

**Finding the right
partnerships can build
your business
and your brand**

**Now you can identify
and quantify the most
effective brand partners
and alliances to match
your strategic
and tactical needs**

How to find your perfect partner



part of the **wunderman** network

Perception through Partnership

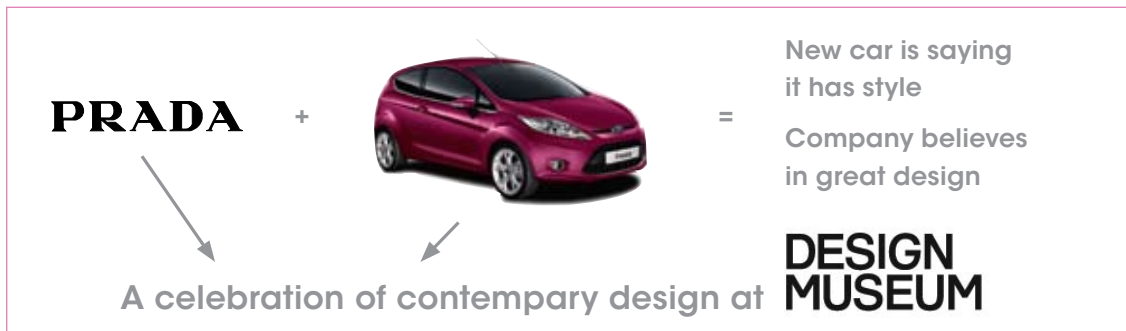
How consumers perceive and interpret any brand partnership is the key to success. Just like people, brands can be judged by the company they keep. If this association is not thought through and managed, one has no choice but to rely on consumers coming to their own conclusions on why two brands are together. The outcome may not be as desired and could even damage one or both parties. It's claimed that over 70% of strategic alliances and up to 90% of co-brand ventures fail. Academics conclude that a lack of brand fit is one of the primary causes.

For this reason we believe that brand fit and consumer perception must be understood and explored before any partnership is agreed upon.

For example, if a new car decided to partner with Agent Provocateur or Prada, how would consumers perceive and interpret this association?



This association may be what is desired, however, it's only when we decide on what the 'partnership idea' is, and if it's credible to consumers, that we can then communicate the real reason behind such a coming together of entities.



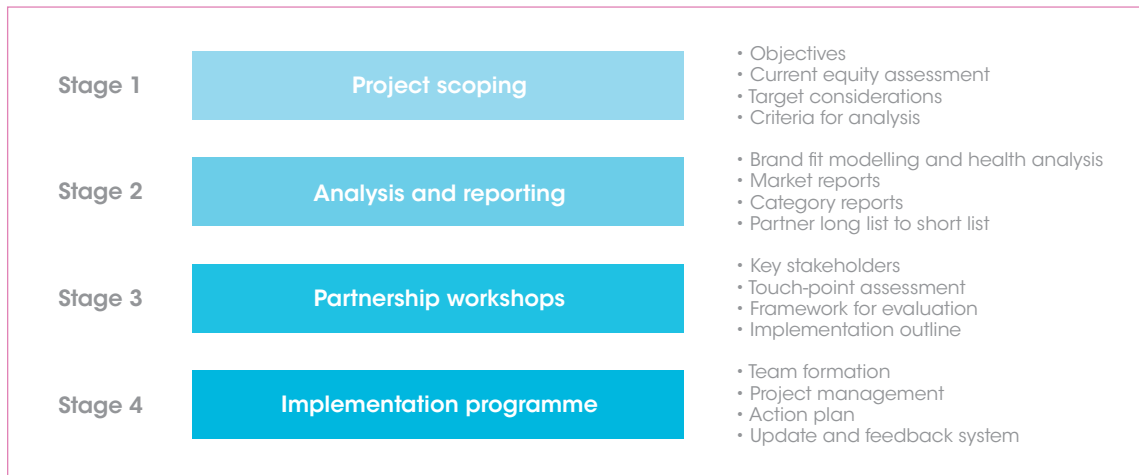
About The Brand Partnership Consultancy™

We believe that understanding the perceived brand fit in consumers' eyes and then exploring how to communicate and execute the 'partnership idea' is the best way to maximise the success of any partnership undertaking.

The Brand Partnership Consultancy™ had originally grown out of work conducted by clients within the Y&R and Wunderman network. Today it has evolved into a separate entity and is free to service any company that wants to find a more robust means of identifying and implementing brand partnerships.

The service uses analytics as its engine, but experience has shown that most clients want a service that goes through to discussing how a partnership can be implemented. The service has been designed in four stages with workshops to ensure that clients are fully engaged in the process.

Our Four Stage Process



“ The bespoke Partnership Selection Model demonstrated the ability to systematically select strong brand partners. Over the last three years they have provided ongoing strategic guidance and relationship management... to deliver strong ROI to the Xbox business. ”

Mark Cadogan, Head of Xbox EMEA Strategic Brand Partnerships and Promotions

Brand Partnership Analytics powered by BAV™

The analytics uses Brand Asset Valuator (BAV™) which is a proprietary tool of the Y&R Brands network. It is a globally renowned, proven brand database, with unique breadth and depth of consumer perceptions across the widest range of brands that allows for a complete brand view, enabling the most solid brand fit decisions.

No other research measures the image and strength of so many brands, from such diverse categories – from bottled waters and mobile phones to countries and politicians.

