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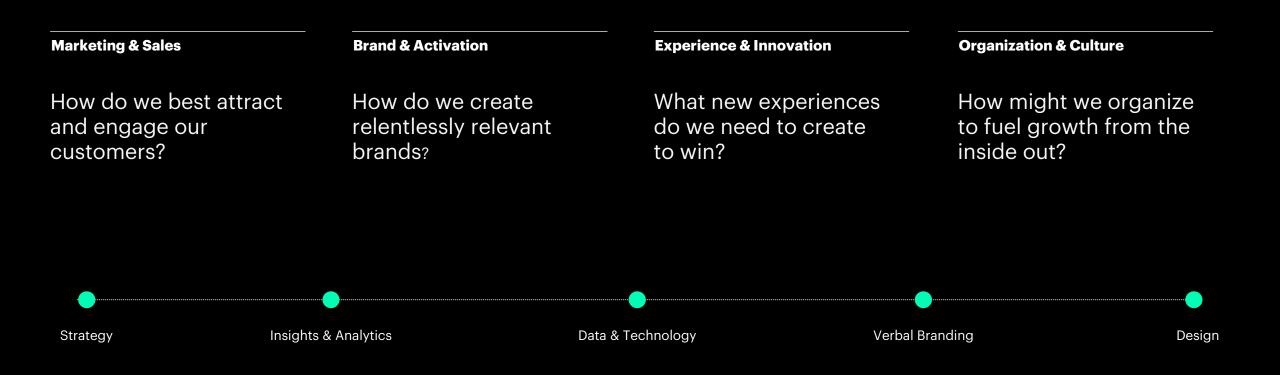
Prophet Brand Relevance Index®

The brands consumers can't live without

2019

United States United Kingdom Germany China

Prophet is a digitally-powered, creatively-inspired consultancy that helps unlock uncommon growth



We believe winning brands have one thing in common: They are relentlessly relevant.

Relentlessly relevant brands consistently inspire us and move us to action. They make smart, bold moves that amaze customers, push competitors out of consideration, and—at times—define entirely new categories and markets. And they do it while remaining unwaveringly authentic to who they are.

Brand Relevance Index methodology







SAMPLE

51,000 consumers

US	13,500	UK	12,000
DE	12,000	PRC	13,500

Sample representative of general populations in each country (Tier 1, 2, 3 cities in China)

Respondents must be active in the category and considerers of a brand to rate it

Survey fielded in July 2019

BRAND SELECTION

Categories: Consumer brands in ~25 categories that represent significant proportions of household spend and/or time

Brands: ~75% selected on the basis of revenue size/growth; 25% based on criteria such as disruption potential or momentum (particularly for private/pre-IPO companies)

700 unique brands 125 global : 575 regional

MEASURING RELEVANCE

Respondents rated brands on 16 attributes that define brand relevance, on a 1-7 scale

To calculate relevance scores, (T2B% - B2B%) was calculated for each of the 16 attributes. These numbers were then mathematically averaged to determine the score (each attribute 1/16)

Each respondent rated 5 brands in total

The 4 dimensions and 16 attributes that define relevance

CUSTOMER OBSESSED

- I can't imaging living without
- Meets an important need in my life
- Makes me happy
- Connects with me emotionally

RUTHLESSLY PRAGMATIC

- Delivers a consistent
 experience
- Makes my life easier
- Lives up to its promises
- I know I can depend on

DISTINCTIVELY INSPIRED

- Makes me feel inspired
- Has a set of beliefs and values that align with my own
- I trust
- Is modern and in-touch

PERVASIVELY INNOVATIVE

- Pushes the status quo
- Engages with me in new and creative ways
- Has better products, service, experiences than competitors
- Always finding new ways to meet my needs

Every year, we ask 50,000 consumers worldwide (12,500 in the US) their opinions on 700 brands

Five key themes we're spotlighting for 2019-20



