

CULTURE:

THE MISSING PIECE IN MODERN
BRAND TRACKING.

QUIRKS Chicago



**VERONICA
NAGUIB**
MANAGING DIRECTOR //
IMPACTSENSE

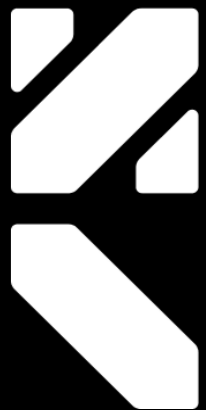


**STUART
WHYTE**
CHIEF PRODUCT OFFICER //
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04//2026



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CONTINUE THE CONVERSATION



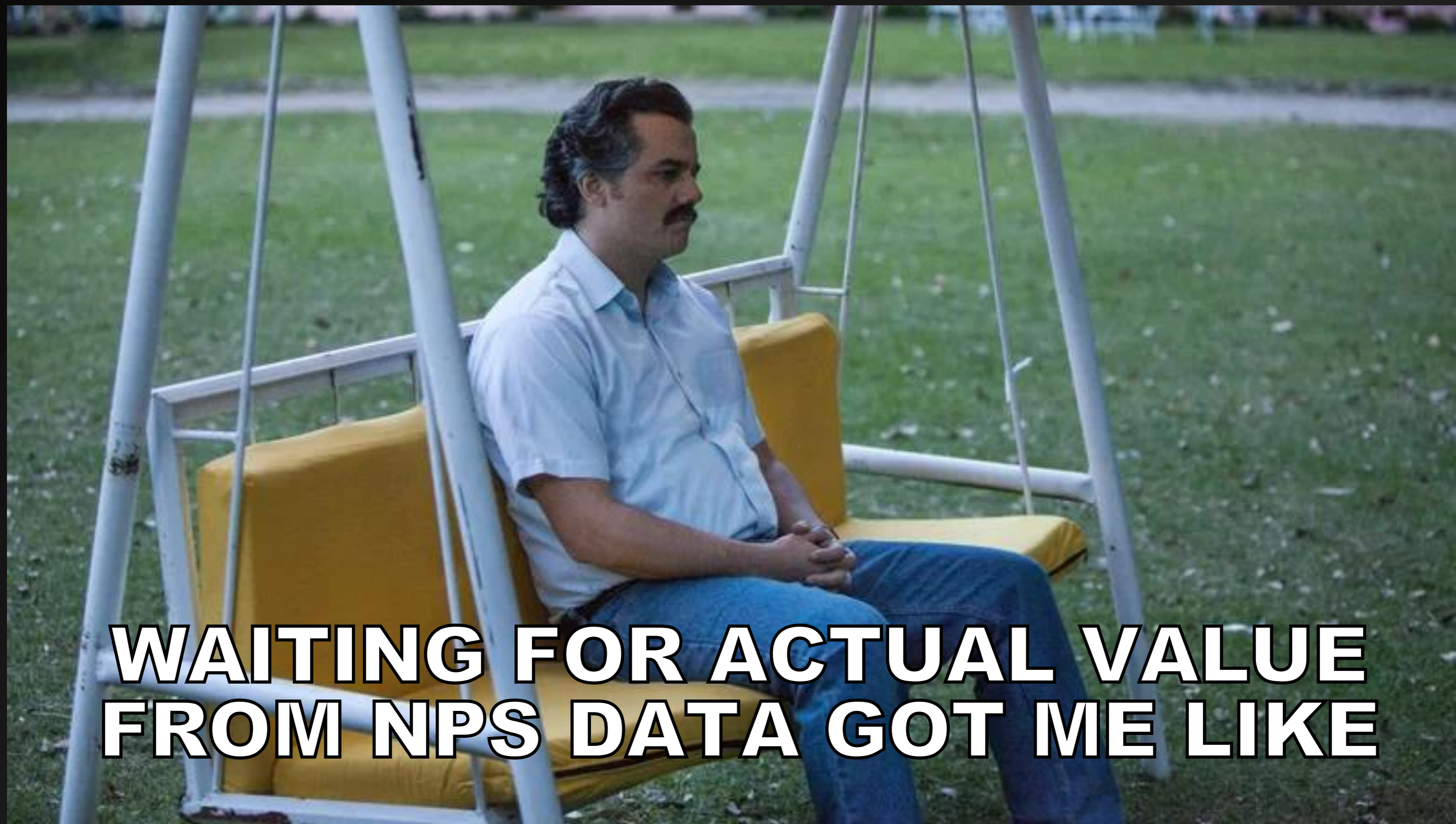
MY IDENTITY

EXPRESSED THROUGH FOOD



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**WAITING FOR ACTUAL VALUE
FROM NPS DATA GOT ME LIKE**



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IT'S A LITTLE LIKE OUR EQUIVALENT OF...





