Top Favorite Brands and Properties

France - April 2022

LICENSING INTERNATIONAL

BrandTrends Entertainment

Agenda

The BrandTrends Suite provides licensors, agents and licensees with a full check on the relative **awareness**, **popularity** and **merchandise appeal** of all the leading Entertainment Brands & Characters among infants to young seniors.

M	Objective & Methodology

F	Top Licenses in France

T	Key Trends

S	Before We Go

M

Methodology

The objective today

What's in the session for today!

This webinar will look at the changes in brand preferences in France, with a focus on the big three categories.

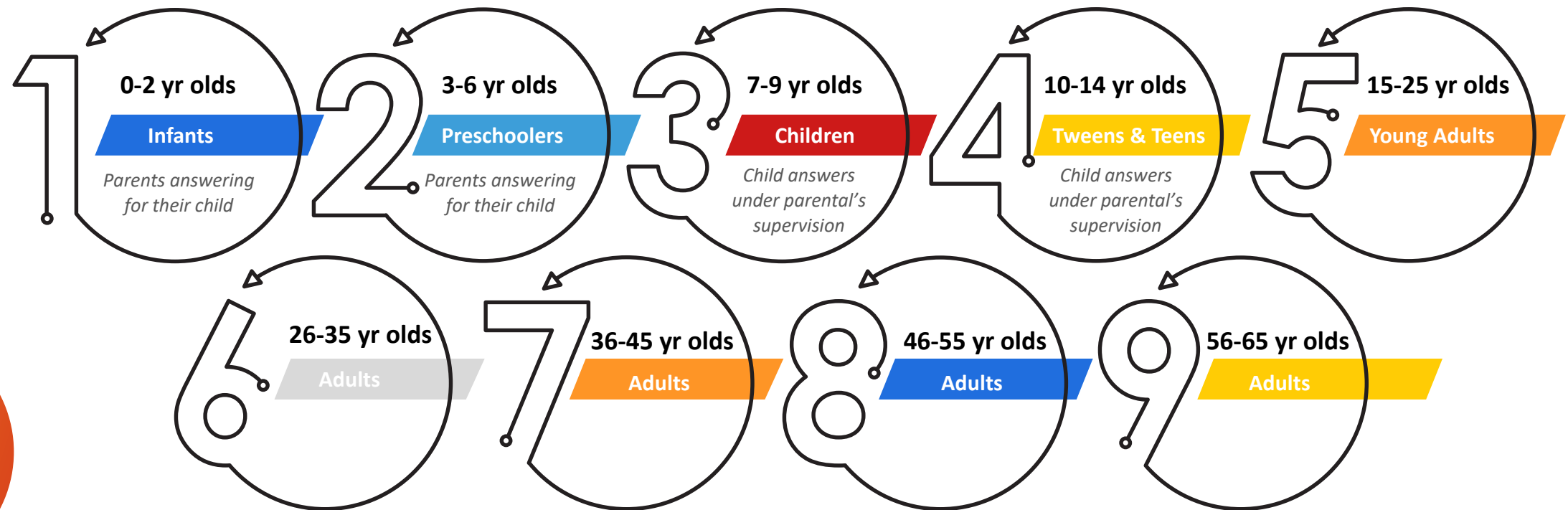This is the Licensing International members' bi-annual report on brands and licenses.

What happened in the world of licensing to explain the trends that customers are seeing in their favorite brands? And what can marketers do with this information to increase licensing sales by using their strengths

A Detailed Segmentation

There are 9 reports accessible, each with a gendered brand list

Because each age group has different preferences, BrandTrends delivers nine different reports.

BrandTrends allows you to gain a deeper insight of your brand's target market thanks to this precise segmentation. Each report considers females and males separately for the most accurate analysis available.

1 — 0-2 yr olds — **Infants** — *Parents answering for their child*

2 — 3-6 yr olds — **Preschoolers** — *Parents answering for their child*

3 — 7-9 yr olds — **Children** — *Child answers under parental's supervision*

4 — 10-14 yr olds — **Tweens & Teens** — *Child answers under parental's supervision*

5 — 15-25 yr olds — **Young Adults**

6 — 26-35 yr olds — **Adults**

7 — 36-45 yr olds — **Adults**

8 — 46-55 yr olds — **Adults**

9 — 56-65 yr olds — **Adults**

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The survey is constructed to ascertain the most popular brands within each age group and gender and their merchandise appeal

1 Geography

FRANCE

NATIONWIDE.

Each state/region is proportionately represented based on population size to provide a representative sample for the country.

FR

2 Data collection

Web interviewing. Selected panelists are sent an email containing an introduction text and a link to the survey. Clicking on this link launched their survey.

For infants and preschoolers, the parent is the respondent on behalf of a nominated child.

@

3 Fieldwork

	Boys N=.	Girls N=.
0-2 Years old	145	147
3-6 Years old	143	143
7-9 Years old	149	146
10-14 Years old	154	154
15-25 Years old	142	149
26-65 Years old	239	259

Data is collected from mid to end of month, simultaneously in all countries.

N=1,970

F

Top Licenses in France

Among the 0 to 65 years old, April 2022

A little bit of semantic
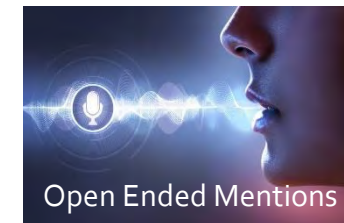
SUPER FAN

Favorite

Open Ended Mentions
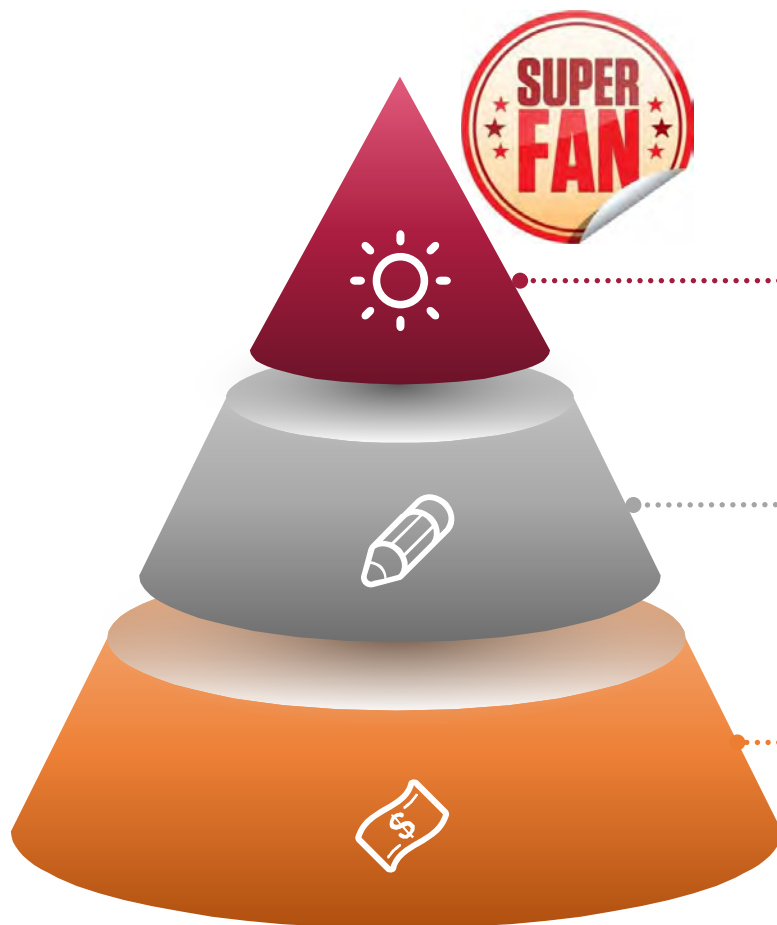
That is liked more than others
Question: What's your favorite brand?

Preferred

Liked better or best
Question: Among those brands, which one(s) do you like it more?

Popular

Suitable to the majority.
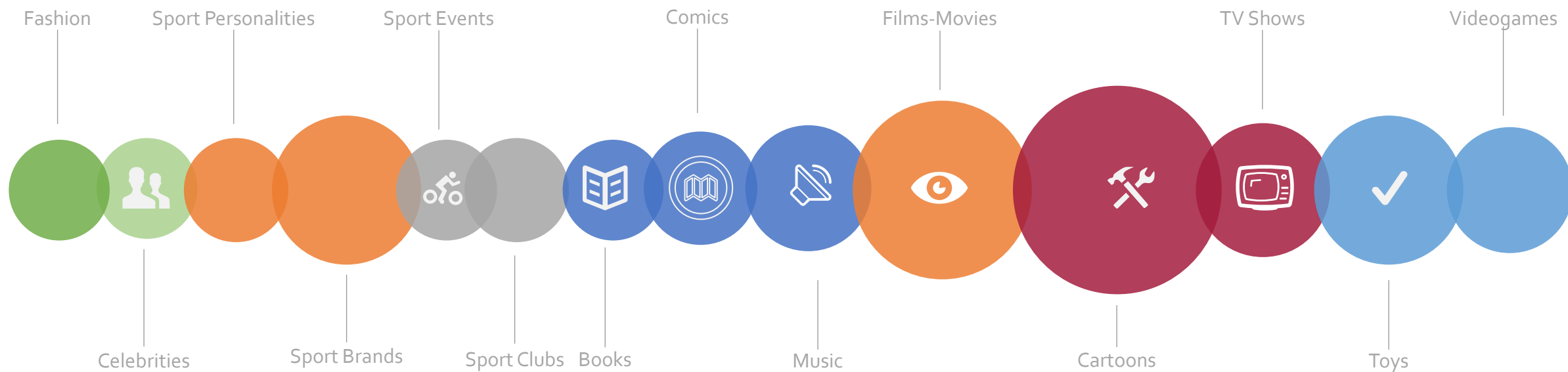*Question*: Among those brands, how much do you like these?

