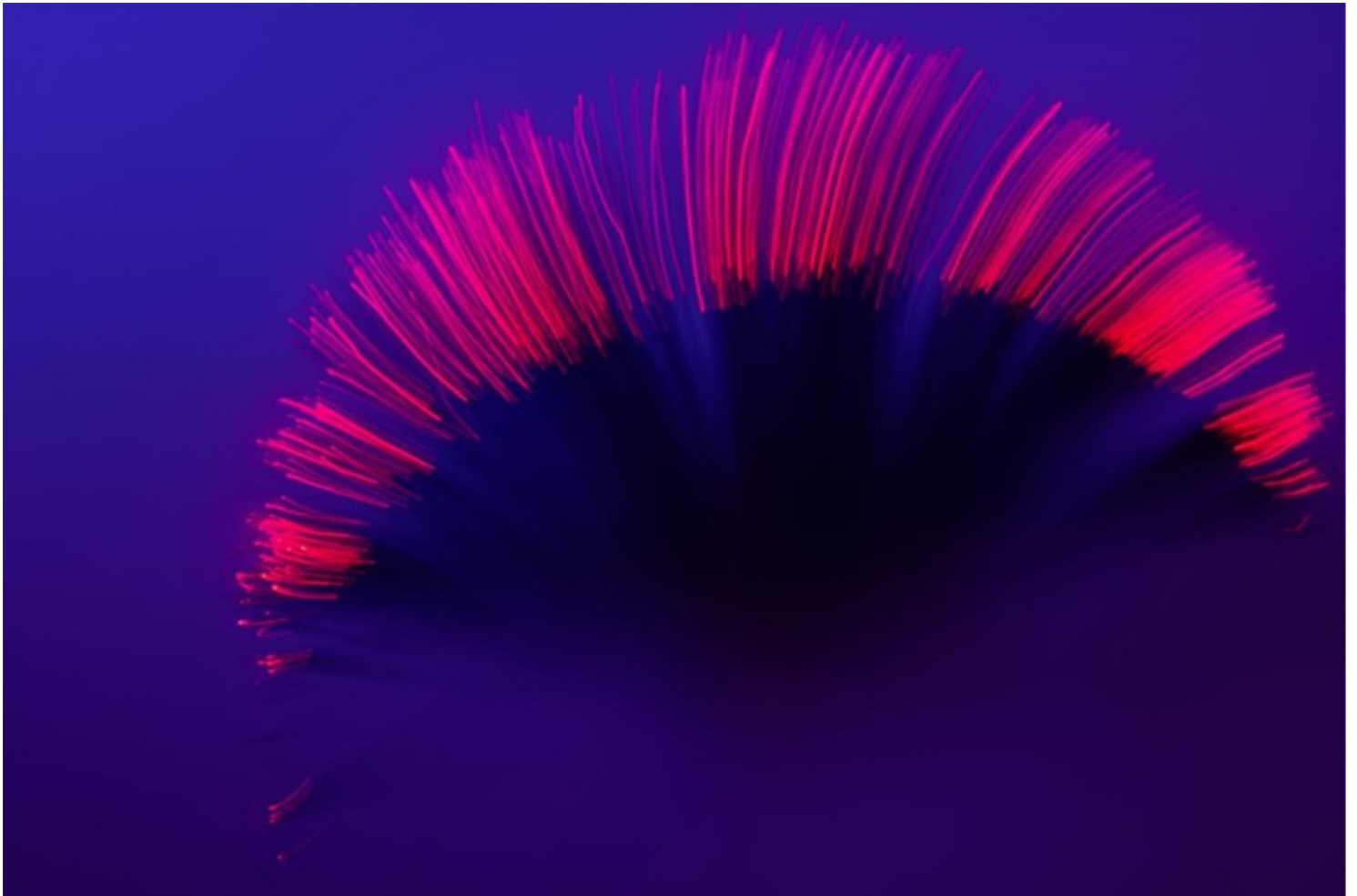


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# Is your brand doing enough to connect with consumers in a changing world?



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Brands people love, those that evoke instant positive feelings and have distinctive assets, are more valuable. But how, exactly?

Trends such as the growth of AI, the popularity of short-form video, and the diversity of ways we now consume information mean competition for attention is stronger than ever. To stand out, you first need to cut through – and that means forging deep, intuitive connections with consumers.