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BEHAVIOUR \neq LOVE



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AWARENESS.
CONSIDERATION.
LOYALTY.



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CULTURE.



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CONVERSATION



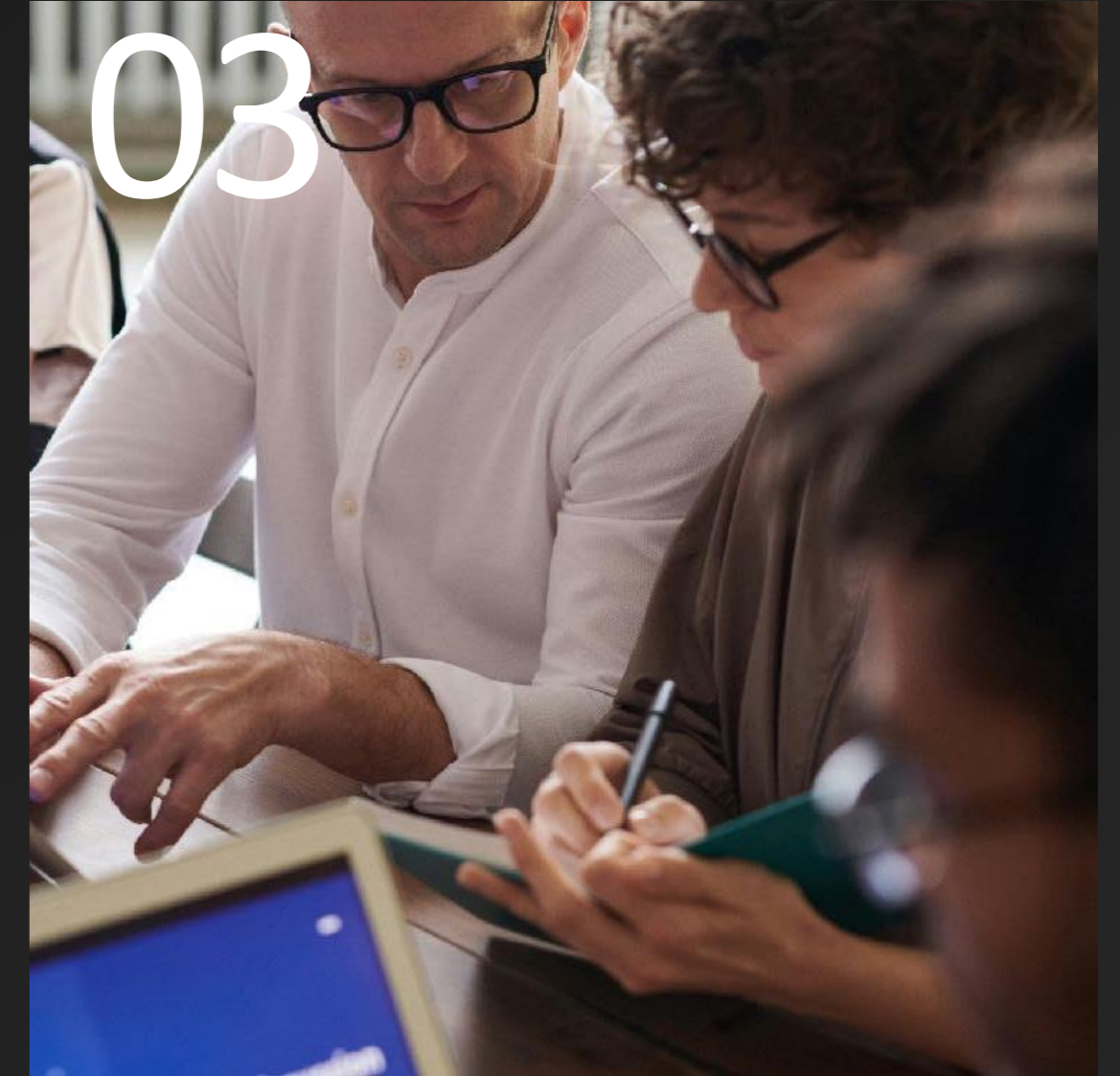
TRUTH.

*EXTRACTING REAL HUMAN
EXPERIENCE, NOT JUST ANSWERS.*



INSPIRATION.

*MOVING BEYOND HYGIENE
TO GENERATE GENUINELY NEW
THINKING.*



ACTION.

