

December 2017

Brand Leaders - UK

“Whether consumers are sympathetic towards their motivation or not, market-leading brands are using their resources towards the betterment of society. Of course, brands benefit from this in return through the positive consumer perceptions that are generated, whilst the popularity and widespread influence of the brands at large means that, whatever ...

October 2017

Premium Brands - UK

“Brands considered innovative tend to generate a stronger reputation for being worth paying more for among consumers, suggesting that being noted for innovation can help to add value not only to individual products, but also to the brand as whole. Investing in research and development can be a valuable tool ...

August 2017

The Ethical Brand - UK

“The ethical perception of brands is generally improving, even within sectors that have previously struggled with negative connotations, such as financial services. These rising standards mean that there is little room for complacency among brands. Anyone content to merely maintain the status quo is at risk of falling behind competing ...

May 2017

Customer Satisfaction and Brands - UK

“Almost all brands can expect a higher proportion of recommendation than satisfaction, suggesting that a certain amount of users are liable to recommend a brand even if it is not thought to have provided a good or excellent experience. Brands that are particularly noted for value or convenience often benefit ...

March 2017

Loyalty and Brands - UK

“The expression of personality that can be gained from buying and using brands appears to appeal to 16-34s in particular: these active advocates are more likely to consider brands as favourites and more likely to use them on a regular basis. Meanwhile, older groups tend to show less of an ...

January 2017

Trust and Brands - UK

“Trust acts as a building block for many other positive brand attributes, including the creation of perceived standout and brand preference. While the most trusted brands tend to be market-leading ones that have had high exposure to consumers, there are a significant minority of brands, predominantly non-FMCG, that are able ...