



# **Unlocking Brand Growth: 2 Years of Learnings in Better Brand Health Tracking**

**Gianna Saladino**  
Senior Solutions Consultant

February 27, 2025

**Hi there,  
nice to meet you!  
I'm Gianna.**





**Too slow,  
costly, not  
actionable**



**Huge amount  
of updated  
research**

New research from: Romaniuk (2023), Romaniuk & Sharp (2016), Sharp (2010)

# quantilope's Better Brand Health Tracker

Inspired by the work of acclaimed  
Jenni Romaniuk and the Ehrenberg-  
Bass Institute.



## Two Years of Better Brand Health Tracking at quantilope

**10+**  
industries

**70+**  
categories

**500+**  
brands



**Brand Growth = Physical Availability + Mental Availability**

---

Sharp (2010)



# Brand Growth

## Physical Availability

‘easy to find’



Wide distribution network (Presence), range of options (Portfolio), in-store positioning (Prominence), etc.

## Mental Availability

‘easy to mind’



Make a brand come to mind easily and often in relevant buying situations

**Increase your  
Mental  
Availability  
by building  
wider, fresher  
networks**





# Category Entry Points















# Measuring Mental Availability through Category Entry Points

Please select all brands that you think fit with the statement.

Once you have selected all brands that apply, please click the arrow to move on to the next statement. When you have finished selecting brands for the final statement, you will be able to select next at the bottom of the screen.

100  
To take care of myself

 <input type="checkbox"/> Carers	 <input type="checkbox"/> Axe	 <input type="checkbox"/> Native	 <input type="checkbox"/> Olay
 <input type="checkbox"/> Bath & Body Works	 <input type="checkbox"/> Dial	 <input type="checkbox"/> Dove	 <input type="checkbox"/> Nivea
 <input type="checkbox"/> Lux	 <input type="checkbox"/> Old Spice	 <input type="checkbox"/> Suave	 <input type="checkbox"/> up & up
<input type="checkbox"/> none of these			

Next



**Mental Availability Analysis**



**Mental Advantage Analysis**

# Mental Availability Analysis: Mental Market Share (MMS)



## Mental Market Share

Brand's total % share  
of CEP-Brand linkages  
in the category

**How present is  
your brand in  
consumers' minds?**



# MMS strongly correlates with sales data



# Reach (MPen) and Messaging (NS) are drivers of MMS



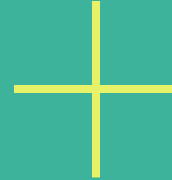
## Mental Market Share

Brand's total % share of CEP-Brand linkages in the category



## Mental Penetration

% of the category with at least one CEP link



## Network Size

Average number of CEP links among those with Mental Penetration

# Learnings from 2 years of Mental Availability Analysis

- **MAv works across a range of categories and brands:** from CPG to durables and services, from category leaders to challenger brands.
- **MAv connects TOFU and BOFU:** MMS and Sales correlate strongly; comparing the two allows us to understand the biggest barriers for converting 'awares' into 'buyers'.
- **Actionable recommendations:** with MPen and NS we can diagnose if reach or messaging is the bigger lever for brand growth.

















# Measuring Mental Advantage through Category Entry Points

Please select all brands that you think fit with the statement.

Once you have selected all brands that apply, please click the arrow to move on to the next statement. When you have finished selecting brands for the final statement, you will be able to select next at the bottom of the screen.

100  
To take care of myself

 <input type="checkbox"/> Carers	 <input type="checkbox"/> Axe	 <input type="checkbox"/> Native	 <input type="checkbox"/> Olay
 <input type="checkbox"/> Bath & Body Works	 <input type="checkbox"/> Dial	 <input type="checkbox"/> Dove	 <input type="checkbox"/> Nivea
 <input type="checkbox"/> Lush	 <input type="checkbox"/> Old Spice	 <input type="checkbox"/> Suave	 <input type="checkbox"/> up & up
<input type="checkbox"/> none of these			

Next

# Mental Advantage Analysis in quantilope

	Dove	Old Spice	Bath & Body Works	Olay
To feel fresh	-5%	2%	0%	-2%
To feel clean	-5%	-1%	-5%	-2%
To smell nice	-11%	14%	14%	-4%
For a quick shower	0%	-1%	-5%	-8%
To take care of myself	1%	-2%	3%	2%
Taking a bath	1%	-4%	9%	-0%
For my skin to feel soft	17%	-11%	-2%	15%
To sooth my skin	14%	-9%	-5%	11%