From this point in the presentation
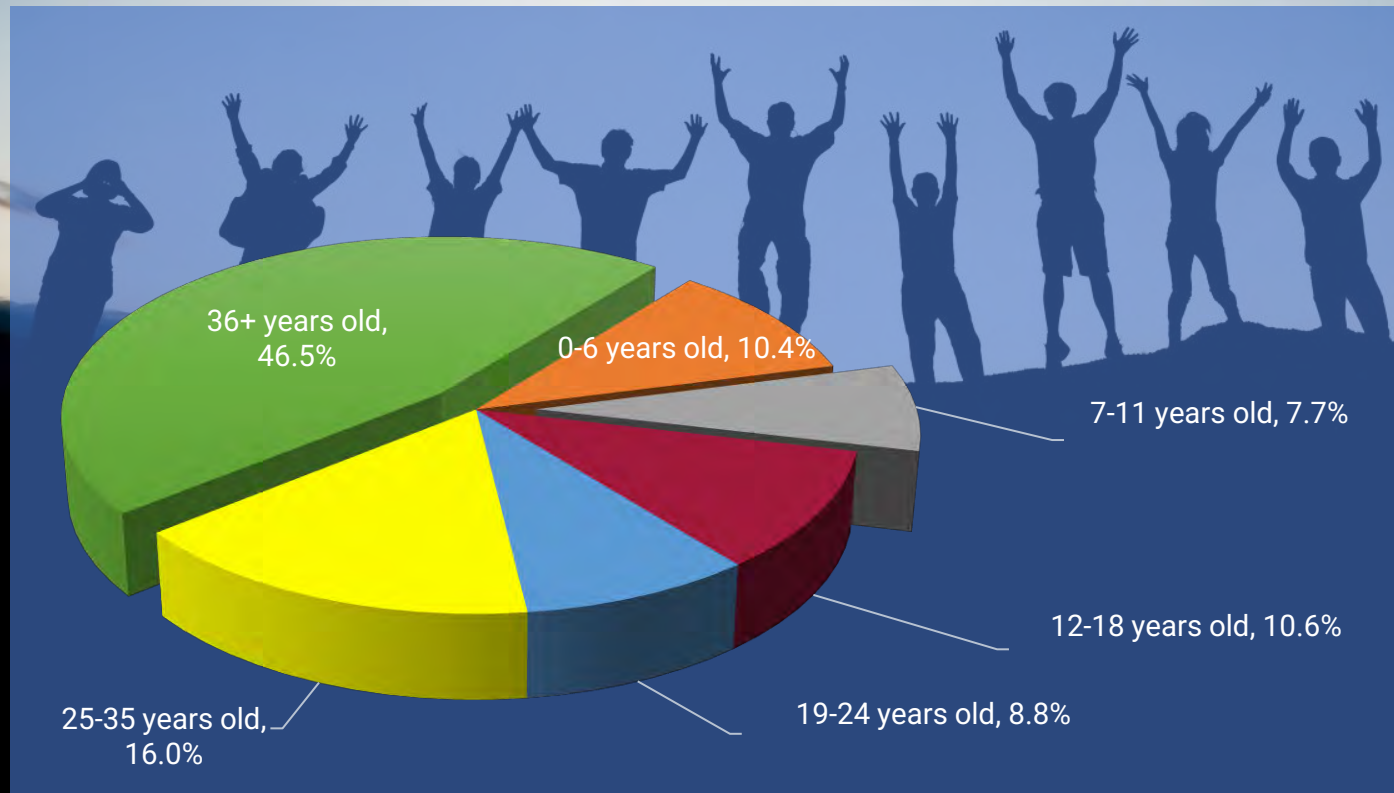The mentioned License belongs to the top 3 favorite brands (1st, 2nd & 3rd) of the respondent

We report the favorite brands / persons on 14 categories

Fashion

Sport Personalities

Sport Events

Comics

Films-Movies

TV Shows

Videogames

Celebrities

Sport Brands

Sport Clubs   Books

Music

Cartoons

Toys

80.4% of the Total French population
(~55 million persons)

The French market in a few (large) numbers

With fewer brands mentioned and overall lower intrisic performance for the brands mentioned, it is more difficult for brands to cut through the clutter and attract consumers' attention

3,488

Licenses / names
-28 vs Oct'21

French people can mention a wide scope of brand names

2,244

Licenses for Boys
-114

2,422

Licenses for Girls
-70

Q1 — 18 +1 — 18 licenses make 24.6% of the mentions.
- That's 0.5% of all mentioned licenses.

Q2 — 77 +2 — 77 licenses make 25.0% of the mentions.
- That's 2.1% of all mentioned licenses.

Q3 — 345 +18 — 345 licenses make 25.0% of the mentions.
- That's 9.3% of all mentioned licenses.

Q4 — 3,048 -49 — 3,0'_ licenses make 25.4% of the mentions.
- That's 88.1% of all mentioned licenses.
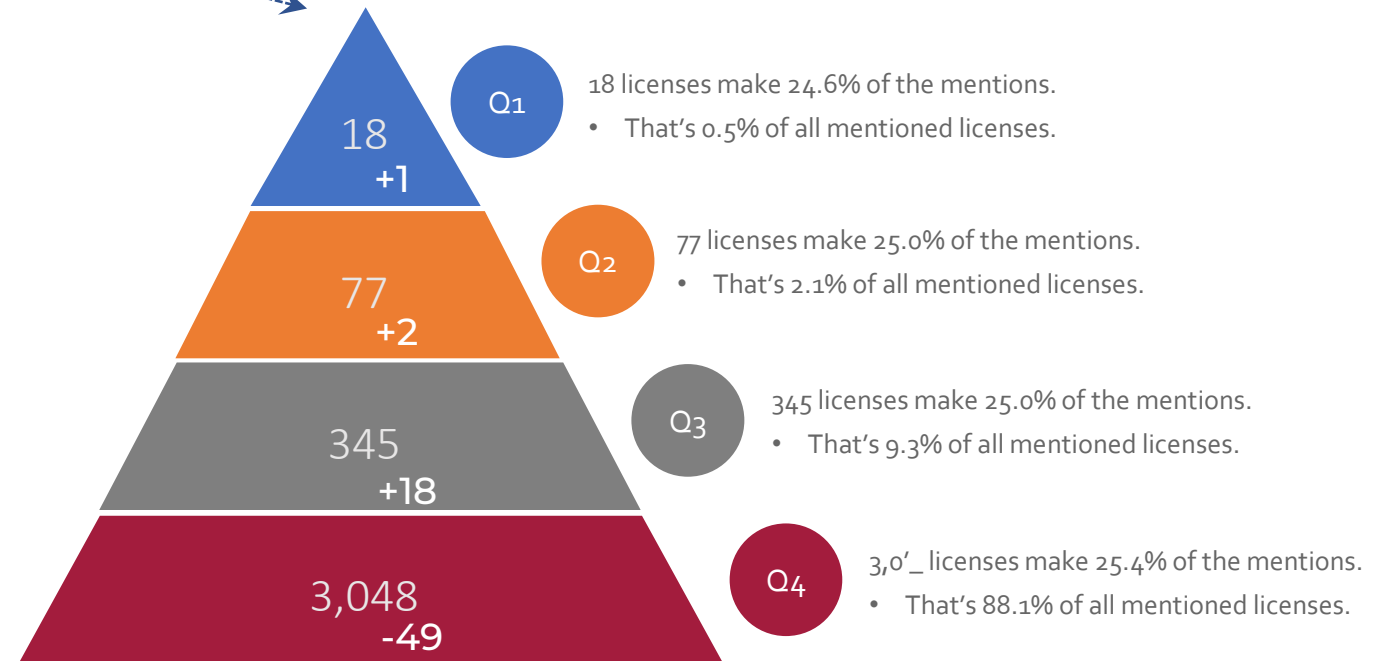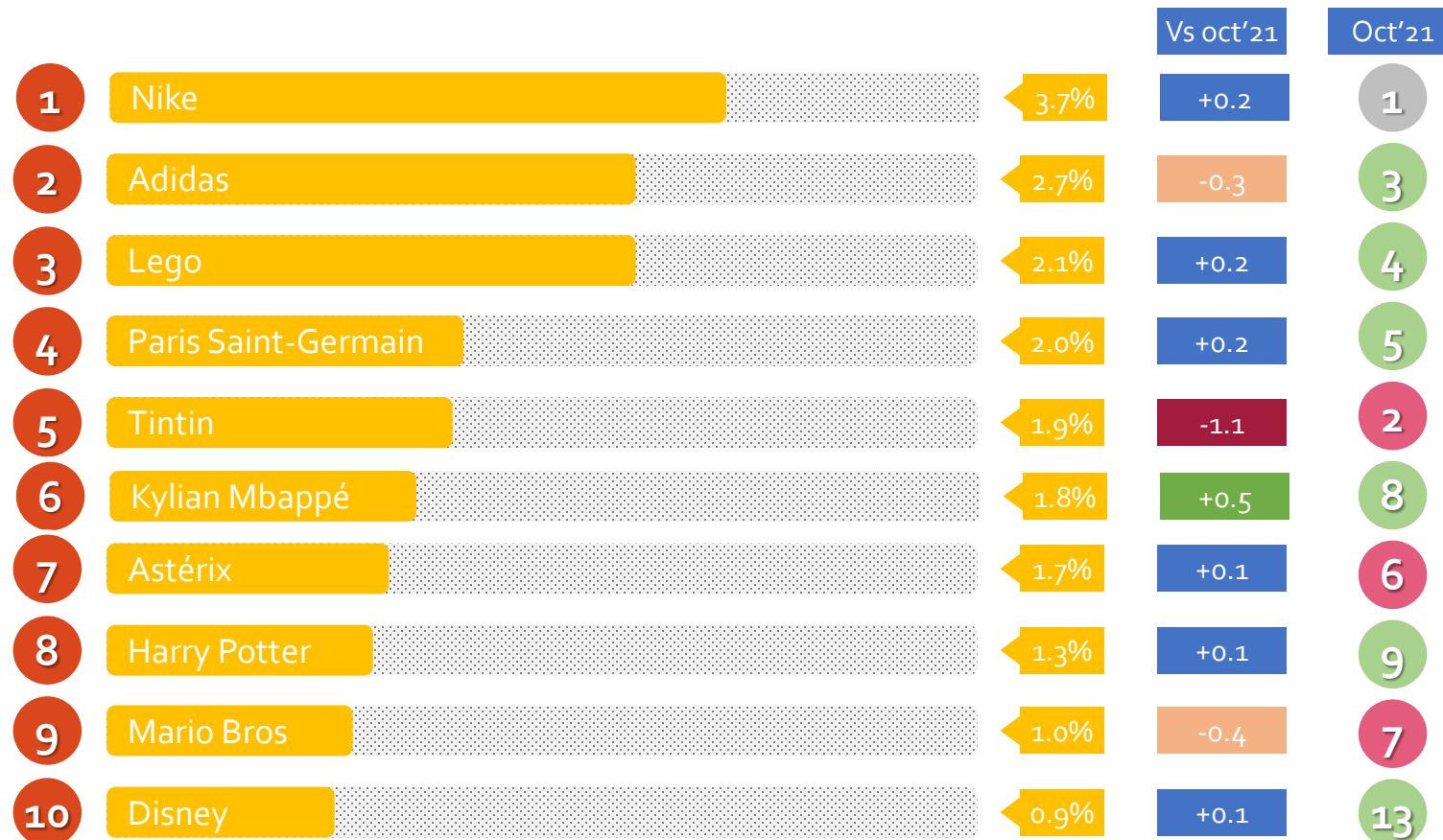
Sport, particularly football, remains a huge source of interest due to its ability to successfully combine various touchpoints (sport, fashion and social influence)

