

Summary

This survey report has been written because of Lab1111's wish to research the brand utility domain and what brand utilities as a strategic marketing instrument can contribute on building strong brands. The reason to do this survey is because Lab1111 wants to advise brands on strategic level in the brand utility domain. The question of this survey is:

What can a brand utility do as an instrument by building strong brands?

There has been chosen for explorative research as survey plan to research what a brand utility is, what a strong brand is and what a brand utility can contribute on building strong brands. This decision has been made because of the reason that there is less information available about this subject. In this explorative research has been chosen for desk research from literature and internet resources and field research by taking interviews with brands and experts about brand utilities.

A brand utility is a useful tool that a brand offers to consumers to promote the brand. This is mostly a service. A brand utility offers the consumer functional relevance and makes something easier for them. This is a new way of thinking in marketing as a result of the increasing effectiveness of traditional advertising marketing moves from a push to a pull strategy. Advertising goes from interruption to wished communications.

The reason for brands to come up with a new innovative approximation to offer value to the lives of consumers is because of the consumer insight that consumers more often become initiator of communications and because brands are losing control in influencing consumers' opinions. That is the reason why brands more often chose to become a part of people's life through interaction instead of just sending their messages to consumers. Brands do this to improve the consumers' brand preference, brand perception, loyalty and conversion to bond consumers to the brand. The ultimate goal of a brand is to build sustainable long-term relationships between consumer and the brand.

A strong brand is a brand that has a strong top-of-mind awareness in a certain category and is conspicuous to consumers because of a distinctive positioning. A brand needs to take the five steps of Millward Browns Brand Pyramid in a balanced way to achieve a bonding between consumers and the brand. Really bonding consumers to a brand is the ultimate and hardest goal for brands. Research proves that strong brands have seven times more profit than relative weak brands. Because of that it is relevant to do research to the role of brand utilities on building strong brands.

The fragmentation in the media landscape and the rise of mobile internet are giving a huge boost to the need of brand utilities and why there are so many opportunities for brands with this new instrument. In the digital era the consumer is always just one click away from a brand. Through the offering of reoccurring relevance in an owned

media brand utility a brand can conquer a structural place in the media consumption of the consumer. That means big opportunities for advertisers. The reason why a lot of Dutch advertisers are not using innovative media such as brand utilities is because the internal organization by brands that are not build on complex projects like brand utilities, while the effects of a brand utility can contribute to the goals of a brand.

As a strategic instrument brand utilities can contribute to improve the consumers brand preference, brand perception, loyalty and conversion of the brand. Because of an owned media platform the reach of the brand utility grows organic and needs to be activated by paid and earned media to get extra users. A higher use frequency of the brand utility has effect on the brand preference, brand perception, loyalty and conversion in a positive way.

The advice for Lab1111 is to develop their activities and to give paid and earned media a place in their offer of services to give customers a 360° communication solution. The focus of the agency on digital en owned media should be held the same. With this survey Lab1111 can advice brands on strategic level to contribute in realizing brands their goals.