Kantar BrandImprint uses cutting edge approaches from cognitive psychology and system 1 thinking to measure how quickly and easily consumers can recognise brand assets and connect them to the brand. How can brands build and strengthen these intuitive associations, and ultimately, better connect with consumers?

## New dimensions to being Meaningful, Different and Salient

Kantar's externally validated Meaningful Different and Salient framework (MDS) explains how brand equity depends on three essential pillars: being meaningful, different and salient. But this isn't the whole story. Neuroscience highlights the increasing importance of communicating these qualities through intuitive pathways.

To understand how effectively you're doing this, you need the right tools and approaches. Looking at each dimension of brand strength, the key questions include:

- **Meaningful:** How strong is your emotional connection with people? Neuroscience tools assess implicit affinity of the brand and the instant feelings triggered by the brand, creative or packaging.
- **Salient:** Are your assets distinctive enough to immediately cue mental availability? Kantar BrandImprint evaluates how well brands are grabbing people's attention and engaging their emotions.
- **Different:** How striking is your identity? Advanced analytics can measure how easily people sense uniqueness in a brand and the emotional terrain it occupies.

## Brands with intuitive connections are more valuable

These aren't abstract questions: they're quantifiable drivers of business growth. Data from Kantar BrandZ demonstrates that brands are more valuable when people feel positively about them instantly, can recognise them easily – and when they instinctively come to mind.

### Brands with strong neuro scores are more valuable

Average brand value (\$million)

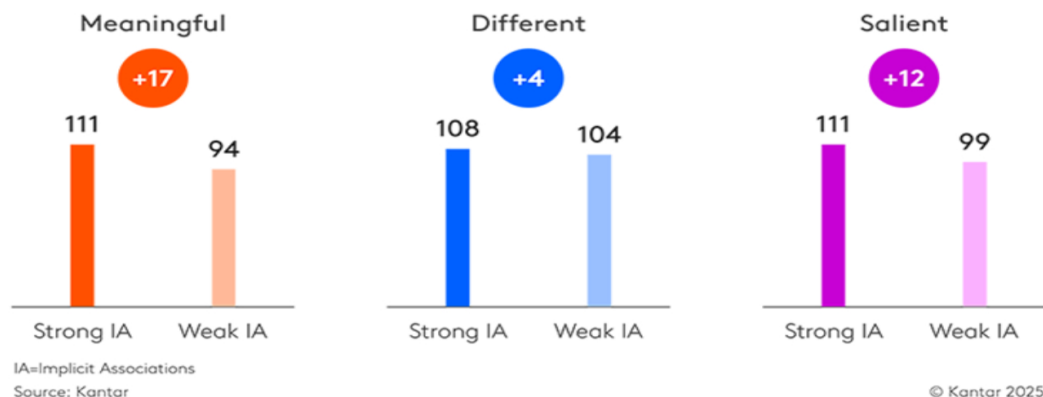


Our data also confirms that brands with stronger intuitive associations:

- are seen as being more Meaningful, Different and Salient.
- enjoy a higher power index, higher affinity and a greater brand power share.

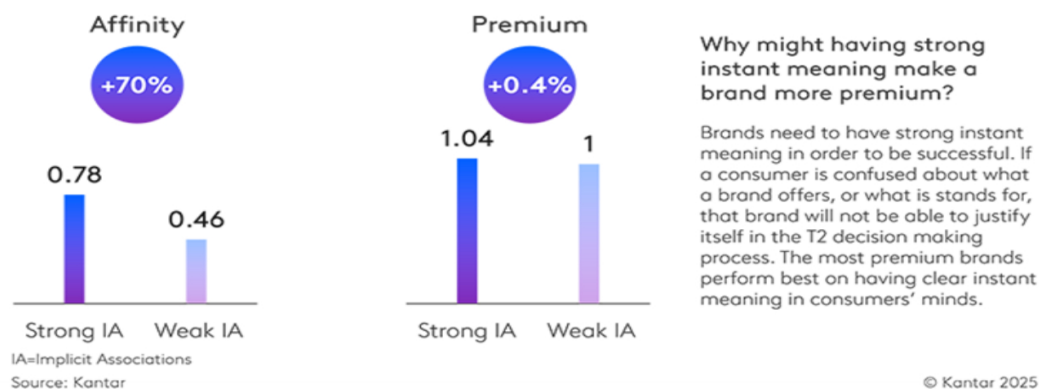
## Brands with stronger intuitive associations are more meaningful, different and salient

