

BRAND ESSENTIAL

Uncover **what matters.**

Build simple, clear,
powerful brand stories.

Powerful stories are rare because distilling down to the essential attributes is incredibly difficult, especially in today's rapidly-changing world.

Brand Essential combines brand strategy with sophisticated analytics and a deep human understanding to deliver insights faster than traditional approaches. It reveals how your brand's functional and emotional attributes interconnect, and identifies what's essential.

Create a compelling & differentiated story

Sophisticated **network modeling** reveals the complex map of attributes that motivate consumers.

Make it resonate emotionally

Our **human centric approach** helps engage consumers' heads and hearts.

Turn insights into action

We are strategists at heart, providing clear recommendations, not simply sharing the results.

Brand Essential will help:

Positioning

Identify a strong brand positioning

Communications

Build communications based on the attributes that matter most

Evolve with COVID-19

Understand what's newly essential