*CREATING A STREAM OF USEFULNESS
THAT FEEDS THE WIDER BUSINESS.*

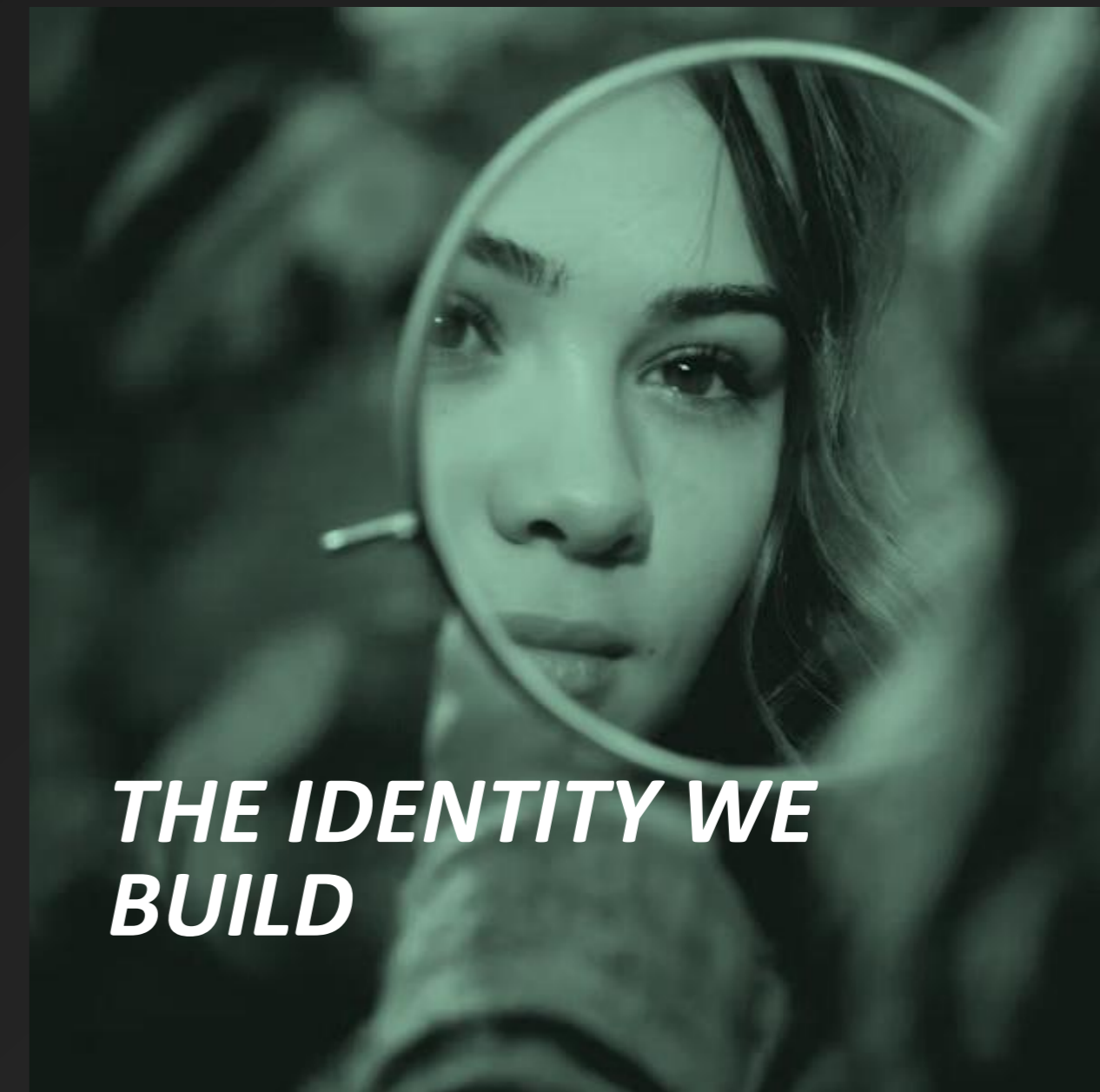
WE PRIORITISE
THREE THINGS
THREE THINGS
THREE THINGS



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CULTURE.

THE SHARED SYSTEM OF MEANING THAT SHAPES HOW PEOPLE SEE THE WORLD, BEHAVE, AND RELATE TO EACH OTHER.

