

NEW OPPORTUNITIES FOR BRANDS THROUGH CATEGORY ENTRY POINTS AND BOOSTING MENTAL MARKET SHARE

Personal Care Sector Case Study

BRAND GROWTH IN PRACTICE



NEW OPPORTUNITIES FOR BRANDS THROUGH CATEGORY ENTRY POINTS AND BOOSTING MENTAL MARKET SHARE

Aim of the project: Many known brands are looking for ways to develop their brand and generate more market share. Often, the physical availability and presence of a brand in supermarkets (distribution, assortment share, etc.) is already high, leading companies to think about new marketing possibilities. In the newer brand discussions Byron Sharp's idea of "mental availability", which accounts for brand growth along with physical availability, is playing an increasingly important role. This involves investigating the so-called "category entry points" of a brand and determining its "mental market share". This case study will take a closer look at these parameters for a brand in the personal care sector.

Innovation: Mental market share as a new "currency" in market research. Recent research (Byron Sharp et al.) emphasises that a decisive factor for brand selection in supermarkets is not contents-related differentiation, but rather brand distinctiveness, which is characterised by relevant brand associations and brand recognition by a large part of the consumer base. Brands must be associated with specific situations and moments (category entry points). Only if the brand plays a role in this usage context, they will be purchased and enjoy market success. This study uses the innovative idea of linking specific usage situations with a brand, and, as a result, determining its "mental market share". In addition to the physical market share, this parameter may become a key counterpart for brand development.

Methodological approach: Measuring mental availability through category entry points and determining the mental market share. In order to uncover as many growth opportunities for the client as possible, DVJ opted for a two-step

process. In step 1, we used storytelling to identify the current category entry points (CEPs) of the product category in a representative online survey with category users. In step 2, we then determined the frequency of each CEP and the mental market share of each brand for each CEP.

Results: Through AI-assisted topic modelling of the collected consumer stories, we were not only able to identify the most significant CEPs per category, but also gender-specific differences in the CEP ranking. In terms of position, the test brand was ranked top overall in the mental network of the study participants. Nevertheless, compared to competitors, there was still untapped potential with regards to the "Wellbeing" CEP.

Quality criteria: The research was conducted as a representative online survey in five different product categories. Survey period: May-June 2021. Sample: N = 1,000 (Stage 1 CEP exploration), N = 2,000 (Stage 2 mental market share determination). The DVJ Mass Qual approach involved combining in depth qualitative diagnostics with broad quantitative mapping of the consumer population. Recruitment and panel deployment took place according to ESOMAR quality standards. Methodologies like the storytelling technique were tested in advance in numerous individual studies or optimised step by step.

Relevance for future projects: The category entry points (CEPs) approach is applicable in many industries. The mental market share prospective provides a lot of potential for deep dives to address the problem areas found. Under the keyword "Connecting the dots", brand data can be evaluated together with consumer panel data to holistically assess mental and physical availability.

AIM OF THE PROJECT: NEW OPPORTUNITIES FOR BRAND DEVELOPMENT THROUGH CATEGORY ENTRY POINTS AND THE EXAMINATION OF MENTAL MARKET SHARE

Many known brands are looking for ways to develop their brand and generate more market share. Often, the physical availability and presence of a brand in supermarkets (distribution, assortment share, etc.) is already high, leading companies to think about new marketing possibilities. Here, the Net Promoter Score (NPS) as a KPI, a stronger orientation towards heavy users and fans of a brand, or the

key focus on sales figures and the physical market share of the brand, often play an important role.

To look at brand development, companies usually conduct continuous brand health tracking, which provides insights into the brand funnel, brand image, and existing consumer touchpoints.



In the newer brand discussions Byron Sharp's idea of "mental availability", which accounts for brand growth along with physical availability, is playing an increasingly important role. This involves a holistic examination of the so-called "category entry points" of a brand and a determination of the "mental market share". In this case study, these parameters were explored more closely as a research approach for a brand in the personal care sector, as well as the perspectives for further brand development.

