December 2018

Brand Leaders - UK

"Although many brands are undertaking new and exciting initiatives, particularly in terms of product/service development or ethical behaviour, there tends to be a prevailing attitude amongst consumers that brands which have 'been there and done that' are the ones that excel."

September 2018

Brand Overview: Retail - UK

"Amazon looms over the whole retail sector, and has raised expectations of the entire shopping experience. Brands that can innovate, such as by using technological advancements, maximising the potential of physical spaces and integrating money-can't-buy experiences into loyalty scheme frameworks could find a way to challenge Amazon's dominance."

- Richard Hopping ...

July 2018

Brand Overview: Finance - UK

"There is a substantial difference between perception and reality within the financial services sector. Users of brands tend to be happy with their bank, for example, but seem unconvinced about the merits of those they have not used. In insurance markets, the financial incentive to switch is enough to get ...

May 2018

Brand Overview: Drink - UK

"Category blurring is becoming more commonplace within the drinks sector as brands seek to utilise positive attributes from outside their immediate categories. Energy drinks brands are already putting greater emphasis on the water aspect of their drinks in a bid to distance themselves from the more negative perceptions that pervade ...

March 2018

Brand Overview: Food - UK

"Expectations of brands and the categories they are in key to consumer perceptions. Breakfast cereals are a clear example of this. Health standards set by certain brands impact upon the way in which other brands that do not match up are viewed. Conversely, brands in treat categories largely avoid being ...

January 2018

Brand Overview: BPC - UK

"The advancement of technology in the BPC sector means that brands are under more pressure to help consumers test, design and buy products on their own terms. Soon, the prospect of buying an off-the-shelf, one-size-fits-all product may become unpalatable to the most heavily engaged consumers, while even mainstream shoppers will ...