The benefit of strong immediate, positive associations with a brand



## Brands with stronger intuitive associations more also have a higher brand affinity and command more premium

The benefit of strong immediate, positive associations with a brand



## How BrandImprint drives business impact

While traditional analytics typically measure the fame and distinctiveness of assets, Kantar BrandImprint also assesses intuitiveness: how quickly people associate an asset with a brand. This comprehensive approach allows the tool to provide a reliable indication of commercial strength. Kantar data reveals that a stronger brand imprint aligns with greater brand value and growth prospects, as well as major increases in salience (52%).

**Stronger BrandImprint equates to greater brand value and growth prospects**

growth prospects

	BrandImprint Index*	Brand Value		BrandImprint Index*	Brand Value
Top third	114	\$1,987B	Top half	111	+213%
Middle third	101	\$1,267B			
Bottom third	89	\$881B	Bottom half	93	+99%

\*Average BrandImprint index=100  
Source: Kantar

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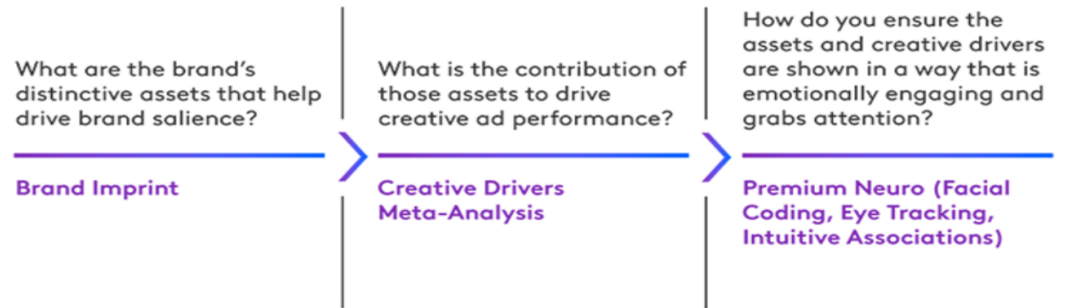
Get the most from your assets

As well as knowing which assets are famous, distinctive and intuitive, it’s also essential to understand what part these assets can play in well-branded creative and how to get the most from them.

A BrandImprint analysis can support these goals by incorporating advanced tools to help marketers grasp the complex issues involved. This allows us to deliver even greater value, enabling brands to move from strategies driven by intuition to those based on evidence. Options include:

- **Creative driver meta-analysis:** Identifies which features (end cards, jingles, celebrity presence, or other assets) most strongly drive breakthrough, short-term sales lift, long-term brand power, and branding.
- **Facial coding:** Captures real-time emotional responses, pinpointing moments of peak engagement.
- **Eye tracking:** Maps exactly where people look, revealing how key assets (logos, taglines) can be best noticed and remembered.

Distinctive assets help drive brand salience once they are applied across various touchpoints



Source: Kantar

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BrandImprint in action

Let’s take a look at how some brands have used a clear understanding of their assets to strengthen their equity and deliver tangible results.

1. Integrating neuroscience with creative analysis

A recent BrandImprint study for a financial services brand revealed that its sonic cue (jingle) was the business’s most powerful asset – outperforming even its logo and celebrity spokesperson.

The study found that:

- The jingle had the highest fame and fastest intuitive association.
- Taglines, while distinctive, were less known and would require more consistent use alongside anchor assets to build recognition.
- Colours and symbols, when used in isolation, risked being wrongly attributed to competitors, and needed to be paired with the text logo for optimal effectiveness.

For each asset, the analysis measured:

- **Fame:** The percentage of people who correctly associated the asset with the brand.
- **Distinctiveness:** The extent to which the asset is associated with only one brand and not misattributed to a competitor.
- **Intuitiveness:** The speed of association of the asset to the brand (from slowest to fastest).

The results?










**Intuitive assets** – those that are famous, distinctive, and quickly recognised can be deployed across channels to cue the brand and should be paired with weaker elements to maximise effectiveness.

