

## Brand development

# GOING FOR THE GUT

**B**rand development agency Added Value has unveiled a new methodology which, it claims, enables marketers to better understand consumers' gut feel for a brand. It relies on principles that suggest emotional impulses and positive memories are ultimately responsible for brand choice.

Added Value director Christine Williams says: "Emotion underpins reason in this process. Consumers ultimately want an outcome from their brand choice. Internally they ask, 'How will I feel if I buy the brand?' " For advertisers, the secret is to establish how consumers arrive at their decision and which impulses drive brand choice.

Emotional Brand Connections measures the intensity and nature of feelings aroused in consumers when they envision using a brand of which they already have experience. Added Value claims it can plot how different aspects of the brand make consumers feel and offers insight into better ways to connect with the consumer.

She cites an example of the difference between how people feel about a brand and how brands make people feel. In a survey about the Porsche 911 sports car, only 27% of respondents expressed admiration for the car but 89% agreed it would be their lucky day if they were given the chance to drive one.

Williams is unimpressed by current research tools such as the Living Standards Measure and the All Media Product Survey. She says that unlocking how a brand experience makes consumers feel is often ignored. Advertisements focus on brands rather than consumers. **Jeremy Maggs**