Nike maintains its lead, Adidas takes second place, and Kylian M'bappé improves the most and contributes to PSG's success

Top 10 Licenses 0 to 65 years old – April'22 - France

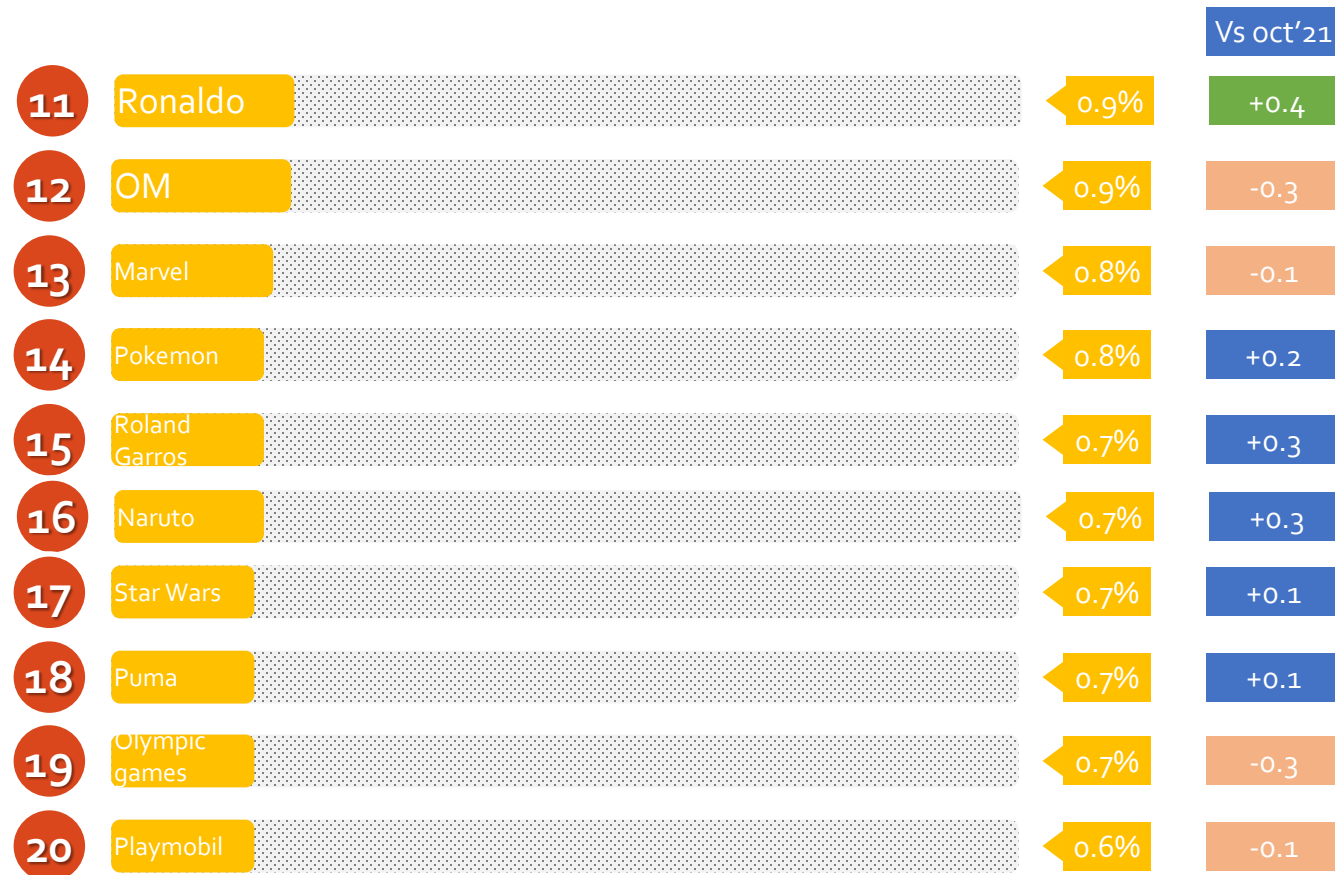| Rank	License	%	Vs oct'21	Oct'21
1	Nike	3.7%	+0.2	1
2	Adidas	2.7%	-0.3	3
3	Lego	2.1%	+0.2	4
4	Paris Saint-Germain	2.0%	+0.2	5
5	Tintin	1.9%	-1.1	2
6	Kylian Mbappé	1.8%	+0.5	8
7	Astérix	1.7%	+0.1	6
8	Harry Potter	1.3%	+0.1	9
9	Mario Bros	1.0%	-0.4	7
10	Disney	0.9%	+0.1	13

Ronaldo, OM and Puma confirm the football's hegemony – and the strength of being present across multiple categories

Roland Garros and Olympic Games settle the impact of sport
Also, Naruto is continuously growing

Top 11-20 Licenses 0 to 65 years old – April'22 - France

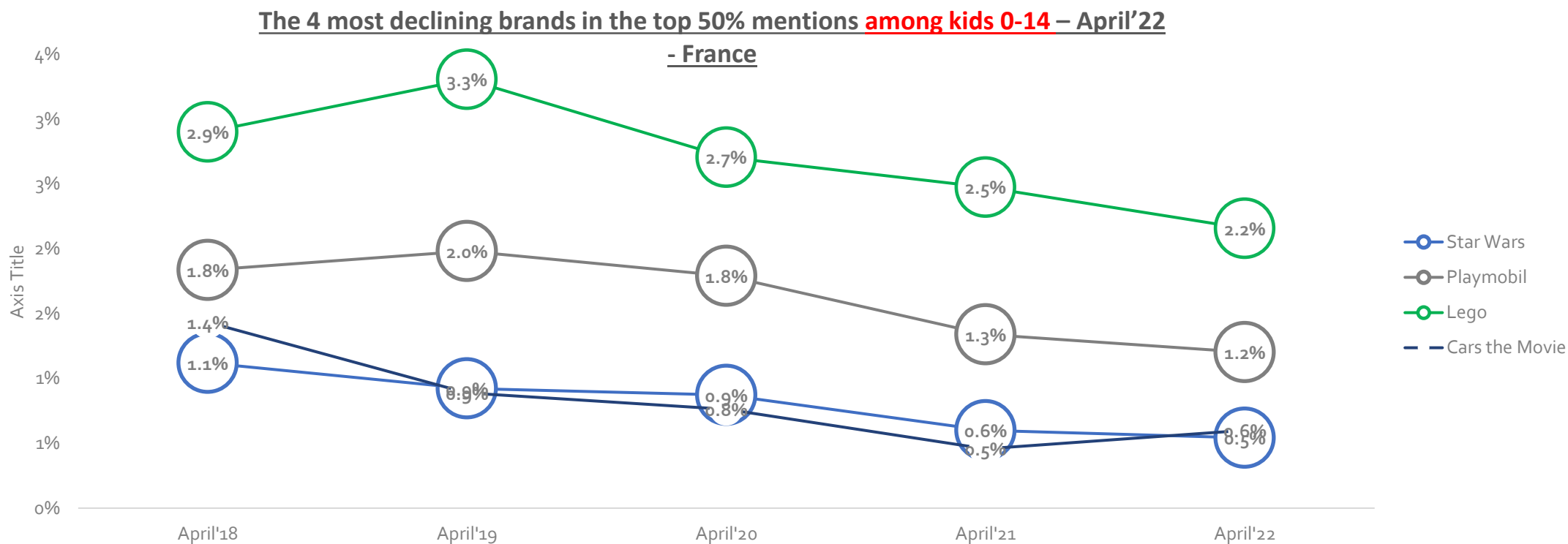| Rank	License	%	Vs oct'21
11	Ronaldo	0.9%	+0.4
12	OM	0.9%	-0.3
13	Marvel	0.8%	-0.1
14	Pokemon	0.8%	+0.2
15	Roland Garros	0.7%	+0.3
16	Naruto	0.7%	+0.3
17	Star Wars	0.7%	+0.1
18	Puma	0.7%	+0.1
19	Olympic games	0.7%	-0.3
20	Playmobil	0.6%	-0.1

Nike / Mbappé / PSG is a winning mix that concentrates growth

On kids

The 4 most growing brands in the top 50% mentions <u>among kids 0-14</u> – April'22 - France

