

## PRESS RELEASE

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### Study: pay-off recognition is generally poor 'Lack of identity cause of low recognition'

Brandhome has investigated people's recognition of 250 pay-offs of national and international brands. Alken-MAES, with its 'Made for mates...' pay-off, came out best, with no less than 83% of respondents correctly associating it with the brewer. Top advertisers like Danone and ING Bank scored poorly, with pay-off recognition of just 8.4% and 2.4% respectively. The qualitative study was done on the basis of interviews with 330 consumers in Flanders.

#### The results

The study clearly showed that several pay-offs enjoy a high degree of awareness among the interviewees. Brands like Alken MAES, Red Bull, Electrabel and Jupiler score well and feature in the top ten. The situation was very different for C&A, ING Bank and Carrefour, whose pay-offs were recognised by the interviewees barely if at all.

	Brand	Pay-off	Recognition
1	Maes	Made for mates	83.03%
2	Red Bull	Gives you wings	81.82%
3	Electrabel	It's your energy	81.21%
4	Jupiler	Men know why	77.58%
5	Colruyt	Lowest prices	77.58%
6	BASE	Freedom of speech	76.36%
7	Spa	Purity that protects	65.45%
8	Q-Music	Good for you	58.79%
9	Midas	Care-free maintenance	53.33%
10	L'Oreal	Because you're worth it	52.73%

	Brand	Pay-off	Recognition
1	C&A	Nothing's stopping you	0%
2	ING Bank II	Take advantage...!	0%
3	De Post	Count on us	0.61%
4	Carrefour	And everything is possible	0.61%
5	Toblerone	Chocolate with character	0.61%
6	AXA	Live with confidence	1.21%
7	Tele 2	Clearly cheaper	1.21%
8	ING Bank	A clear view gets you there	2.42%
9	Tele 2	Why pay more?	2.42%
10	Belgacom	Achieve more	4.24%

The research also found that pay-offs were wrongly attributed to a direct competitor. This is the case, for example, for Toblerone, whose 'Chocolate with character' pay-off was associated by 65% of the respondents with rival Cote d'Or. The travel agent Thomas Cook had the same problem. The pay-off, 'Your perfect holiday' was wrongly attributed to Neckermann.

### **2007 vs. 2006**

This is the second time Brandhome has carried out its pay-off study, allowing this year's results to be compared with those from 2006. Generally speaking, pay-off recognition has remained fairly stable. But there were two main outliers: Colruyt made a huge leap forward. The 'Lowest prices' pay-off rose from 56% recognition to over 77%. The national lottery's slogan 'My turn' had the opposite experience, dropping out of the top ten from 54% last time to a bottom-of-the-table 21% this year.

### **Lack of identity is the cause**

According to Brandhome's Strategy Director, Erik Saelens, there are various reasons for low pay-off recognition. 'Pay-offs are either too generic or too complex. And you often find that a pay-off doesn't connect with the brand experience. That means the brand lacks the basis it needs to be recognised. Another reason, lastly, is that many brands don't handle their pay-off consistently and chop and change. The companies in the top ten are all examples of consistently deployed pay-offs. Brandhome was responsible, for instance, for BASE's "freedom of speech" pay-off. We take that as confirmation that consistency pays.'

Brandhome is a communication agency that works according to a unique and effective brand-building methodology, the Brandhome method®. The agency's key goals include constantly increasing brand knowledge. Brandhome is headquartered in Antwerp, Belgium.

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*Note for editors, not for publication:*

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