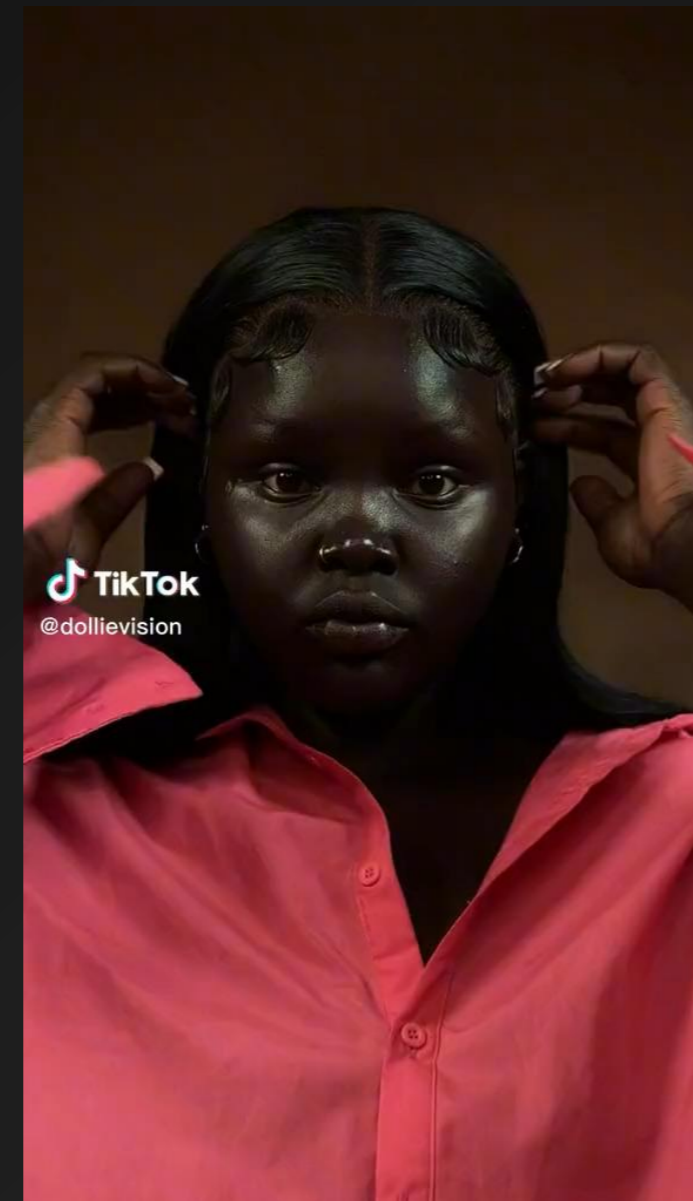
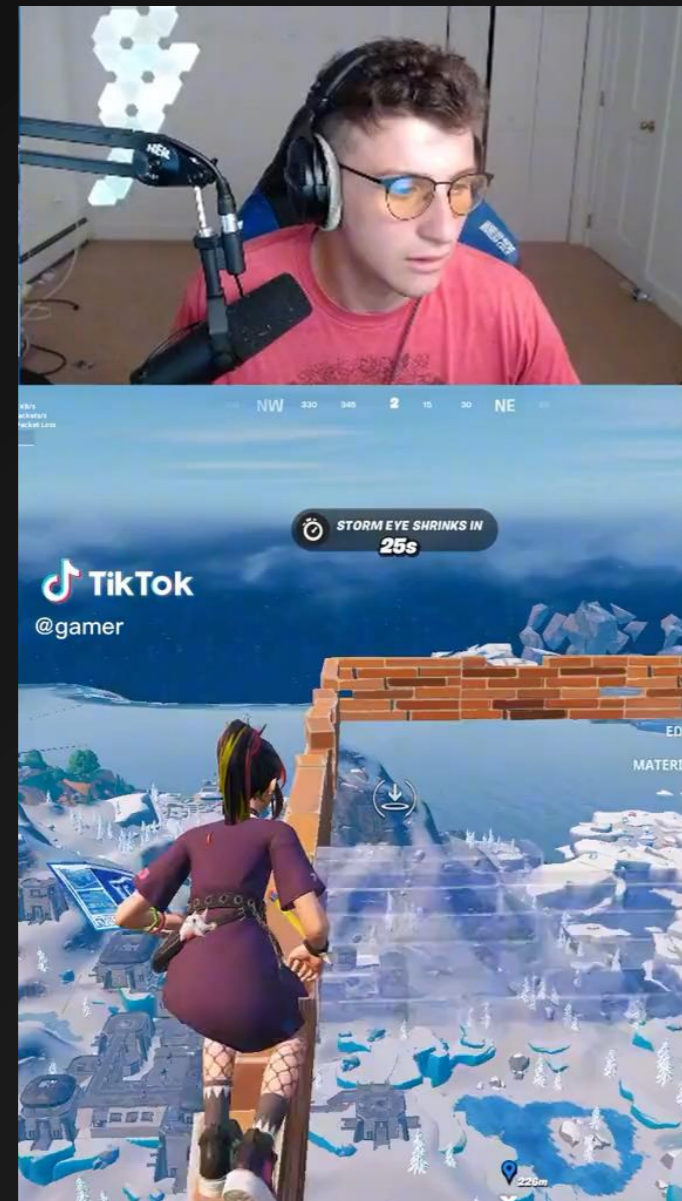




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CULTURE IS MESSY, EMOTIONAL, IRRATIONAL AND DEEPLY HUMAN.