Lesser-known assets require more support and should be combined with stronger cues until consumers become more familiar with them.

Creative driver analysis

A creative driver analysis enabled the brand to optimise its creative strategy, making sure every asset – visual, sonic, or verbal – works to support both immediate branding and long-term loyalty.

Features that drive Ad Impact, Long Term Equity and Branding

Elements/ Key Drivers	Impact (Breakthrough)	Long-Term (Power)	Branding
Jingle			
Jingle at end			
Brand in Jingle			
Logo in end			

STEL is a validated, predictive metric to assess the probability of the ad to boost sales, solely based on the copy quality  
Source: Creative Driver Analysis with over 75 creative assets across channels © Kantar 2025

Facial coding and eye tracking

In addition, by using facial coding and eye tracking, we can clearly demonstrate which executions are most successful in leveraging the distinctive assets.

For example, many people didn't notice the brand logo on the screen because of its placement. Eye tracking revealed that integrating the logo into the most emotionally engaging moments or placing it top-centre or top-left was more effective.

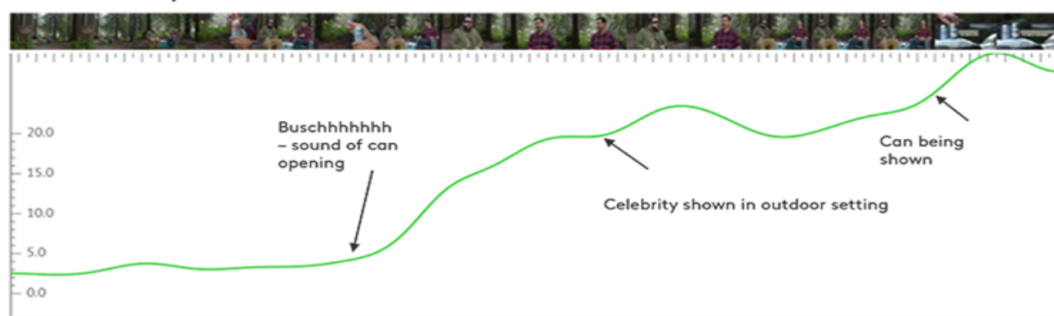
## 2. Consistency is key

Brands that deploy a mix of consistent visual and sonic cues over time, like a signature jingle, logo, and tagline, build exceptionally strong branding.

For instance, the 'What beer is that?' campaign, from US beverage brand Busch, used a powerful set of cues (outdoor setting, can opening moment, sound and tagline) to create a narrative where the brand reveal coincided with the emotional peak – as shown by facial coding data.

This resulted in a highly memorable campaign, and branding scores in the top 10% for the category.

### Emotional peak drives Brand recall



Source: Kantar

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## A catalyst for growth

Kantar BrandImprint is more than a measurement tool: it's a catalyst for creative and commercial success.

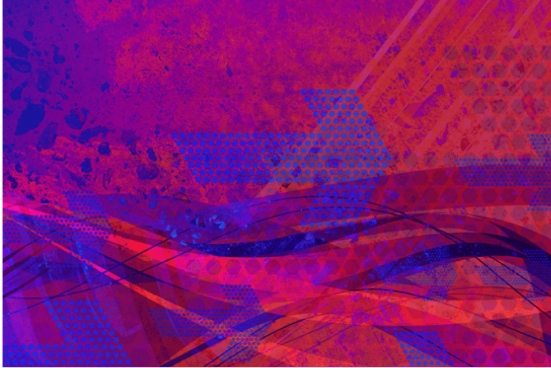
Its nuanced analysis of consumer perceptions, informed by neuroscience, allows brands to clearly identify their strongest assets. Using advanced tools, they can then dig deeper to find ways of deploying these that genuinely move the needle. The result is stronger creative and more effective packaging – in turn supporting higher value, improved loyalty, and increased revenue.

In a world where attention is scarce and competition fierce, BrandImprint empowers brands to connect, differentiate, and thrive. What's more, they'll have the data to prove it.

To learn more about how BrandImprint can help you build strong emotional connections with consumers, [get in touch](#) with the Kantar representative in your country.

And if you'd like to dive deeper into Brand Strategy more broadly, [sign up to our free masterclass series](#).

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