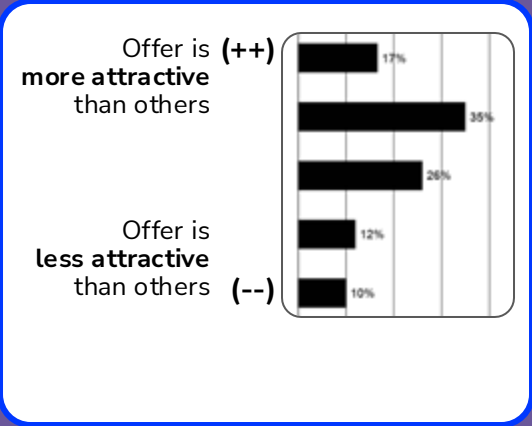
Friendliness
Trustful interactions

By pairing Psychographics with Brand Affinity, we understand what really drives behavior

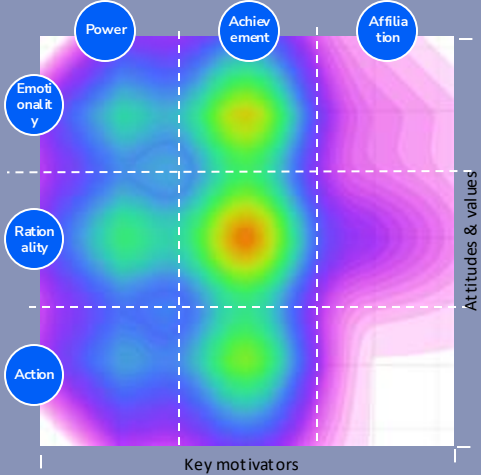
Consumer Psychographics



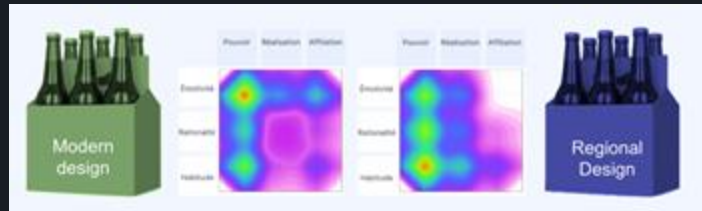
Measured Brand Affinity



Behavioral Drivers

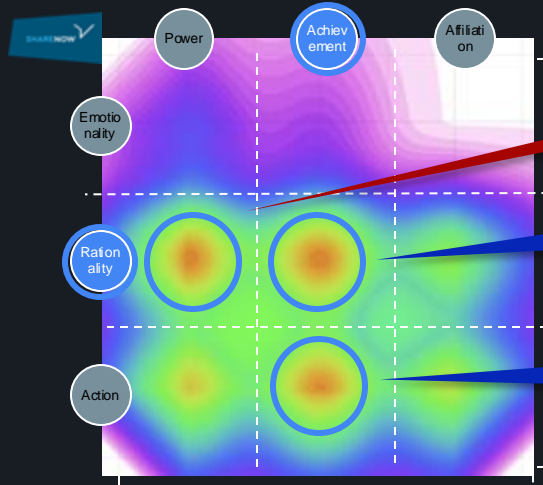


We covered the basics, so what now?



		Coca-Cola				Pepsi				Pepsi			
		2015	2016	2017	2018	2015	2016	2017	2018	2015	2016	2017	2018
1. Total sales (in million USD)	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
2. Sales volume (in million units)	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
3. Sales volume (in million units)	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
4. Sales volume (in million units)	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
5. Sales volume (in million units)	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
6. Sales volume (in million units)	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
7. Sales volume (in million units)	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
8. Sales volume (in million units)	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
9. Sales volume (in million units)	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
10. Sales volume (in million units)	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
11. Sales volume (in million units)	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
12. Sales volume (in million units)	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
13. Sales volume (in million units)	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
14. Sales volume (in million units)	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
15. Sales volume (in million units)	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
16. Sales volume (in million units)	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
17. Sales volume (in million units)	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
18. Sales volume (in million units)	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
19. Sales volume (in million units)	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
20. Sales volume (in million units)	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
21. Sales volume (in million units)	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
22. Sales volume (in million units)	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
23. Sales volume (in million units)	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
24. Sales volume (in million units)	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
25. Sales volume (in million units)	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
26. Sales volume (in million units)	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
27. Sales volume (in million units)	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
28. Sales volume (in million units)	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
29. Sales volume (in million units)	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
30. Sales volume (in million units)	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
31. Sales volume (in million units)	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
32. Sales volume (in million units)	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
33. Sales volume (in million units)	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
34. Sales volume (in million units)	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
35. Sales volume (in million units)	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
36. Sales volume (in million units)	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
37. Sales volume (in million units)	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
38. Sales volume (in million units)	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
39. Sales volume (in million units)	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
40. Sales volume (in million units)	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
41. Sales volume (in million units)	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
42. Sales volume (in million units)	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
43. Sales volume (in million units)	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
44. Sales volume (in million units)	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
45. Sales volume (in million units)	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
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50. Sales volume (in million units)	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

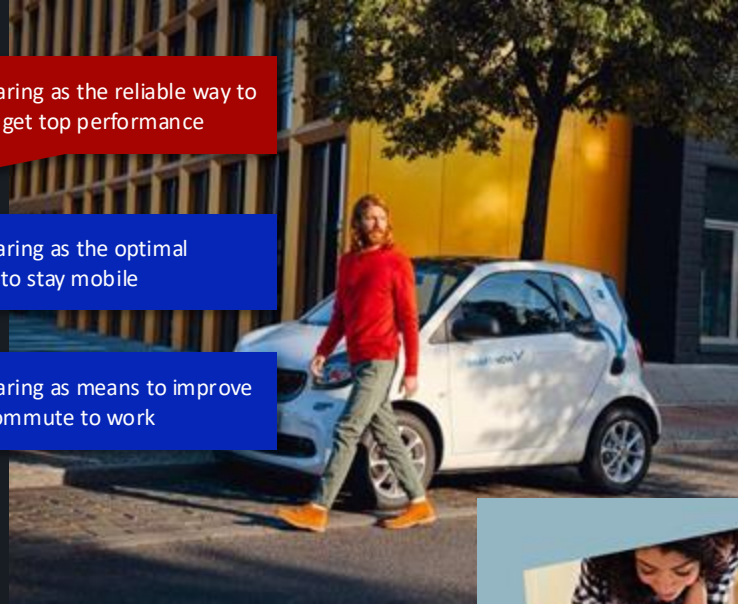
How to activate customers and ignite that fire?



e.g. Sharing as the reliable way to always get top performance

e.g. Sharing as the optimal option to stay mobile

e.g. Sharing as means to improve your commute to work



Takeaways, psychographics as means to...



1.

Understand the WHY behind the buy

with academically proven and research backed foundations of psychology, that reveal the true drivers for brand affinity and purchase

2.

Create a shared target group language

leveraging an easy to understand handbook layered with everyday consumer worlds, proven imagery and preferences related to by the core target audience

3.

Align strategy

by extending the target group analysis to cover preferred means of communication and features for every step of the consumer journey, defining social ad targeting in alignment with core segments, combining with mental availability

Thank you!



Join the market research revolution



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