Legend:
- Kylian Mbappé
- Nike
- Naruto
- Paris Saint-Germain
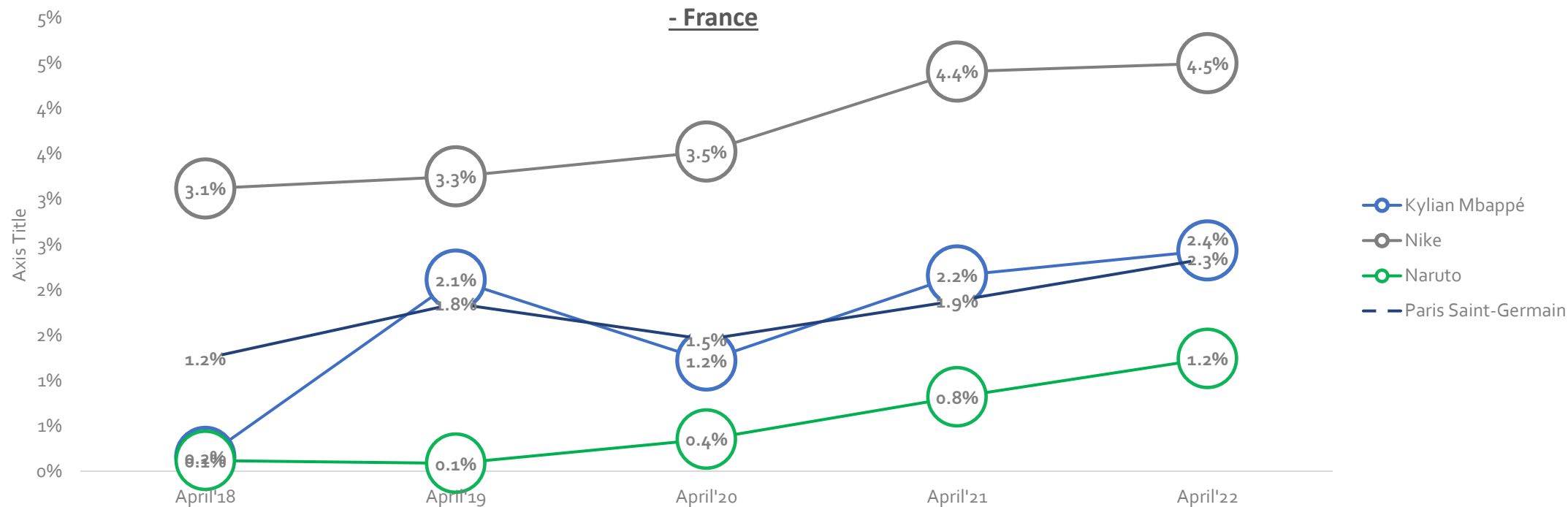
❑ **Nike** maintains its leadership and even widens the distance between itself and other brands.

❑ **Mbappé** has returned to the game and has continued to impress along the waves.

❑ **PSG**'s success is linked to Mbappé's growth, which is far faster than that of other players.

❑ **Naruto** is developing at a breakneck pace, far outpacing the competition.

The performance of leading Toys and Games brands is steadily deteriorating

On kids

The 4 most declining brands in the top 50% mentions <u>among kids 0-14</u> – April'22
- France

Axis Title

- Star Wars
- Playmobil
- Lego
- Cars the Movie

4%

3%   2.9%   3.3%

3%   2.7%   2.5%

2%   2.2%

2%   1.8%   2.0%   1.8%

2%   1.4%   1.3%   1.2%

1%   1.1%   0.9%   0.9%
            0.8%   0.6%   0.6%
                    0.5%   0.5%

1%

0%
     April'18 April'19 April'20 April'21 April'22

❑ **Lego** is still popular and a part of many well-known businesses, but its metrics have been dropping for the fourth year in a row.

❑ Although **Playmobil**'s drop is lower, it confirms the leader's.

❑ **Star Wars** is getting lighter, and with a new opus on the way, the brand should be back in the game in a few months.

❑ There isn't much new content in **Cars the Movie,** hence the decline.

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The Top 20 Gains

		202204	April'22 vs. April19
1	Nike	4.5%	1.2%
2	Naruto	1.2%	1.2%
3	Paris Saint-Germain	2.3%	0.5%
4	Roblox	0.5%	0.4%
5	Animal Crossing	0.4%	0.4%
6	Pokemon	1.7%	0.3%
7	Roland Garros	0.5%	0.3%
8	Kylian Mbappé	2.4%	0.3%
9	Mortelle Adèle	0.3%	0.3%
10	Garfield	0.5%	0.3%
11	Real Madrid	0.4%	0.3%
12	The Adventures of Tintin	1.0%	0.3%
13	Encanto	0.3%	0.3%
14	Cristiano Ronaldo	0.7%	0.3%
15	Mario Kart	0.4%	0.3%
16	Marvel	0.9%	0.3%
17	Chanel	0.3%	0.3%
18	Sonic The Hedgehog	0.3%	0.3%
19	FIFA Soccer Series	0.3%	0.3%
20	JUL	0.3%	0.3%

The Top 20 Losses

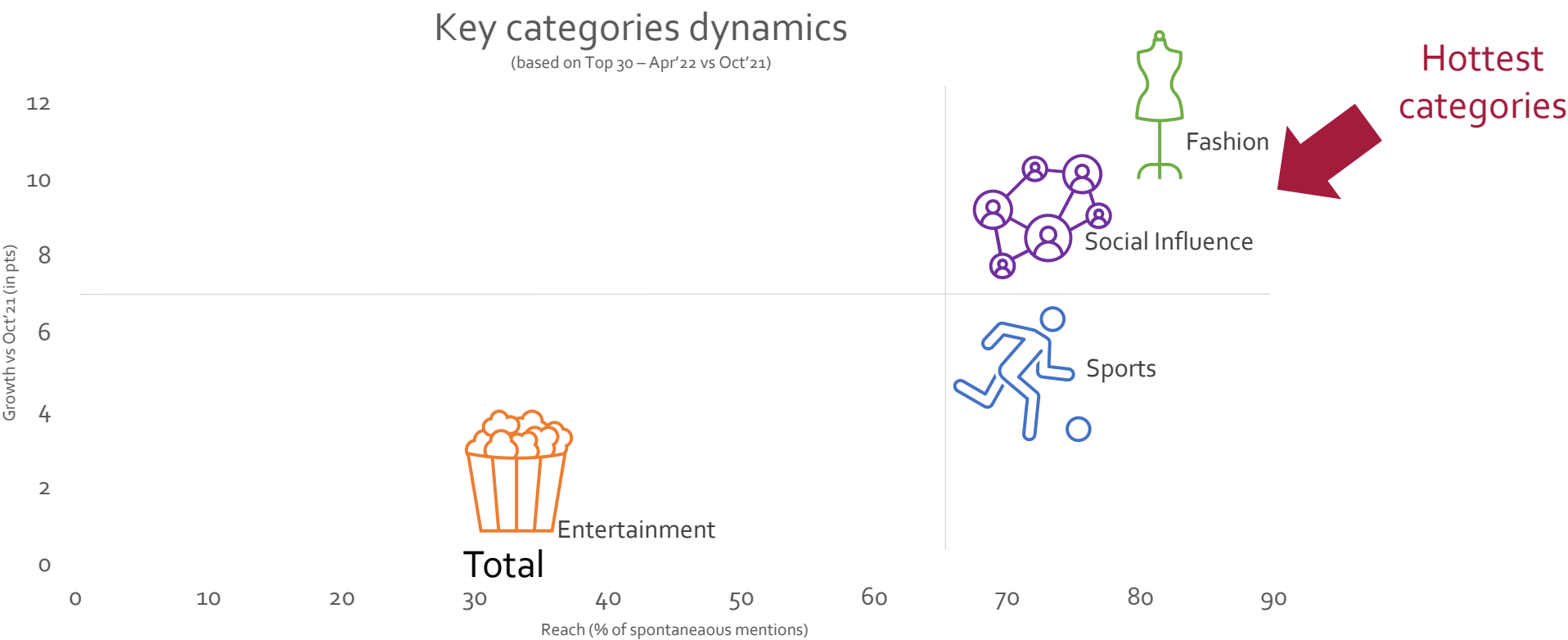|	202204	April'22 vs. April19
Lego	2.2%	-1.2%
FIFA World Cup	0.5%	-1.1%
Playmobil	1.2%	-0.8%
Adidas	2.5%	-0.5%
Mickey Mouse	0.6%	-0.4%
Frozen	1.1%	-0.4%
Star Wars	0.5%	-0.4%
Harry Potter	1.6%	-0.3%
Disney	1.0%	-0.3%
Maître Gims	0.4%	-0.3%
Fortnite	1.0%	-0.3%
The Loud House	0.3%	-0.3%
Avengers	0.6%	-0.3%
Cars the Movie	0.6%	-0.3%
Petit Ours Brun	0.3%	-0.3%
Batman	0.4%	-0.2%
Kendji Girac	0.3%	-0.2%
Miraculous: Tales of Ladybug & Cat Noir	0.7%	-0.2%
The Voice	0.3%	-0.2%
Asterix	1.2%	-0.2%

T

Key Trends

April 2022 vs October 2021

What can be done to counteract a market that is becoming more concentrated?

Fashion and Social Influence maximize reach and growth

Sports continue to be a popular and consistent focus.

Top Entertainment brands have a lower reach and growth due to the larger number of brands featured overall.