CONTINUE THE CONVERSATION



WHERE CULTURE IS A MESSY, EMOTIONAL, IRRATIONAL AND DEEPLY HUMAN PHENOMENON..



TRADITIONAL BRAND TRACKERS WERE BUILT FOR A SLOWER, STABLE, MORE RATIONAL WORLD.





◀ CONTINUE THE CONVERSATION

CULTURE DECIDES WHAT BRANDS MEAN TO PEOPLE.





◀ CONTINUE THE CONVERSATION

SOCIAL IDENTITY

They are me, I am them



VS





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CONVERSATION

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COGNITIVE DISSONANCE

I'll defend my choices

dyson



VS



Shark®



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EMOTIONAL BONDING

I don't buy the product, I buy the feeling





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BECAUSE THAT'S WHAT BRANDS ARE REALLY COMPETING FOR NOW:

Share of **Identity.**

Share of **Emotion.**

Share of **Tribe.**



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5

SO HERE'S FIVE THINGS
YOU CAN DO WITH THIS
INFO.



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01. MEASURE INFLUENCE.

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A SIMPLE STEP TO TAKE:
FRAME INFLUENCE MEASURES
AS A QUESTION.

*WOULD YOU DEFEND THIS
BRAND?*

*WOULD YOU FEEL PROUD TO BE
ASSOCIATED WITH IT?*

*WOULD YOU WEAR THEIR LOGO ON
A T-SHIRT?*



CONTINUE THE
CONVERSATION

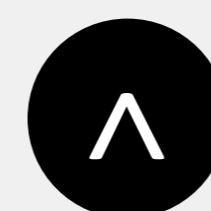
01. MEASURE INFLUENCE.

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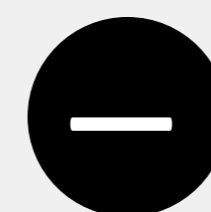
SOMETHING A LITTLE MORE COMPLEX:

SEGMENT BY STRENGTH OF INFLUENCE.

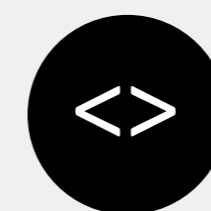
ANALYSE BEYOND THE AVERAGES:



*ADVOCATES WHO ACTIVELY
PERSUADE/DEFEND*



*PASSIVES WHO USE BUT DON'T
PROMOTE*



*SWITCHERS WITH LOW
ATTACHMENT/LOYALTY*

(REMINDER, THIS IS NOT NPS)