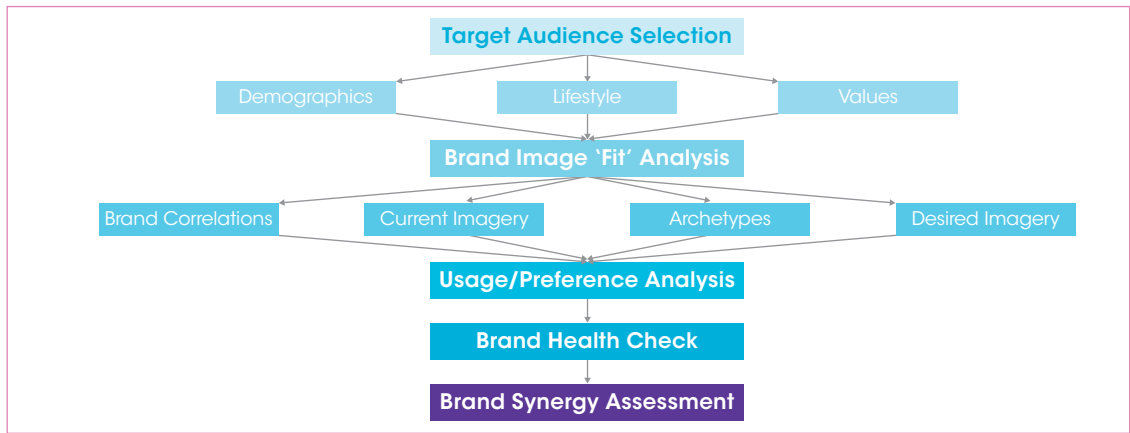
No other research is able to compare brands from such diverse industries in such an unbiased way – reducing the ‘category effect’ i.e. consumer assumed generic associations with certain industries.

BAV™ facts:

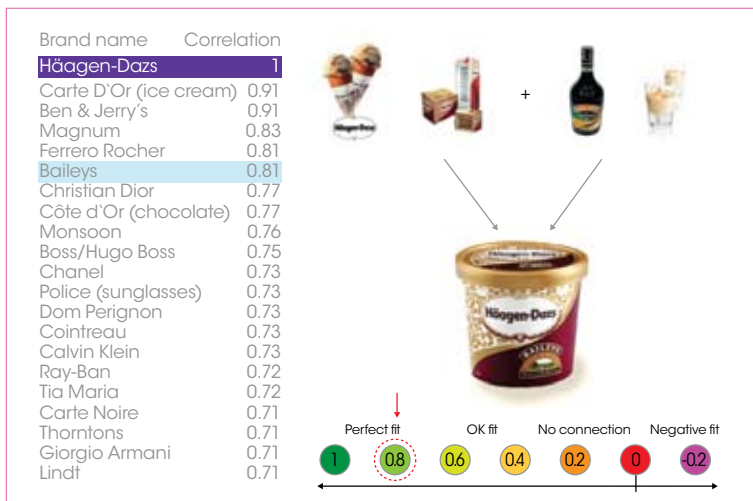
- 38,000+ brands
- 500,000+ consumers
- 48+ countries
- Historical data from 1993
- 56 brand metrics

The Analytical Process and measuring Brand Fit

Once a target audience has been defined, all analysis starts with the measurement of ‘brand fit’. The analytical approach and method behind this measure can become quite sophisticated, especially when considering a company’s ‘desired’ imagery associations and/or when international assessment is required.



However, the most basic and straight-forward method is to calculate the overall degree of similarity between two potential partner brands. The following example shows the co-branding potential of Häagen-Dazs and Baileys.



Example: Brand Fit Correlation - Häagen-Dazs and Baileys

If reinforcing your current image is the sole strategic aim, then the higher the correlation, the better the fit. One can see that beyond the first three competitor ice cream brands, Baileys has the next highest correlation after Ferrero Rocher.

Looking at the imagery of Häagen-Dazs in more depth reveals that the brand has 'sensual' imagery at its core. This goes some way to explaining why the list shows a number of designer and fashion brands.

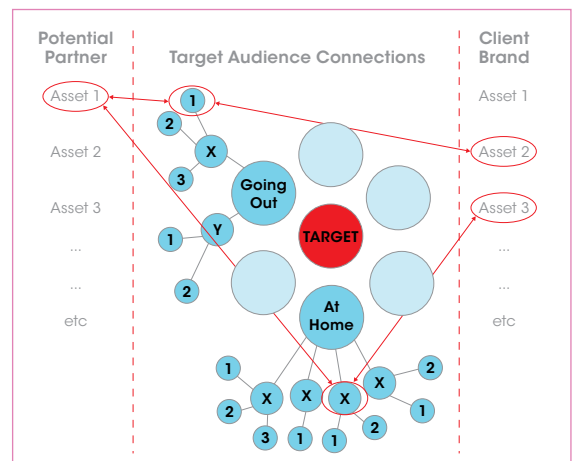
From Analytics to Partnership Workshops

The analytics will give us a short list of potential partners. With the client we then decide on which brands to focus on. Once agreed, we develop the unique 'partnership idea' and how this can be put into practice.

Partnership-Consumer Connections

After the 'partnership idea' has been established we can begin to carefully map out the relevant touch-points for the specified target audience.

We next assess each partnering brand's assets that could be exploited in any relationship. The final stage is to devise the ways in which the proposed partnering brands could come together and create interesting and effective interactions for the consumer.



To find out more

To enquire further about how the service might be applied to your business, please contact any member of the partnership team.

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