Key categories dynamics
(based on Top 30 – Apr'22 vs Oct'21)

Hottest categories

Growth vs Oct'21 (in pts)

12

10

Fashion

8

Social Influence

6

4

Sports

2

Entertainment

0

Total

0   10   20   30   40   50   60   70   80   90
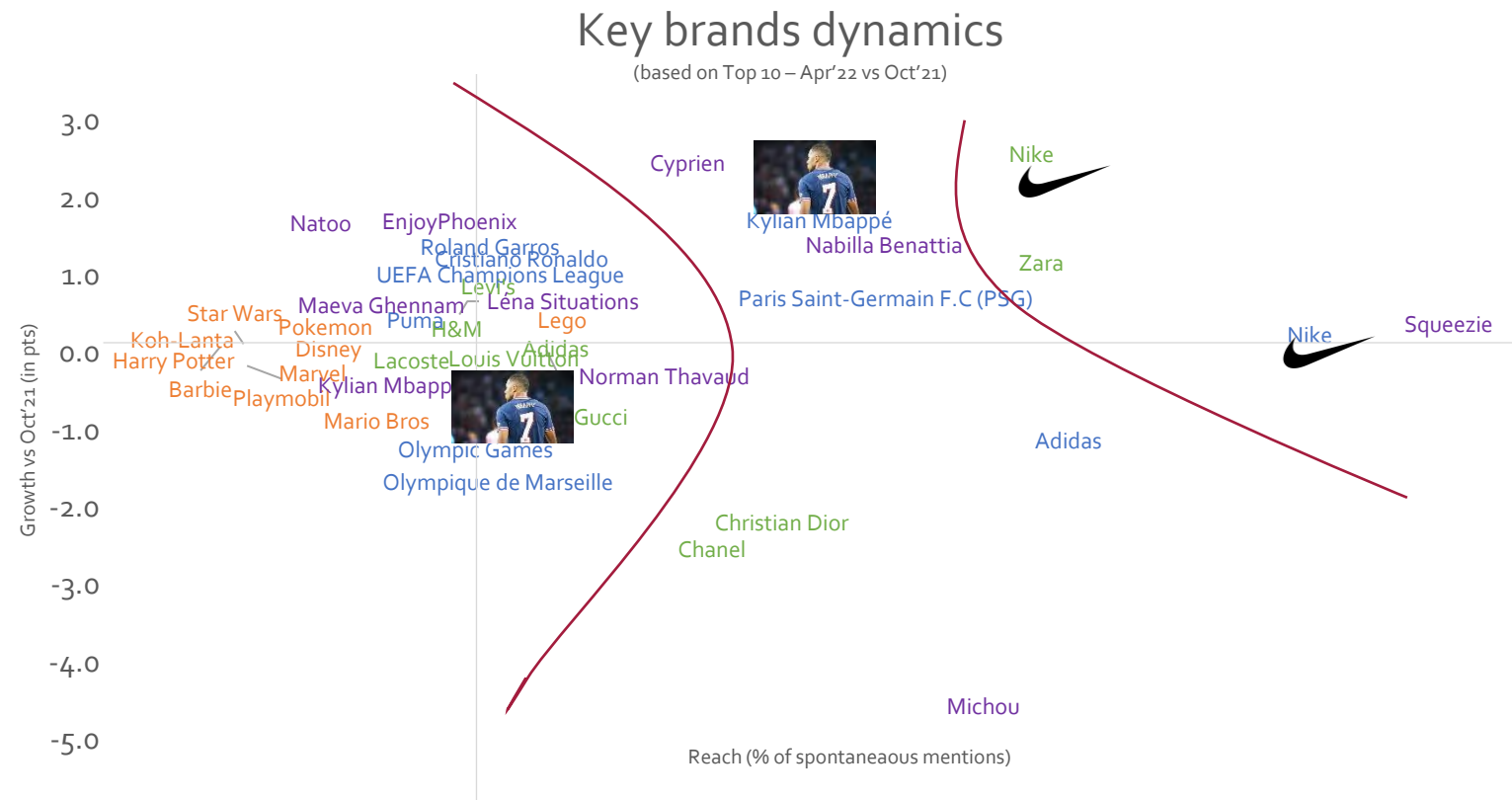
Reach (% of spontaneaous mentions)

A few strong brands are driving the category's growth, particularly in the areas of social influencers and sports

Fashion is more balanced, whereas entertainment brands have more consistent results.

It's worth noting that cross-category brands have different dynamics.

Key brands dynamics
(based on Top 10 – Apr'22 vs Oct'21)

Growth vs Oct'21 (in pts)

Cyprien
Nike
Natoo EnjoyPhoenix
Kylian Mbappé
Nabilla Benattia
Roland Garros
Zara
Cristiano Ronaldo
UEFA Champions League
Levi's Lena Situations
Maeva Ghennam
Paris Saint-Germain F.C (PSG)
Star Wars Pokemon Puma H&M Lego
Koh-Lanta Disney Adidas Nike Squeezie
Harry Potter Lacoste Louis Vuitton
Marvel Kylian Mbapp Norman Thavaud
Barbie Playmobil
Mario Bros Gucci
Olympic Games Adidas
Olympique de Marseille

Christian Dior
Chanel

Michou

Reach (% of spontaneaous mentions)

Many of the winning brands are mentioned by people of various ages

Nike, Adidas, Lego, PSG and Mbappé are mentioned across all targets, Harry Potter from 7 years old.

Top 10 Licenses by age group – April'22 - France

0-6 years old		7-11 years old		12-18 years old		19-24 years old		25-35 years old		36+ years old	
Nike	4.1%	Nike	4.4%	Nike	5.1%	Nike	4.8%	Nike	4.1%	Nike	3.0%
Paw Patrol	4.0%	Kylian Mbappé	2.9%	Adidas	2.7%	Adidas	2.3%	Adidas	2.9%	Adidas	2.8%
Lego	2.2%	Adidas	2.6%	Kylian Mbappé	2.6%	Paris Saint-Germain	2.0%	Lego	1.8%	Tintin	2.6%
Frozen	2.1%	Paris Saint-Germain	2.5%	Paris Saint-Germain	2.3%	Kylian Mbappé	1.9%	Paris Saint-Germain	1.7%	Lego	2.4%
Paris Saint-Germain	2.1%	Pokemon	2.2%	Naruto	1.9%	Lego	1.6%	Harry Potter	1.6%	Asterix	2.3%
T'Choupi	2.1%	Lego	2.1%	Harry Potter	1.9%	Tintin	1.3%	Tintin	1.4%	Paris Saint-Germain	1.9%
Adidas	2.0%	Harry Potter	2.0%	Lego	1.8%	Harry Potter	1.1%	Kylian Mbappé	1.3%	Kylian Mbappé	1.7%
Peppa Pig	2.0%	Asterix	1.6%	Asterix	1.7%	Asterix	1.0%	Cristiano Ronaldo	1.2%	Harry Potter	1.0%
Barbie	1.8%	Mario Bros	1.5%	Fortnite	1.2%	OM	0.9%	Marvel	1.1%	Cristiano Ronaldo	1.0%
Kylian Mbappé	1.7%	Barbie	1.4%	Tintin	1.2%	Olympic Games	0.9%	Naruto	1.1%	Disney	1.0%

Top 10	23.2%	23.3%	21.1%	18.7%	18.1%	21.1%

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Lego remains a major participant across all age groups, while Disney is gaining ground among (young) adults

The brand's overall strength is hampered by Playmobil's focus on children.
Despite being a little behind on many age breaks (on the Top 10!), Naruto is establishing itself

Top 10 Licenses in Entertainment by age group – April'22 - France

0-6 years old		7-11 years old		12-18 years old		19-24 years old		25-35 years old		36+ years old	
Paw Patrol	6.0%	Lego	4.0%	Lego	3.7%	Lego	3.3%	Lego	3.8%	Lego	4.9%
Lego	3.7%	Pokemon	3.5%	Naruto	2.5%	Mario Bros	1.8%	Pokemon	2.1%	Mario Bros	1.9%
Frozen	3.0%	Mario Bros	2.9%	Fortnite	2.4%	Playmobil	1.7%	Mario Bros	2.0%	Disney	1.7%
Barbie	2.7%	Playmobil	2.5%	Koh-Lanta	2.2%	Koh-Lanta	1.5%	Marvel	1.7%	Star Wars	1.6%
Peppa Pig	2.6%	Harry Potter	2.4%	Harry Potter	2.1%	Disney	1.5%	Disney	1.5%	Marvel	1.4%
Playmobil	2.2%	Fortnite	2.4%	Scooby-Doo	1.9%	Avengers	1.4%	Dragon Ball	1.5%	Mattel	1.3%
Pokemon	2.1%	Barbie	2.3%	Playmobil	1.7%	Les Marseillais	1.4%	Harry Potter	1.4%	Tweety	1.3%
Disney	2.1%	Spider-Man	1.7%	Star Wars	1.6%	Fortnite	1.4%	Touche Pas A Mon Poste	1.3%	Koh-Lanta	1.1%
Cars the Movie	2.0%	Soprano	1.6%	Pokemon	1.5%	Marvel	1.4%	Naruto	1.3%	Harry Potter	1.1%
Gulli	1.8%	Naruto	1.6%	Marvel	1.4%	Call of Duty	1.2%	FIFA Soccer Series	1.2%	Candy Crush	1.1%

Top 10 — 28.3% — 25.0% — 21.0% — 16.7% — 18.0% — 17.4%

Entertainment (Cartoons, Films, TV Shows, Music, Toys, Videogames)

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Nike, Mbappé, and PSG are in the Top 4 across all age groups

Cristiano Ronaldo is still trailing due to low performances among those aged 19 to 24.

Top 10 Licenses in Sports by age group – April'22 - France

0-6 years old		7-11 years old		12-18 years old		19-24 years old		25-35 years old		36+ years old	
Nike	18.0%	Nike	14.9%	Nike	16.7%	Nike	16.2%	Nike	13.2%	Adidas	10.5%
Paris Saint-Germain	12.3%	Kylian Mbappé	11.8%	Paris Saint-Germain	9.3%	Adidas	8.2%	Adidas	9.4%	Nike	10.3%
Adidas	9.9%	Paris Saint-Germain	11.3%	Kylian Mbappé	9.2%	Paris Saint-Germain	8.0%	Paris Saint-Germain	6.5%	Paris Saint-Germain	7.6%
Kylian Mbappé	8.4%	Adidas	9.6%	Adidas	8.5%	Kylian Mbappé	6.4%	Kylian Mbappé	4.6%	Kylian Mbappé	6.1%
OM	4.1%	Olympic Games	2.9%	Olympic Games	3.5%	OM	3.7%	Champions League	3.9%	OM	3.4%
Cristiano Ronaldo	4.0%	Puma	2.9%	OM	3.2%	Olympic Games	3.6%	Cristiano Ronaldo	3.7%	Roland Garros	3.4%
Real Madrid	2.4%	OM	2.9%	Puma	2.9%	Champions League	2.6%	Roland Garros	3.1%	Cristiano Ronaldo	3.3%
Puma	2.1%	Roland Garros	2.7%	FIFA World Cup	2.8%	Real Madrid	2.3%	Puma	2.9%	Olympic Games	2.7%
UEFA Champions League	1.9%	FIFA World Cup	2.6%	Cristiano Ronaldo	2.7%	Zinedine Zidane	2.2%	Lionel Messi	2.6%	Puma	2.7%
FIFA World Cup	1.8%	Cristiano Ronaldo	2.1%	Roland Garros	2.6%	FIFA World Cup	1.9%	Olympic Games	2.4%	Champions League	2.3%

Top 10: 64.9% | 63.8% | 61.3% | 55.2% | 52.1% | 52.2%

Sports (Club, Events, Brands, Personalities)

Nike could become even more powerful if it improved its position among people aged 36 and up

Zara is a formidable challenger for the leader, and Adidas a great follower.