INNOVATION: CONSIDERING MENTAL MARKET SHARE AS A NEW "CURRENCY" IN MARKET RESEARCH AND THE SEARCH FOR DISTINCTIVE BRAND VALUES

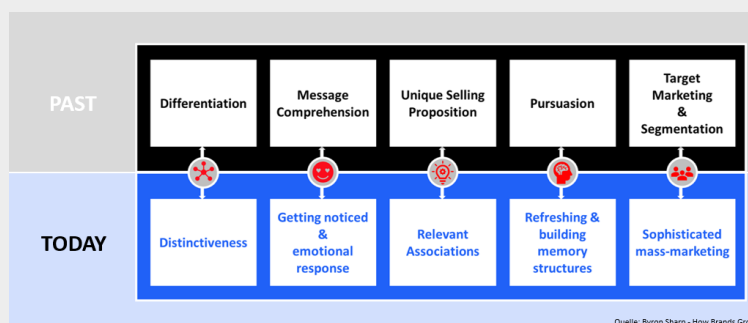
Brands often try to differentiate themselves from their competitors in terms of content and to persuade consumers by using specific product features that are attractive to defined target group segments or core target groups.

Brands must be associated with specific situations and moments (category entry points). Only if the brand plays a role in this usage context they will be purchased and enjoy market success.

More recent research (Byron Sharp et al.) emphasises that a decisive factor for brand selection in supermarkets is not differentiation in terms of contents but rather brand distinctiveness, which is characterised by brand associations and brand recognition by a large part of the consumer base.

This study uses the innovative idea of linking specific usage situations with a brand, and, as a result, determining its "mental market share".

In addition to the physical market share, this parameter can



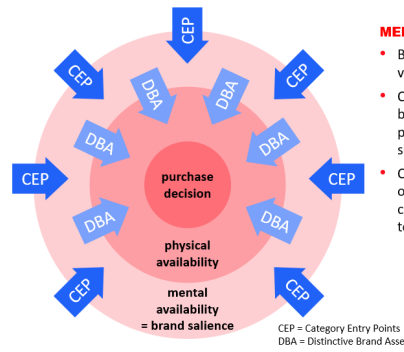
become a key counterpart that significantly contributes to evaluating brand development in the future.

MENTAL & PHYSICAL AVAILABILITY

Byron Sharp: Brand growth through penetration and distinctiveness. Continuous presence and relevant brand associations.

ASSOCIATIONS:

- ...create memory structures and support brand distinctiveness.
- Brand Equity: Sum of mental and physical availability as well as the distinctive iconography of the brand.
- Mental availability can be created and influenced through marketing.



MENTAL AVAILABILITY:

- Brands compete largely as branded versions of a product category.
- Challenge #1: How can I bring my brand to mind more often in usage, purchasing, as well as general situations?
- Challenge #2: How do I get occasional buyers and non-customers to think about my brand too?

METHODOLOGICAL APPROACH: MEASURING MENTAL AVAILABILITY THROUGH CATEGORY ENTRY POINTS AND DETERMINING THE MENTAL MARKET SHARE

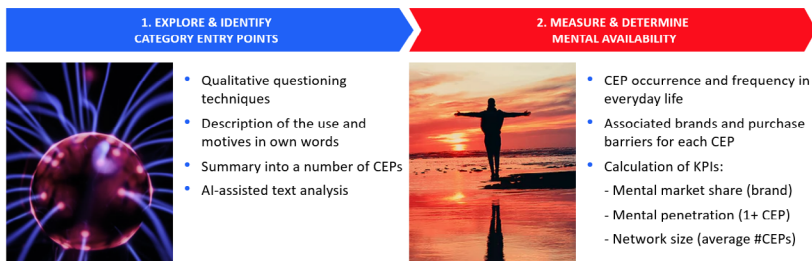
A client in the personal care industry wanted to identify and validate current category entry points for their brand to develop a growth strategy for the coming years.

