

DISTINCTIVE BRAND ASSETS STUDY

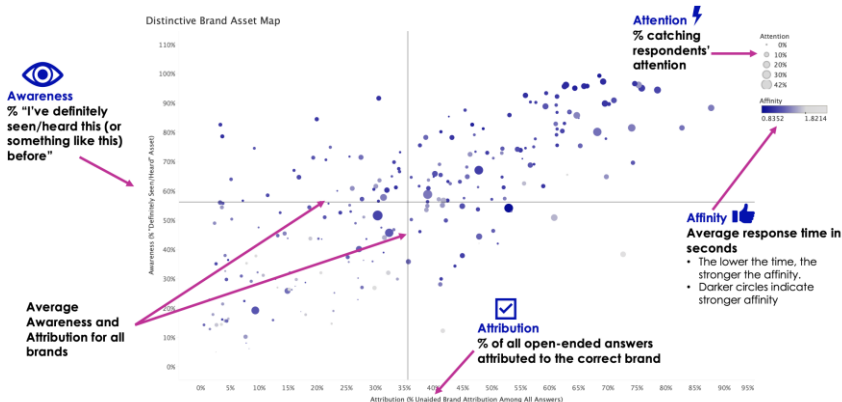
A tool to measure how strongly consumers identify your brand assets & link them to your brand

WHY THIS STUDY IS IMPORTANT

Brands need to be distinctive, and distinctive assets (e.g. packaging, logo, color, character) are the building blocks of a distinctive brand. Understanding the strengths and opportunities of your distinctive brand assets is critical for becoming a distinctive brand.

OUR APPROACH

We created the Distinctiveness Matrix – a grid that analyzes a brand asset’s **awareness** (how many people recognize the asset), **attribution** (how many people link an asset to your brand), **attention** (how well the asset grabs people’s attention) and **affinity** (how many people feel a visceral connection to a brand asset) – to provide actionable solutions for a brand to become more distinctive.



WHERE IT'S WORKED BEFORE



PIZZA HUT REBRAND

In a crowded category, Pizza Hut was missing its distinctiveness. We tested dozens of its brand assets – from the pan pizza to the red roof – along with assets from its key competitors to find that sweet spot between **ownability** and **affinity**. The red roof had one of the highest cultural relevance scores, and thus became the redeeming brand asset.

WHAT IT COULD DO FOR YOUR BRAND

Understanding your distinctive brand assets allows you to strategically plan which ones to grow, drop, or evolve.

1. Explore your current and potential brand assets
2. The assets your competitors use
3. How your consumer recognizes and associates each of them allows you to set a short- and long-term plan for how to leverage your distinctive brand assets

EMAIL ABBY.BATCHELLER@YUM.COM TO SET UP AN INTRODUCTORY CALL

COLLIDER LAB