Top 10 Licenses in Fashion by age group – April'22 - France

0-6 years old		7-11 years old		12-18 years old		19-24 years old		25-35 years old		36+ years old	
Nike	20.1%	Nike	18.0%	Nike	14.0%	Nike	10.9%	Nike	9.4%	Zara	11.5%
Zara	11.2%	Zara	8.9%	Chanel	9.2%	Zara	10.8%	Gucci	8.3%	Christian Dior	7.8%
Kiabi	6.6%	Adidas	8.3%	Adidas	8.0%	Gucci	8.3%	Adidas	7.5%	Chanel	6.1%
Gucci	6.4%	Chanel	5.8%	Zara	5.7%	Shein	5.8%	Christian Dior	6.5%	Nike	6.1%
Adidas	5.0%	Kiabi	5.8%	Vans	5.4%	Louis Vuitton	5.6%	Chanel	5.1%	Levi's	5.7%
H&M	4.6%	Gucci	4.5%	Lacoste	4.9%	Christian Dior	5.3%	Louis Vuitton	5.1%	H&M	3.6%
Louis Vuitton	4.3%	Christian Dior	4.3%	Shein	4.6%	Chanel	4.6%	Zara	5.0%	Lacoste	3.5%
Chanel	3.9%	H&M	4.2%	Gucci	4.0%	Adidas	3.8%	Desigual	2.4%	Louis Vuitton	3.1%
Air Jordan	2.4%	Jennyfer	3.5%	Jennyfer	3.7%	Balenciaga	3.1%	Kenzo	2.0%	Gucci	2.5%
Christian Dior	2.2%	Louis Vuitton	3.1%	Louis Vuitton	3.7%	H&M	2.8%	Guess	2.0%	Adidas	2.2%

Top 10 — 66.7% — 66.4% — 63.3% — 61.1% — 53.2% — 52.1%

Fashion

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Cm

Q: What can be done to counteract a market that is becoming more concentrated?

A: Increase the number of touch points and chances for brands to connect with their customers:

- Look into new product categories and products

- Consider an appropriate brand stretch to entice new customers

- Create an event or capsule to increase exposure

Males appear to be driving the category forward, while females' scores are falling

Both males and females are becoming more socially influential.

Gap Top 30 – April'22 vs October'21 - France

		All	Males	Females
All categories		**+0.8**	**+2.4**	**-0.5**
Social Influencers		+8.4	+15.3	+14.9
Fashion		+4.6	+11.0	+0.7
Sports		+3.3	+5.1	+4.7
Entertainment		+0.1	+0.9	-0.8

... However, the positive trend across age groups shows that this is attributable to the fact that a greater number of brands are cross generational

Fashion and social influence both confirm their superior performance.

Gap Top 30 Females – April'22 vs October'21 - France

	All	Females	0-6 yo	7-11 yo	12-18 yo	19-24 yo	25-35 yo	36+ yo
All categories	+0.8	-0.5	+4.2	+1.9	+9.2	+3.2	+5.0	+6.1
Social Influencers	+8.4	+14.9	+29.4	+23.2	+30.7	+32.4	+52.9	+21.1
Fashion	+4.6	+0.7	+19.1	+7.9	+23.9	+11.3	+23.5	+4.7
Sports	+3.3	+4.7	+8.9	+3.1	+7.6	+9.5	+9.7	+5.1
Entertainment	+0.1	-0.8	+2.9	+3.0	+12.7	+6.9	+6.8	+0.2

Q: What can be done to counteract a market that is becoming more concentrated?

A: **Compensate** the loss of reach by increased affinity:

- Make certain that the information is suited to the broadest possible audience

- Leverage word-of-mouth / transmission across several targets (this will also help with reach!)
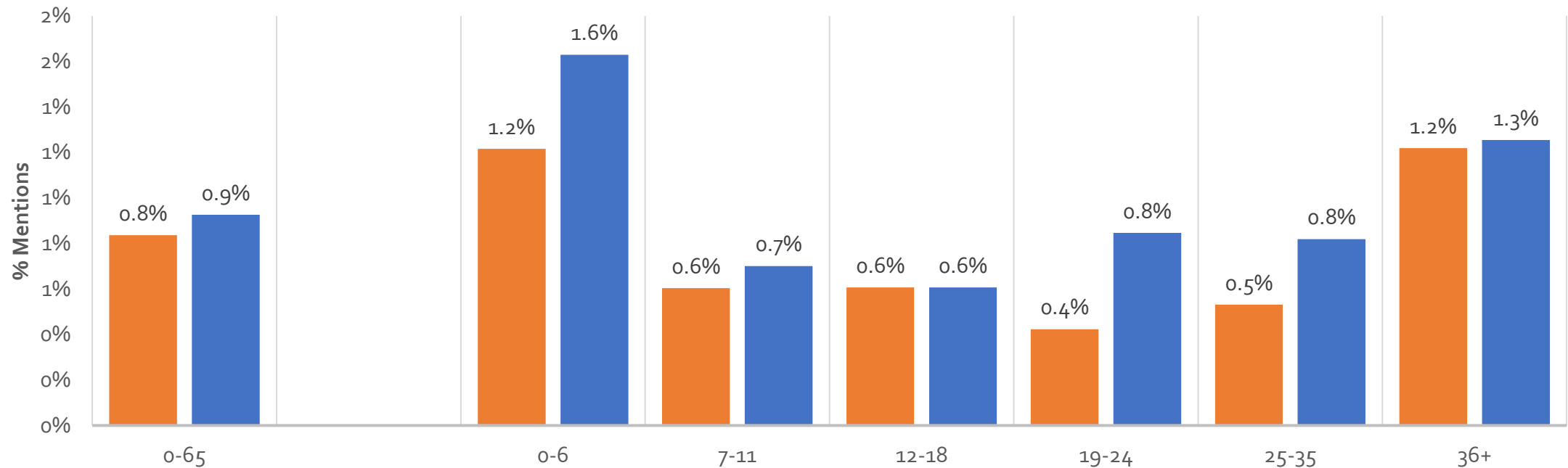
Disney is expanding into new targets

This is most likely due to the impact of Disney+, which strengthens future growth by providing many opportunities to connect with the brand across age groups and within the household.

Top Favorite - France

Legend: ■ Oct'21 ■ April'22

Age group	Oct'21	April'22
0-65	0.8%	0.9%
0-6	1.2%	1.6%
7-11	0.6%	0.7%
12-18	0.6%	0.6%
19-24	0.4%	0.8%
25-35	0.5%	0.8%
36+	1.2%	1.3%

Y-axis: % Mentions

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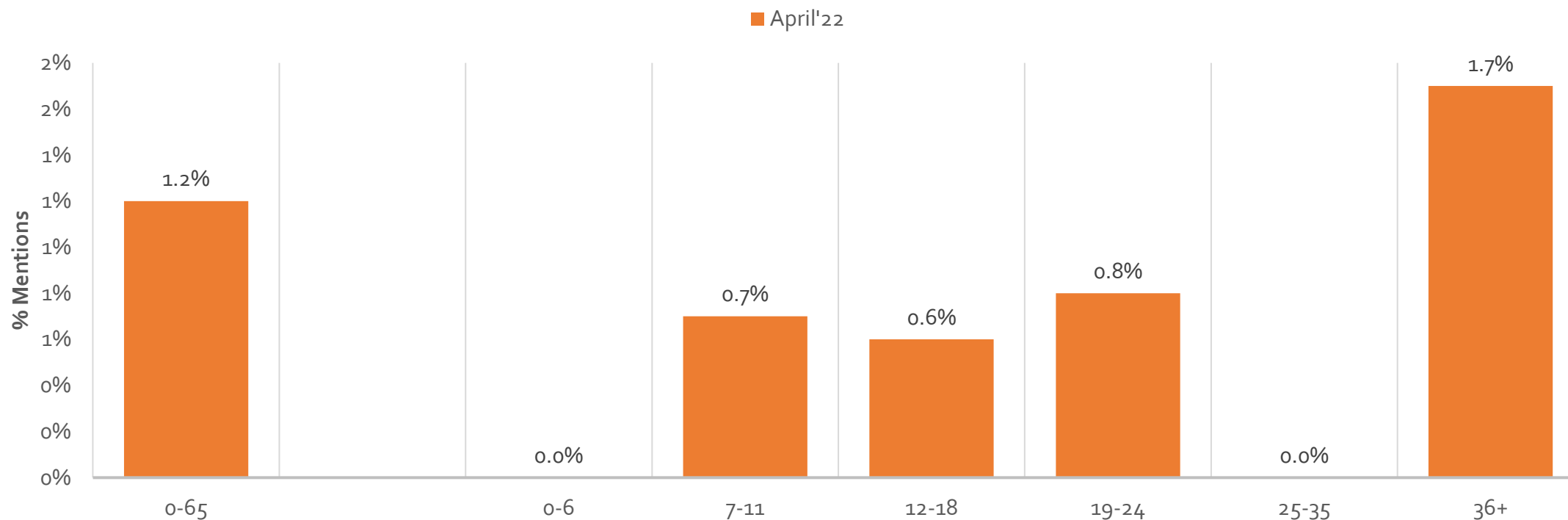# Top Gun actually raises to a distinct category, but this is only the beginning…

The brand's performance is mostly determined by the oldest target, although cross-generational sharing also plays a significant impact.