DVJ Insights conducted an exploration study. In order to uncover as many growth opportunities for the client as possible, we decided on a two-step process.

In step 1, we identified the current category entry points (CEPs) of the product category. In step 2, we then determined the frequency of each CEP and the mental market share of each brand for each CEP.

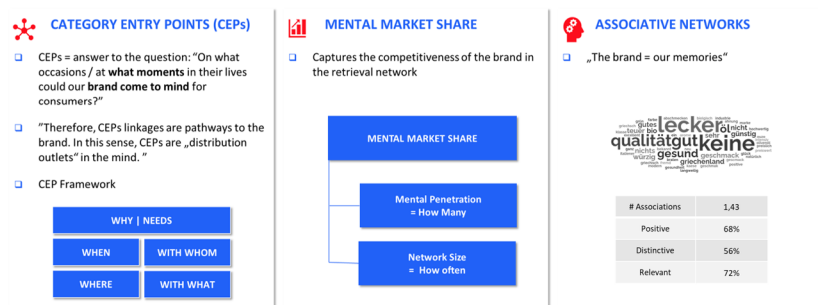
MENTAL MARKET SHARE

In step 1, we identify the current category entry points (CEPs) of the product category. In step 2, we determine the frequency of each CEP and the mental market share of each brand for each CEP.



MEASUREMENT OF MENTAL AVAILABILITY VIA CEPs

Category entry points (CEP) = linking of brands with consumer's buying and consumption situations



MEASURING MENTAL AVAILABILITY THROUGH CATEGORY ENTRY POINTS

In the first step, we used a unique combination of qualitative and quantitative survey and analysis methods to create a list of category entry points and rank them according to their level of importance. Ideally, we would scan human memory structures and then decode the entry points into categories and all the brands associated with them. But unfortunately, this is not possible.

First, we used the storytelling technique to determine when

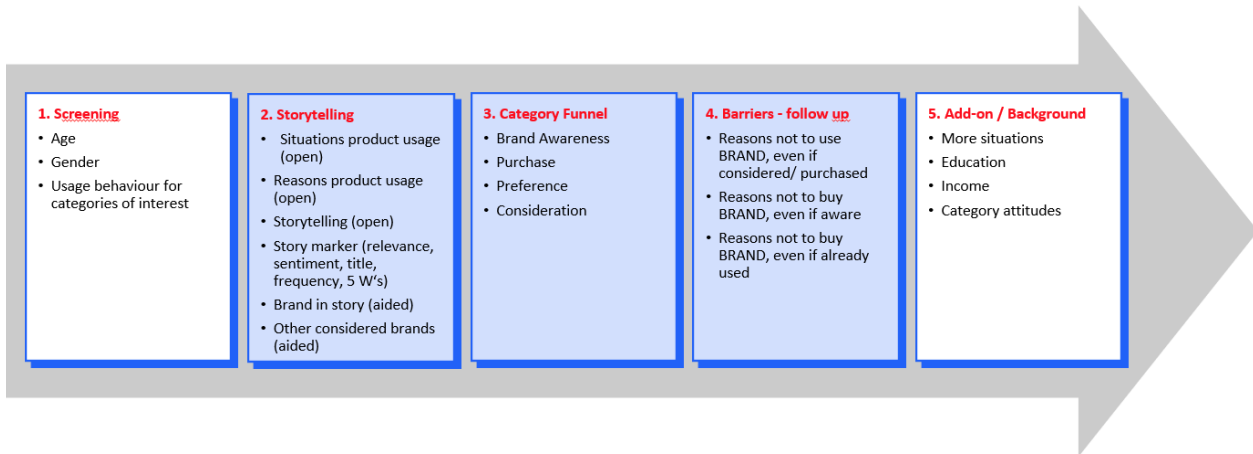
consumers used each product category. We asked the research respondents to tell us their stories, i.e. where and when they used a product, for what reason, in what context, for what purpose, and so on.