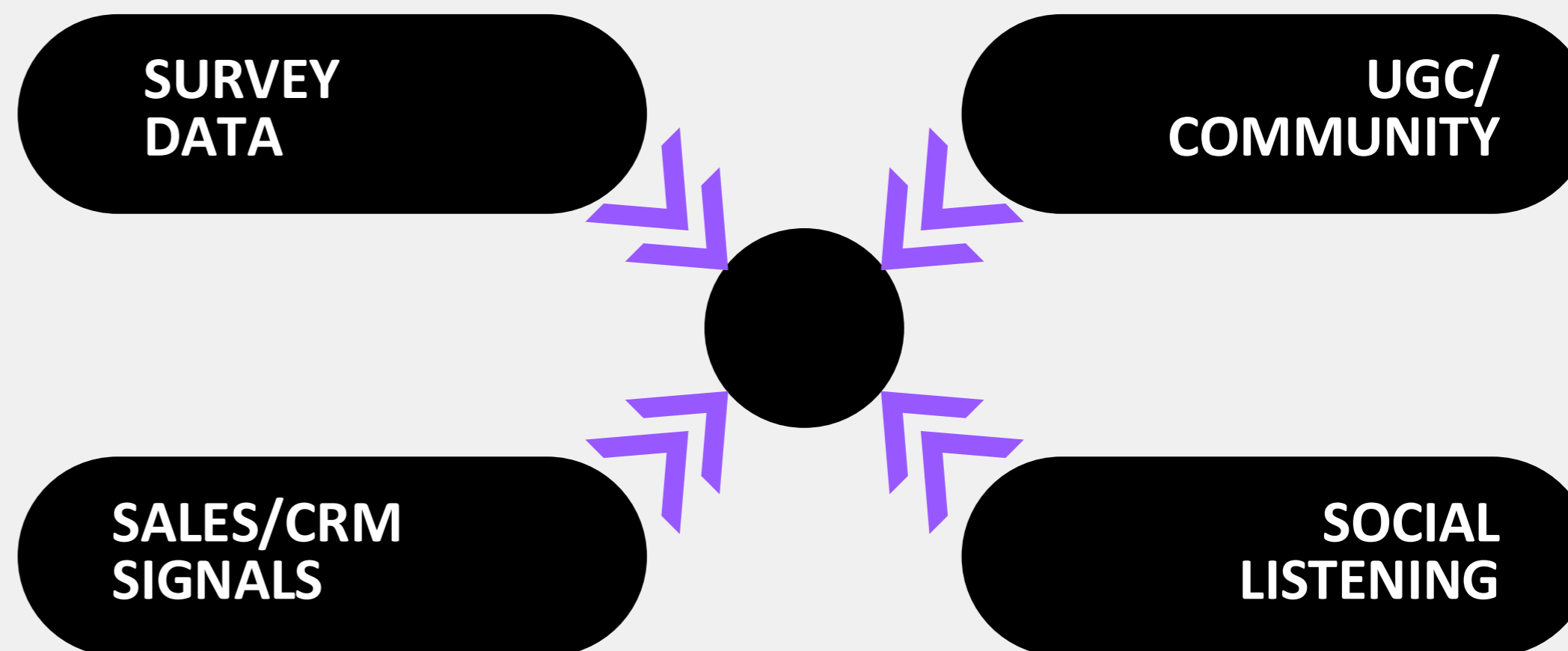
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CONTINUE THE CONVERSATION

01. MEASURE INFLUENCE.

IF YOU WANT TO TAKE THIS FURTHER:
BUILD A SYSTEM OF DATA POINTS INTO AN INFLUENCE ECOSYSTEM.



(REMINDER, THIS IS NOT NPS)



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02. UNDERSTAND UNIQUENESS.

Standardisation is the death of relevance so ensure you design for difference.

TAILOR QUESTIONS TO CATEGORY DYNAMICS

REFLECT YOUR BRAND'S ACTUAL ROLE

REMOVE GENERIC ATTRIBUTES



CONTINUE THE CONVERSATION

03. MEASURE YOUR BRAND HOLISTICALLY

People don't separate brand from experience, trackers often do. What does your brand mean to your audience? We have a more holistic framework, ReX, to understand brand relationships from a customer's perspective.



BRAND LOVE

The emotional bond that makes a brand part of who you are.



HUMAN INTERACTION

Understanding the sphere of influence around a consumer from the brand and externally



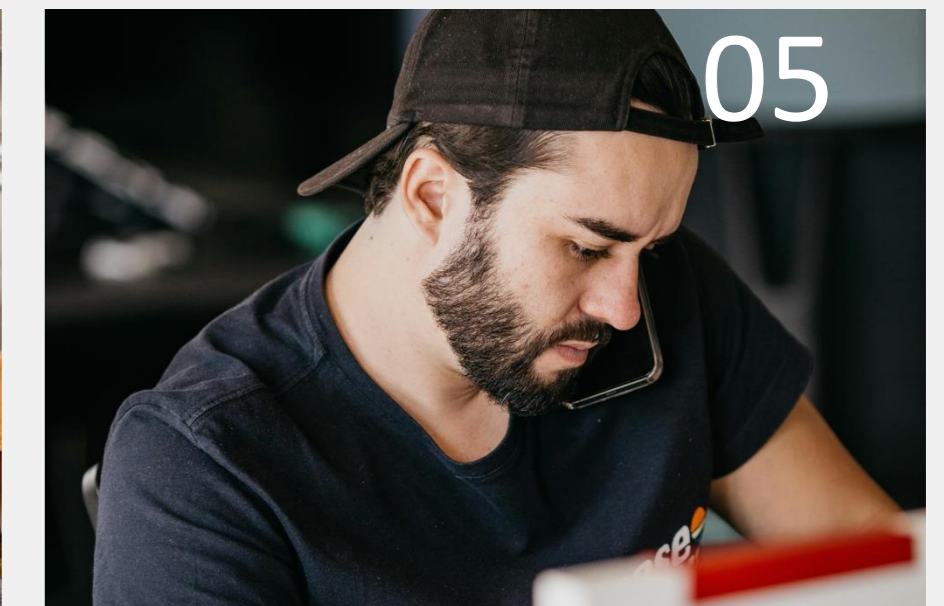
PRODUCT PROPOSITION

What you get, what you pay, and whether it feels worth it.