# Mental Advantage Analysis in quantilope

	Dove	Old Spice	Bath & Body Works	Olay
To feel fresh	-5%	2%	0%	-2%
To feel clean	-5%	-1%	-5%	-2%
To smell nice	-11%	14%	14%	-4%
For a quick shower	0%	-1%	-5%	-8%
To take care of myself	1%	-2%	3%	2%
Taking a bath	1%	-4%	9%	-0%
For my skin to feel soft	17%	2%	15%	
To sooth my skin	14%	5%	11%	

Mental Advantage

➡ Mental Advantage



# Mental Advantage Analysis in quantilope

	Dove	Old Spice	Bath & Body Works	Olay
To feel fresh	-5%	2%	0%	-2%
To feel clean	-5%	-1%	-5%	-2%
To smell nice	-11%	14%	14%	-4%
For a quick shower	0%	-1%	-5%	-8%
To take care of myself	1%	-2%	3%	2%
Taking a bath	1%	-4%	9%	-0%
For my skin to feel soft	17%	2%	15%	
To sooth my skin	14%	5%	11%	

Mental Advantage

➡ Mental Advantage



# Mental Advantage Analysis in quantilope

	Dove	Old Spice	Bath & Body Works	Olay
To feel fresh	-5%	2%	0%	-2%
To feel clean	-5%	-1%	-5%	-2%
To smell nice	-11%	➡ Mental Disadvantage		-4%
For a quick shower	0%	-1%	-5%	-8%
To take care of myself	1%	-2%	3%	2%
Taking a bath	1%	-4%	9%	-0%
For my skin to feel soft	17%	-11%	-2%	15%
To sooth my skin	14%	-9%	-5%	11%



# Mental Advantage Analysis in quantilope

	Dove	Old Spice	Bath & Body Works	Olay
To feel fresh	-5%	2%	0%	-2%
To feel clean	-5%	-1%	-5%	-2%
To smell nice	-11%	14%	14%	
For a quick shower	0%	-1%	-5%	-8%
To take care of myself	1%	-2%	3%	2%
Taking a bath	1%	-4%	9%	-0%
For my skin to feel soft	17%	-11%	-2%	15%
To sooth my skin	14%	-9%	-5%	11%

➔ Mental Advantage



# Mental Advantage Analysis in quantilope

	Dove	Old Spice	Bath & Body Works	Olay
To feel fresh	-5%	2%	0%	-2%
To feel clean	-5%	-1%	-5%	-2%
To smell nice	-11%	14%	14%	-4%
For a quick shower	0%	-1%	-5%	-8%
To take care of myself	1%	-2%	3%	2%
Taking a bath	1%	-4%	9%	-0%
For my skin to feel soft	17%	-11%	-2%	15%
To sooth my skin	14%	-9%	-5%	11%





# Mental Advantage Analysis in quantilope

	Dove	Old Spice	Bath & Body Works	Olay
To feel fresh	-5%	2%	0%	-2%
To feel clean	-5%	-1%	-5%	-2%
For a quick shower	0%	-1%	-5%	-8%
To take care of myself	1%	-2%	3%	2%




# Mental Advantage Analysis in quantilope


	Dove	Old Spice	Bath & Body Works	Olay
For a quick shower	0%	-1%	-5%	-8%
To take care of myself	1%	-2%	3%	2%



# Mental Advantage Analysis in quantilope

	Dove	Old Spice	Bath & Body Works	Olay
To feel fresh	-5%	2%	0%	-2%
To feel clean	-5%	-1%	-5%	-2%
To smell nice	-11%	14%	14%	-4%
For a quick shower	0%	-1%	-5%	-8%
To take care of myself	1%	-2%	3%	
Taking a bath	1%	-4%	9%	-0%
For my skin to feel soft	17%	-11%	-2%	
To sooth my skin	14%	-9%	-5%	

 Build

 Defend



## Activating CEPs with communication



# Learnings from 2 years of Mental Advantage Analysis


- **CEPs are the building blocks of Mental Availability:** strengthening CEP connections will increase MMS - which will likely increase sales.
- **MAd helps to prioritize messages:** whether it's defending strengths or identifying new messages, Mental Advantages allow you to go deep while supporting strategic goals.
- **Activating CEPs doesn't require big budgets:** use co-presenting to activate CEPs - from social to TV, from influencers to out of home.



# Unlocking Brand Growth: 2 Years of BBHT Learnings



ONE QUESTION  
FOR LOTS OF  
INSIGHTS



ACTIONABLE  
GUIDANCE FOR  
EVERY BRAND



INCREASE THE  
IMPACT OF YOUR  
MARKETING

# Questions?

✉ [global-sales@quantilope.com](mailto:global-sales@quantilope.com)

🌐 <https://www.quantilope.com/contact-us>