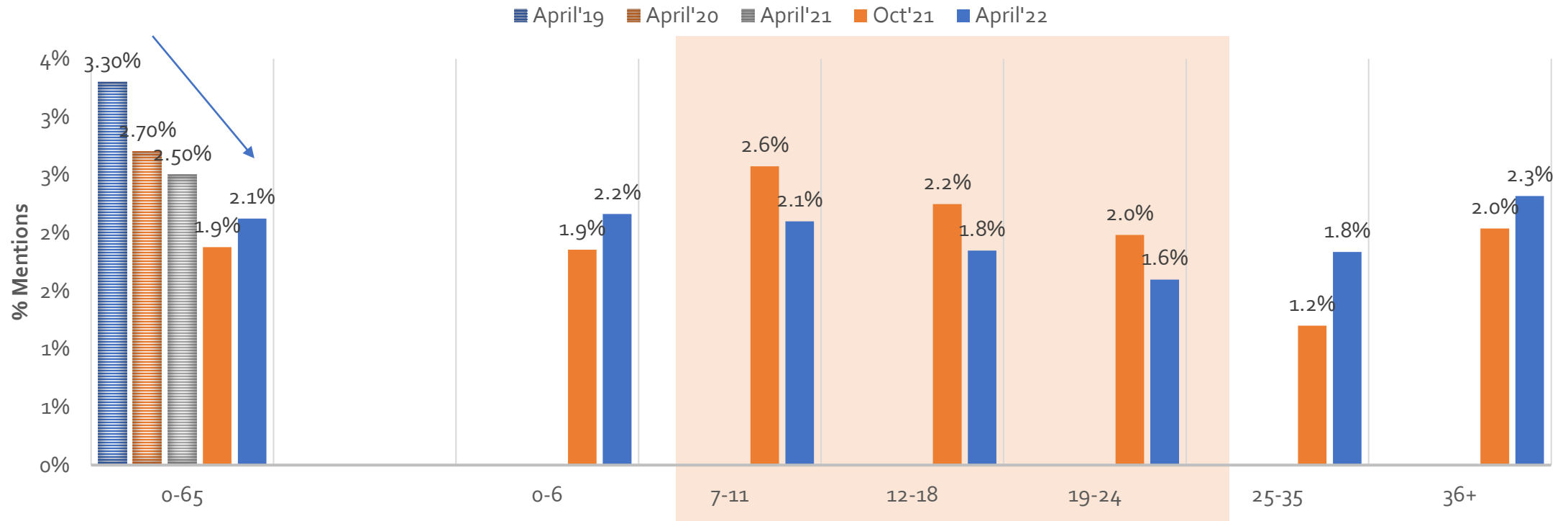**Top Favorite Films/Movies - France**

Overall on the seasonal period, Lego is on the decline

The brand is losing a substantial portion of its main target, which is causing lower and lower performance over time.

Top Favorite - France

Q: What can be done to counteract a market that is becoming more concentrated?

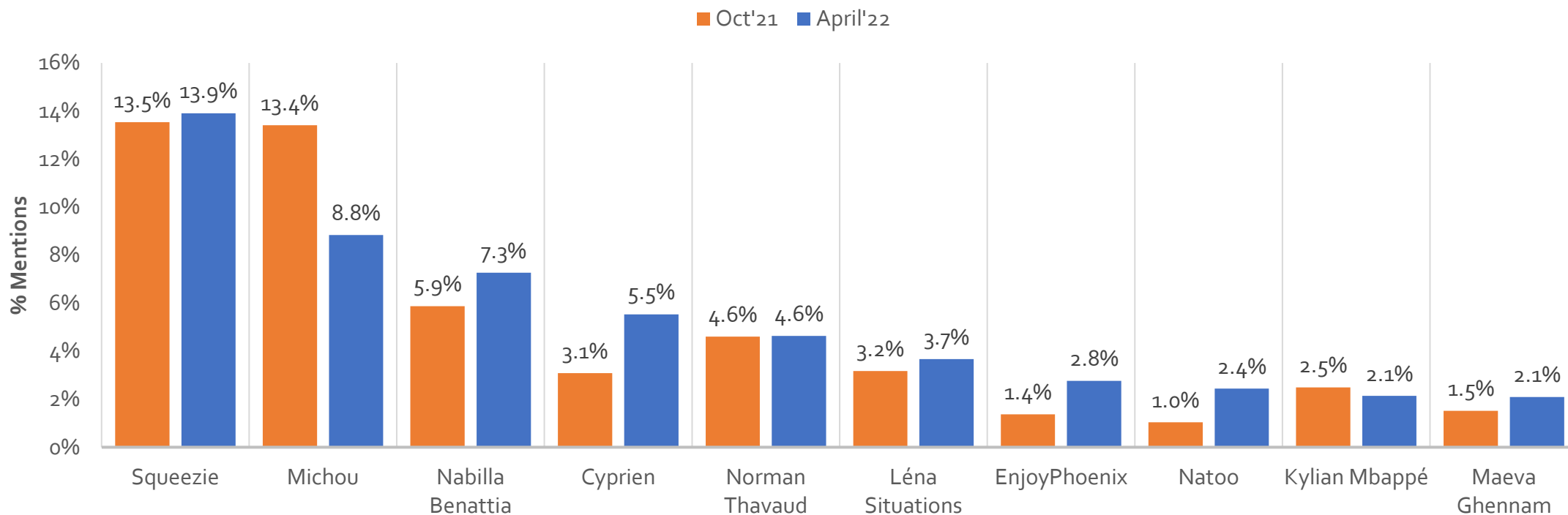**A: Make the brand's primary target a brand ambassador:**

- Utilize the power of a brand's fanning by providing opportunities for various targets to connect and share their experiences

- Consider how you might provide events and opportunities for your targets to spend quality time together

Squeezie is a powerful leader who towers over Michou, who is in decline

Overall, the Social Influencers category is on the rise.

Top 10 Favorite Social Influencers among 0-65 - France

■ Oct'21 ■ April'22

Influencer	Oct'21	April'22
Squeezie	13.5%	13.9%
Michou	13.4%	8.8%
Nabilla Benattia	5.9%	7.3%
Cyprien	3.1%	5.5%
Norman Thavaud	4.6%	4.6%
Léna Situations	3.2%	3.7%
EnjoyPhoenix	1.4%	2.8%
Natoo	1.0%	2.4%
Kylian Mbappé	2.5%	2.1%
Maeva Ghennam	1.5%	2.1%

Squeezie achieves consistent results throughout age groups, whereas Michou concentrates on the youngest

By addressing several targets, the reach of the brand is maximized.

Top 10 Favorite Social Influencers among French People 7-65 years old – France April'22

Squeezie

Several different types of contents to adress all targets

	7-11 years old	12-18 years old	19-24 years old	25-35 years old	36+ years old
Squeezie	12.5%	16.0%	15.5%	14.8%	12.8%
Michou	22.1%	14.2%	7.0%	1.5%	8.2%
Nabilla Benattia	3.6%	2.1%	2.8%	5.2%	14.8%
Cyprien	1.6%	6.6%	4.0%	3.4%	10.1%
Norman Thavaud	1.9%	8.7%	1.2%	1.7%	9.0%
Léna Situations	2.0%	2.1%	8.0%	5.5%	0.8%
EnjoyPhoenix	0.8%	0.5%	2.5%	3.1%	4.9%
Natoo	0.6%	2.1%	1.5%	1.4%	5.3%
Maeva Ghennam	3.7%	0.5%	3.4%	0.8%	2.4%
Kylian Mbappé	3.9%	1.7%	3.3%	1.5%	0.9%

Squeezie is liked among both males and females, while Michou meets a massive decrease among females

Multiple targets are addressed to maximize reach.

Squeezie
Several different types of contents to adress all targets

Top 10 Favorite Social Influencers among French People 7-65 years old – France April'22

	Males		Females	
Squeezie	15.5%	-0.8	12.2%	+1.6
Michou	12.3%	-1.2	5.0%	-8.3
Nabilla Benattia	2.8%	-0.4	12.3%	+3.4
Cyprien	3.7%	+0.4	7.6%	+4.8
Norman Thavaud	6.0%	+0.5	3.1%	-0.5
Léna Situations	2.8%	+1.4	4.6%	-0.5
EnjoyPhoenix	2.1%	+1.8	3.5%	+0.9
Natoo	2.9%	+2.2	1.9%	+0.5
Maeva Ghennam	0.9%	+0.1	3.4%	+1.1
Kylian Mbappé	2.3%	-0.1	2.0%	-0.6
ALL		**+3.9**		**+2.4**

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Q: What can be done to counteract a market that is becoming more concentrated?

A: **Take full advantage** of the opportunities presented by each category:

- Define the most relevant touchpoints and messages for the target audience of the brand