JOURNEY FLOW

The expectations, experiences and importance of channels by task.



CONFLICT RESOLUTION

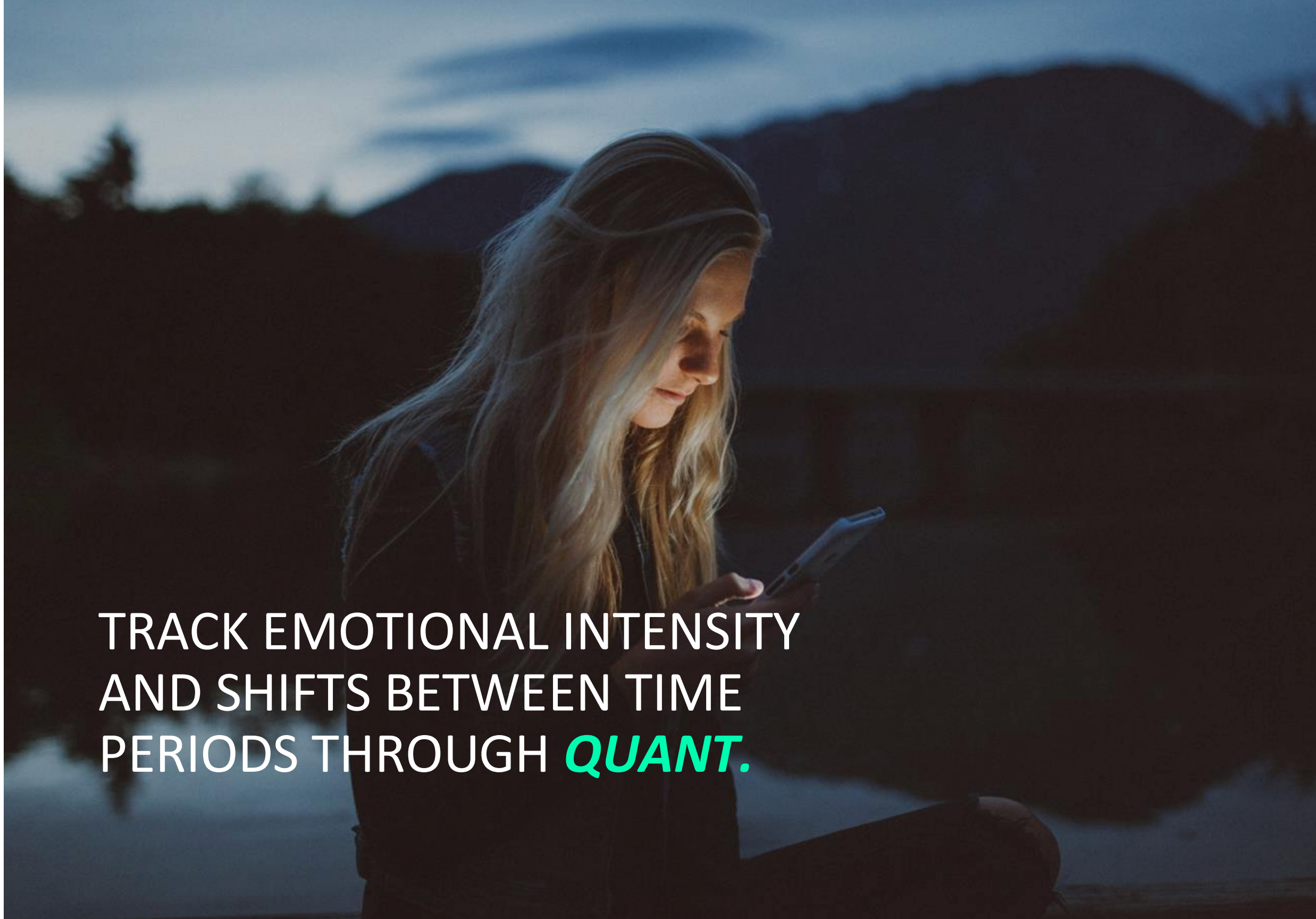
How the brand responds when things go wrong.



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04. GO BEYOND SCORES TO UNDERSTAND MEANING AND EMOTION.



TRACK EMOTIONAL INTENSITY
AND SHIFTS BETWEEN TIME
PERIODS THROUGH **QUANT**.



OVERLAY WITH **QUAL** TO GO
DEEPER AND FILL IN GAPS WITH
RICH INSIGHT AND REALNESS.



