

Find your Meaningful Difference with NEEDSCOPE



Kantar's latest BrandZ brand equity research reveals how salience, meaning and difference are vital elements to creating a valuable brand. But finding a point of meaningful difference is often challenging. In many categories brands are functionally similar or consumers have a wide range of choice.

Emotion is key to finding a point of meaningful difference for your brand – one that goes beyond functional similarities builds deeper connections with consumers.

NeedScope provides the direction you need to build a point of meaningful difference for your brand. Its validated psychology-based framework and unique tools, including AI, help you develop brand positioning that drives strategic and competitive advantage. The NeedScope framework also explores the emotion underpinning touchpoints – to build a consistent brand experience across cultures, time and moments that matter.

Meaningfully different brands build a clear and consistent emotional

connection – from strategic positioning through to tactical activation. They share these principles:

1. Difference: have a recognisable, distinctive, and defensible difference based on emotion – this helps your brand **stand apart** from competitors
2. Meaning:
 - Have a clear, sharp **emotive** core which taps into a deeper meaning
 - Ensure **emotion** runs cohesively through the brand's positioning – brand assets such as symbols and colours convey instant emotive meaning
3. Consistency: ruthlessly execute a **consistent** look and message aligned on emotion, across touchpoints, building **emotive clarity** over time

When you need to:

- Identify the best emotive territory from which to build your brand's positioning – one that is meaningfully different from competitors
- Develop a brand ambition that best captures your brand's positioning opportunity

- Execute your brand positioning clearly and consistently across touchpoints

Why NeedScope?

- Identifies the best brand positioning opportunities based on underlying emotion
- Uses a powerful framework to guide a meaningfully different brand positioning
- Aligns brand execution with the brand's positioning

About Us

NeedScope is part of Kantar's Brand Strategy offer. Our experts identify what your brand stands for, and help you optimise your brand positioning to build meaningful difference. Our tools and expertise guide your brand execution to align with your strategy. And our global reach means we can help you to translate your brand across different cultures to create new opportunities.

Get in touch

To find out more please contact needscope@kantar.com or visit www.kantar.com.
