

## Premium Brands - UK - November 2016

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“There are different approaches to the perception of premium attributes among consumers. Brands that are considered exclusive by a higher proportion of consumers tend to conform to the traditional idea of luxury, however, brands that benefit from a high-quality image are often everyday brands that people use on a more regular basis.”  
 – **Richard Hopping, Brand and Household Analyst**

### This report looks at the following areas:

Brands that are most likely to be considered exclusive conform to the traditional idea of luxury, with high price points and limited availability having a strong influence on perceptions. These brands tend to be widely known, but lack usage, and as a result of lower active engagement tend to struggle in building the emotional bond required to generate high levels of trust or brand preference among wider audiences.

By contrast, the brands that consumers are most likely to associate with high quality are everyday brands that consumers are more familiar with; benefiting from demonstrating their quality to more people. As such, there tends to be a link between quality and trust as well as quality and brand preference, suggesting that this particular premium attribute can have a strong impact on the overall success of a brand.

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