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05. ADD IN REAL-WORLD CONTEXT.

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*BRING IN OR BUILD TOOLS TO
MONITOR*



*CULTURAL
TRENDS*



*NEWS
CYCLES*



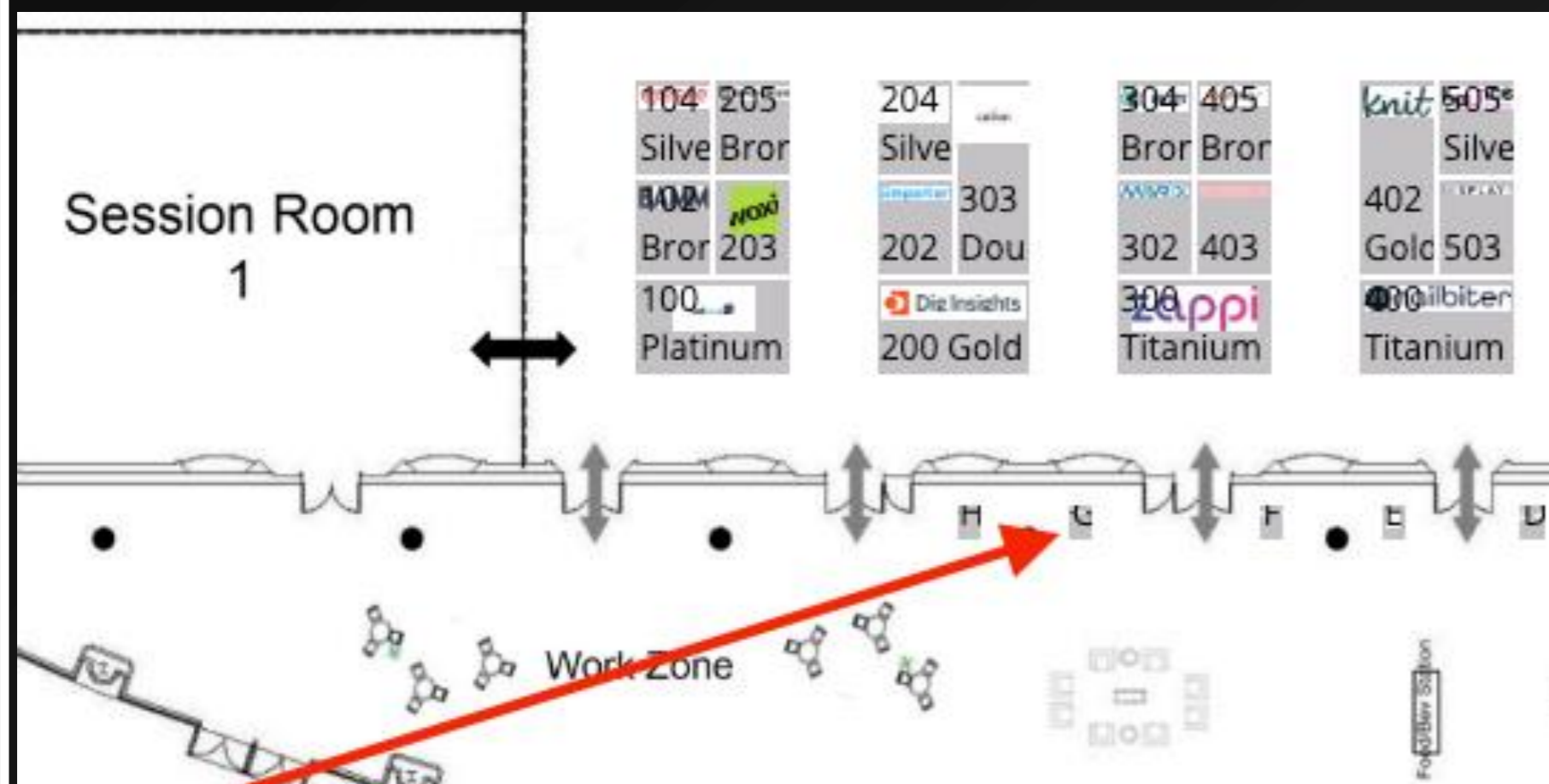
*ECONOMIC
SHIFTS*



CATEGORY CONVERSATIONS

TWO WAYS WE WANT TO CONTINUE THE CONVERSATION WITH YOU:

1. COME CHAT TO US AT MINI BOOTH G



2. SIGN UP TO OUR NEXT WEBINAR:

PRACTICAL STEPS FOR BRINGING CULTURE INTO BRAND TRACKING



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Thank you

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