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# Prophet Brand Relevance Index<sup>®</sup>

The brands consumers  
can't live without

**2019**

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**United States**

United Kingdom

Germany

China

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

## Marketing & Sales

How do we best attract and engage our customers?

## Brand & Activation

How do we create relentlessly relevant brands?

## Experience & Innovation

What new experiences do we need to create to win?

## Organization & Culture

How might we organize to fuel growth from the inside out?



A low-angle, dark photograph of the Mayo Clinic building. The building features a curved glass facade reflecting the sky and surrounding environment. The words "MAYO CLINIC" are prominently displayed in large, raised, metallic letters across the middle of the building's facade. Below the letters, the entrance area is visible, featuring large glass doors and a prominent, textured stone column on the right side. The overall tone is professional and modern.

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 imagine 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



**1**

**Build brands on an  
inspiring and  
authentic purpose**

**2**

**Curate incredible  
experiences through  
customer empathy  
and data analytics**

**3**

**Innovate at  
two speeds**

**4**

**Create community  
by tapping into  
shared interests**

**5**

**Engage and invest in  
employees to fuel  
growth**