



# **Tracking CEPs, Mental Availability, & Mental Advantage with Omaha Steaks**

**Quirk's New York 2025**



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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

**20+**  
industries

**100+**  
categories

**1000**  
brands



**Brand  
Growth**



**Physical  
Availability**



**Mental  
Availability**





## Brand Growth

### Physical Availability 'easy to find'



Presence  
Prominence  
Portfolio

### Mental Availability 'easy to mind'



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



**Increase your  
chances of  
being  
purchased  
through  
Mental  
Availability**





# Category Entry Points















# Measuring Mental Availability Through CEPs

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.

1/20

To take care of myself

 <input type="checkbox"/> Caress	 <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"/> Lume	 <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

# Mental Availability Analysis Learnings

- **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 CEPs

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<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%	2%	15%
To sooth my skin	14%	5%	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%
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To sooth my skin	14%	5%	11%	

Mental Advantage

➔ Mental Advantage



# Mental Advantage Analysis in quantilope

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For a quick shower	0%	-1%	-5%	-8%
To take care of myself	1%	-2%	3%	2%
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# Mental Advantage Analysis in quantilope

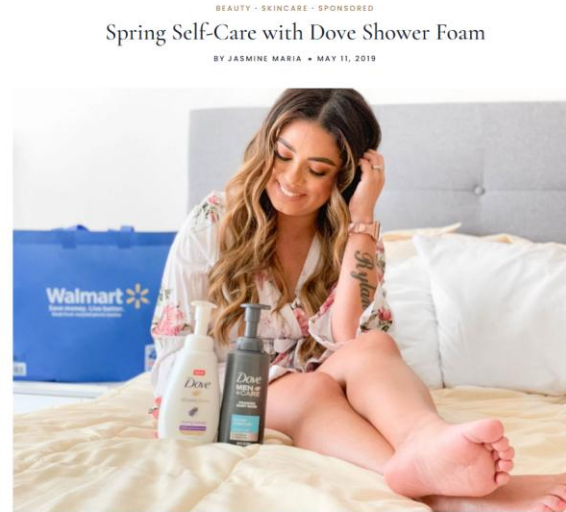
	Dove	Old Spice	Bath & Body Works	Olay
To feel fresh	-5%	2%	0%	-2%
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Build



# Activating CEPs with Communication



# Mental Advantage Analysis Learnings

- **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.



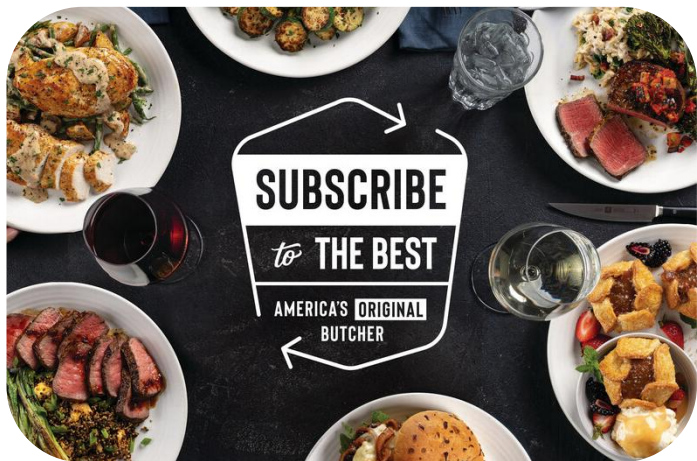


# Fireside Chat



# Omaha Steaks in 2025

## New ways to order



## New products

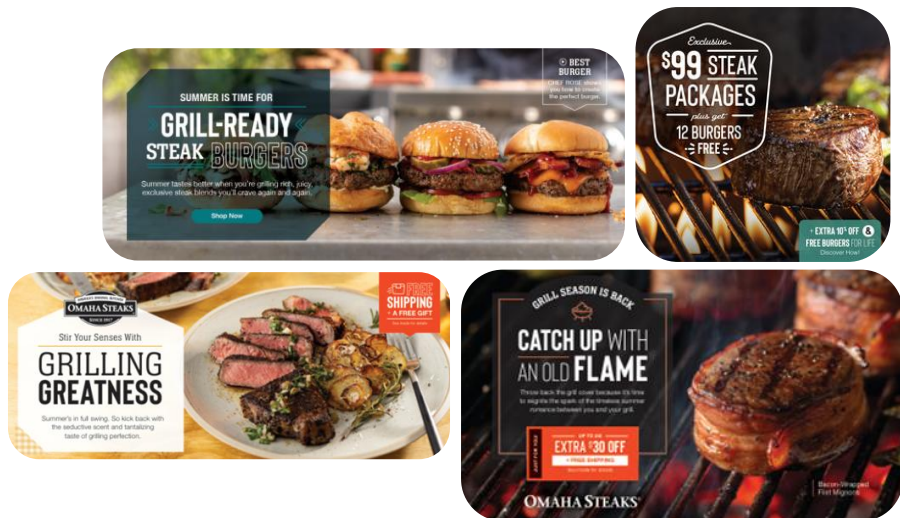


## New, improved shipping experience



# Omaha Steaks' Mental Availability

## Mental Advantage CEP: To grill



## Mental Disadvantage CEP: To feed my family