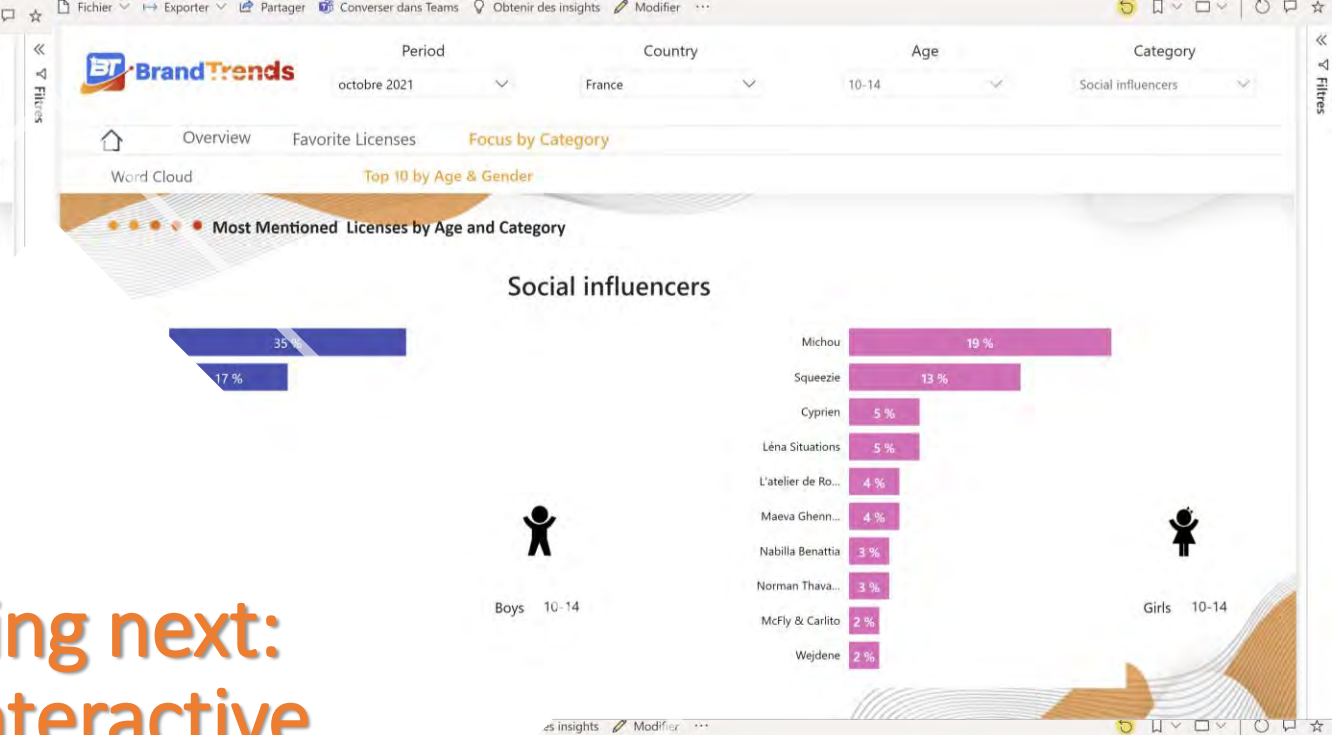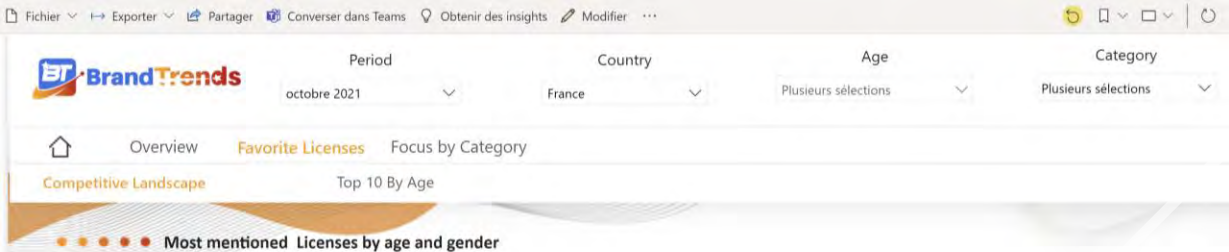- While stretching, be true to the brand's DNA and present targets
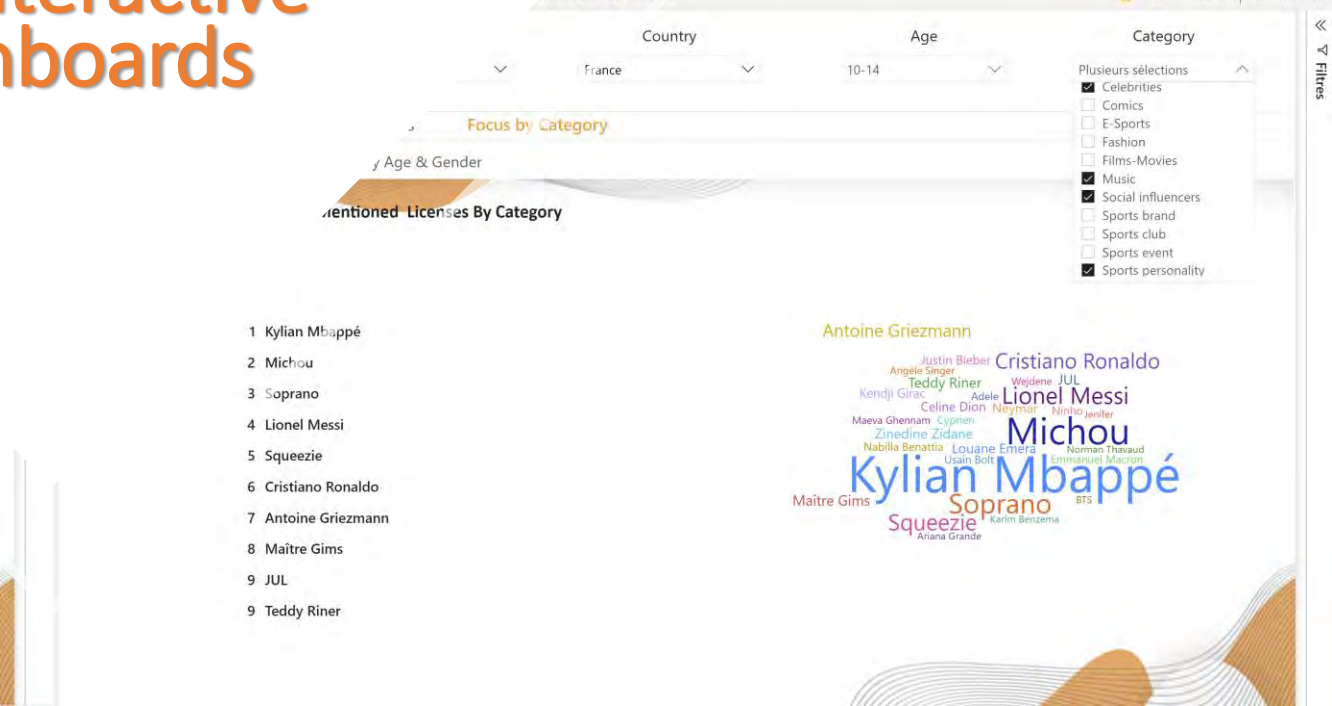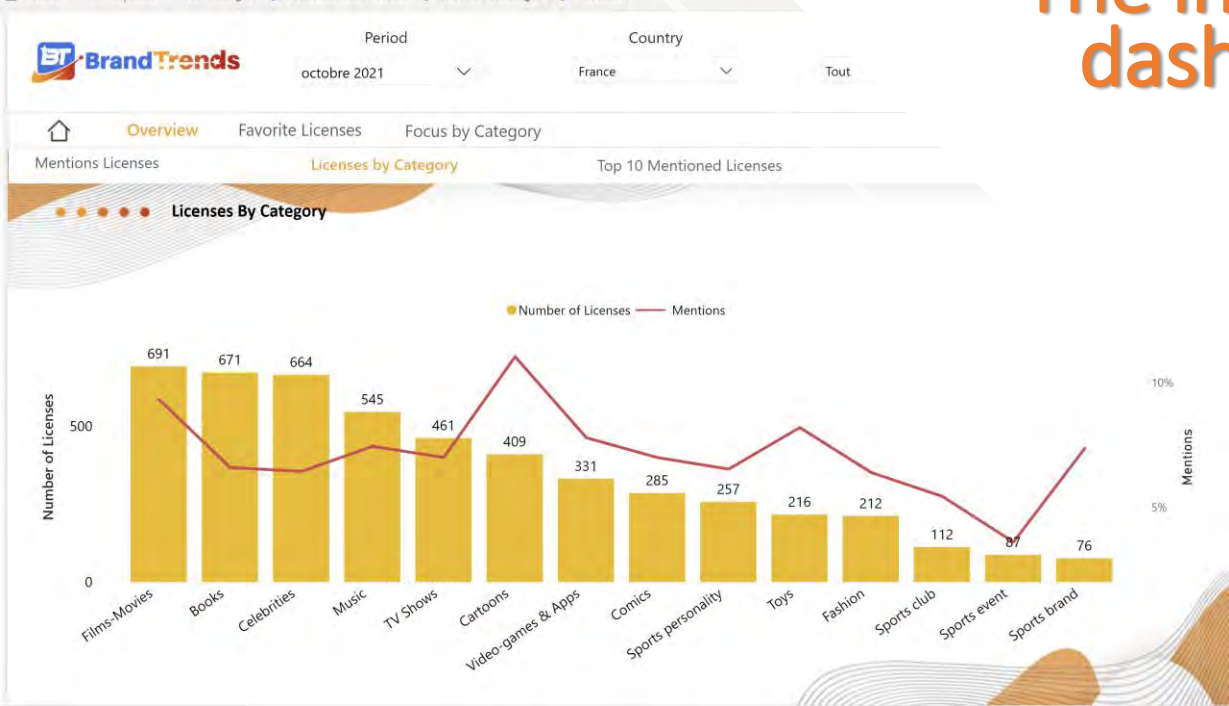
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Before we go

When confronted with market concentration...

Leverage cross-target collaboration

We've learnt from Covid that giving various targets the opportunity to spend quality time together is a significant driver of success.

Maintaining brand DNA Affinity is essential

Stretching should not be associated with confusion. Any new touchpoint or message should be in line with both current and exploratory targets. Otherwise, the action plan would not be as effective — and could even result in failure.

Affinity is required

Messages and content must be relevant to the majority of customers. Differentiation is a tool that can help you cut through the clutter.

Maximize your reach

By increasing the number of touchpoints, brands can maintain consumer attention and avoid the widespread trend of prioritizing platforms above content. Brands would optimize proximity and limit interest loss by providing appropriate opportunities to connect.

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Coming next:
The interactive
dashboards

THANK YOU
FOR YOUR TIME

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BrandTrends Suite

6 trackers & data providers under one umbrella:

BrandTrends Entertainment

In-depth dive into the relative **awareness, popularity** and **merchandise appeal** of the top 30 leading **entertainment brands** among people 0 to 65-year-olds.

BrandTrends Shows & Series

Track the relative **awareness, popularity** and **merchandise** appeal of the top 30 **leading TV Shows & Series** among people 0 to 25-year-olds.

BrandTrends Recreation

Assess the relative **awareness, popularity** and **merchandise appeal** of the top 30 leading **sport brands** among people 7 to 25-year-olds.

BrandTrends Social Influencers

Uncover the efficiency of the social influencers – from **popularity to efficiency on purchases** - among people 10 to 65-year-olds.

BrandTrends Forecasting

Predict the popularity, and thus the merchandise appeal, of the Entertainment brands 2 years ahead of time.

BrandTrends MyBrandTrends

Create your own track of the relative **awareness, popularity** and **merchandise** appeal of your selected industry among a specific demographic target.

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