Thanks to our storytelling technique, we gained detailed insights into the relevant customer experiences. Taking into account the frequency described by respondents, we identified a pool of the 8-10 most relevant CEPs from the CEP

experiences collected, with a focus on gender-specific CEPs. As part of the quantitative analysis, we asked the respondents themselves to categorise their own answers, e.g. as positive/negative or in terms of their relevance in purchasing.

and translate the information obtained into quantitative data. This data can then be used to uncover trends, patterns, and insights. Through text mining, we were also able to identify where the genders differ.

With the help of AI-assisted text mining, we can extract recurring themes from extensive, unstructured text volumes



DETERMINING THE MENTAL MARKET SHARE

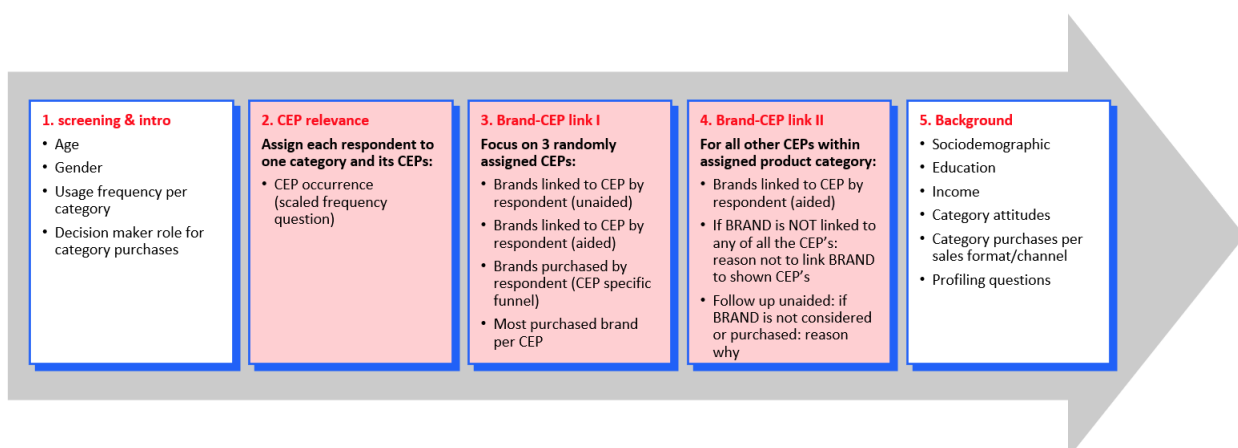
In step two, we took a closer look at the CEPs observed, and measured the brand's mental market share and mental market penetration among consumers.

they associate a brand with a particular CEP and whether the association is a positive one that encourages them to buy. After, we do the same exercise again with a list of known brands.

In addition, we measured the position of our client's largest competitors and how well they performed in relation to the previously identified CEPs. In our experience, the best results come from first openly asking consumers whether

This information can help companies make the right brand development decisions and achieve long-term success.

	DESCRIPTION	CONCLUSION
Network Size	Number of CEP's brand is linked to	the higher network size, the more occasions connected to brand
Mental Penetration	% of all category buyers linking a brand to at least 1 of the CEPs	the higher the MP, the more consumers recall your brand for at least 1 occasion
Mental Market Share	Number of brand-CEP linkages / total of all brand-CEP linkages within category	the stronger the MMS, the higher mental availability within competition



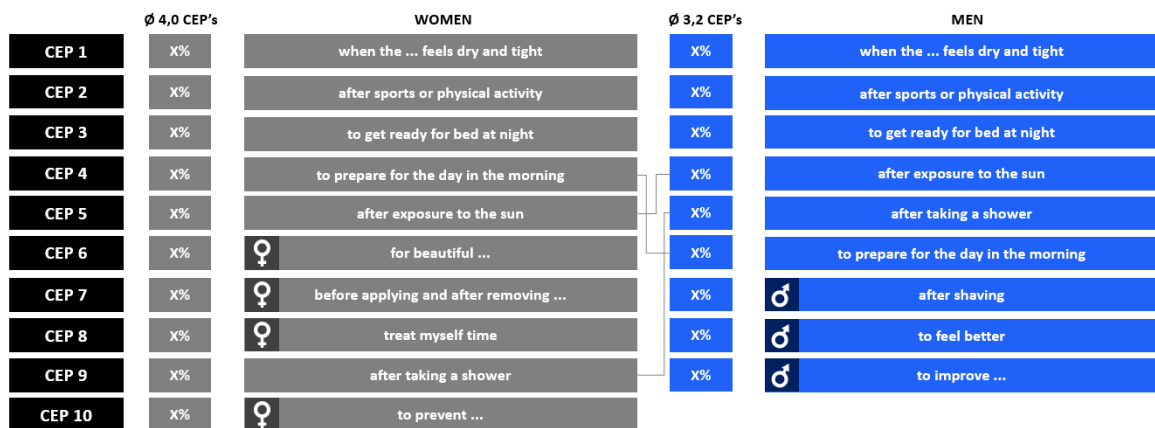
RESULTS: IMPORTANT CURRENT CATEGORY ENTRY POINTS OF THE PRODUCT CATEGORY DETERMINED WITH THE SUPPORT OF AI

Through AI-assisted topic modelling of the collected consumer stories, we were not only able to identify the most significant CEPs per category, but also gender-specific

differences in the CEP ranking. In addition, the respondents' stories provided valuable information on how CEPs can best be addressed in a consumer-friendly language.

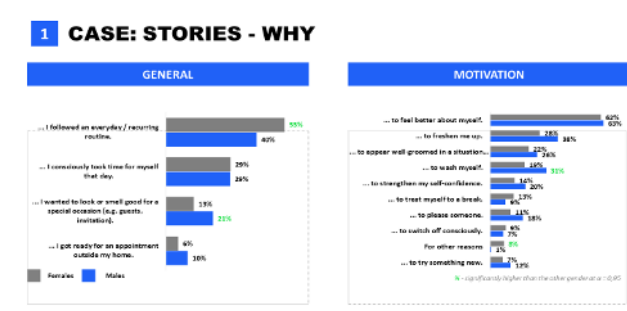
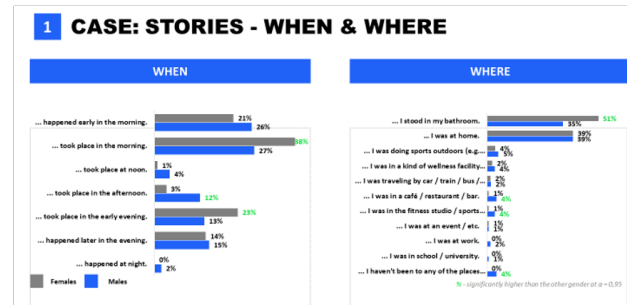
CATEGORY ENTRY POINTS

Personal care example: When do consumers use the product? Transformation of open verbatims in CEPs with the help of AI-assisted topic modelling



STORY MARKER QUESTIONS ADD INSIGHTS INTO THE FRAMEWORK CONDITIONS OF USE, COMPLEMENTING THE BRAND COMMUNICATION

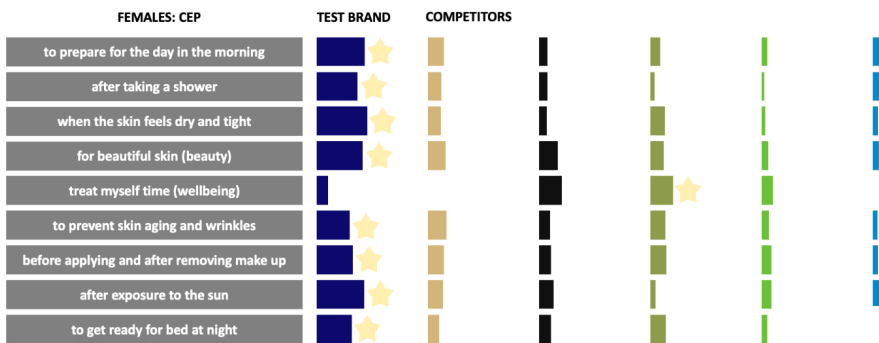
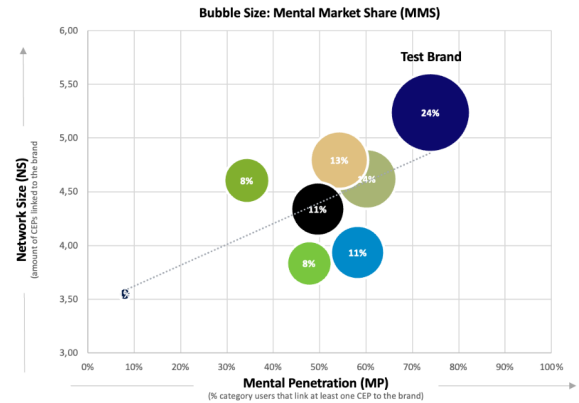
After collecting consumer stories, we ask consumers in which specific situation, i.e. when, where, why, with whom, the user experience took place and to describe and quantify it in more detail.



MENTAL MARKET POSITION OF THE TEST BRAND AND POTENTIAL FOR FURTHER BRAND DEVELOPMENT

In terms of position, the test brand was ranked top overall in the mental network of the study's respondents.

Nevertheless, compared to competitors, there was still untapped potential with regards to the "Wellbeing" CEP. The client gained key insights into the mental market share of the various CEPs, based on which targeted concepts and strategies for successful brand design can be developed.



QUALITY CRITERIA: BROADER VALIDATION BASED ON LARGE-SCALE CUSTOMER STUDY

The research was conducted as a representative online survey among category users in five different product categories in the personal care sector.

The survey period was from May to June 2021. The sample size was 1,000 respondents in Stage 1 (CEP exploration) and 2,000 respondents in Stage 2 (mental market share determination). The research was conducted following the DVJ Mass Qual approach, which combines in-depth qualitative diagnostics

with a large sample and a representative mapping of the consumer population, as is possible with an online survey. Recruitment and panel deployment took place according to ESOMAR quality conditions.

Methodologies and research tools, such as the storytelling technique, were used and tested or gradually optimised in numerous individual studies beforehand.

RELEVANCE FOR FUTURE PROJECTS: BROADER INDUSTRY USE AND BASIS FOR FURTHER STUDIES ON BRAND OPTIMISATION

The category entry points (CEPs) approach can be used for the entire FMCG products area and beyond, e.g. in the telecommunications, lifestyle, OTC pharmaceuticals and automotive sectors. This results in a broad scope of future applications.

The identification of CEPs and the status of a brand's mental market share should always be combined with further insights into usage drivers and barriers, which offer initial insights into possible future areas of optimisation for a brand.

With this in mind, there is a lot of potential for deep dives to specifically address problem areas found, i.e. a review of distinctive brand assets like claims, (sound) logo, packaging, etc., as well as the testing of product concepts or new advertising media.

Connecting the dots: brand data can be evaluated together with consumer panel data to holistically assess mental and physical availability.

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ABOUT DVJ INSIGHTS

DVJ Insights is an independent research agency with central project implementation and a global footprint. Our specialised team of over 70 consultants and research managers work across three locations in the Netherlands, UK, and Germany on brand tracking, campaign evaluation, pre-testing, and ad concept testing for a wide range of clients.

Our goal is not to become the biggest, but the best research agency in the field of brand & communication research globally. This is based on the following principles: better tools and questionnaires, higher quality, greater added value, and giving higher priority to research.

Our corporate success and innovative research approaches have been recognised through several awards: MOAWARDS 2018, FD GAZELLEN 2021, MRS Awards 2021 (nomination in the categories Innovation in Data Analytics and Business-to-Business Research).

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