

PRESS RELEASE

8 October 2008

PB 008236

Pay-off study: consistent use... pays off

Brandhome has completed the third edition of its pay-off study. People's awareness of 250 pay-offs of national and international brands was investigated. The winner was once again Alken-MAES, with its 'Made for mates...' pay-off, which no less than 90% of respondents correctly associated with the brewer. Euro Millions and Red Bull came close on its heels. Based on the knowledge gained from three years of research, Brandhome has formulated eight tips. As part of the study, Brandhome interviewed 330 consumers in Flanders.

The results

After three years of study, several brands appear to be firmly lodged in Flemish consumers' minds. Examples include MAES, Red Bull and BASE. A number of other brands made their first appearance in the top ten this year, such as Euro Millions, Vanden Borre, BMW and Geox.

	Brand	Pay-off	2008	2007	Trend since 2007
1	MAES	Maten, Makers...	90.31%	83.03%	+7.28%
2	Euro Millions	Word schandelijk rijk	87.20%	46.12%	+41.08%
3	Red Bull	Geeft je vleugels	81.16%	81.82%	-0.66%
4	Vanden Borre	Uw akte van vertrouwen	80.25%	51.09%	+29.16%
5	BASE	Freedom of speech	80.12%	76.36%	+3.76%
6	Jupiler	Mannen weten waarom	76.54%	77.58%	-1.04%
7	BMW	Echt rijplezier	76.24%	38.15%	+38.09%
8	Electrabel	Het is jouw energie	74.01%	81.21%	-7.20%
9	SPA	Het zuiverende water	72.00%	34.17%	+37.83%
10	Geox	De schoen die ademt	71.00%	*	n/a

* Geox was not included in the test in 2007

Brandhome believes that the strong positions are the result of consistent use of the pay-offs over several years. Another striking result of the study is that the use of clear messages in five-second TV and radio billboards also has a positive impact on pay-off recognition. Vanden Borre's 'Your contract of trust' accompanying weather forecasts and the MAES clip with the 'Made for mates' guys running out of a sauna are great examples of what you can achieve with five seconds of TV.

Lack of consistency is the cause

Brandhome's strategic director, Erik Saelens: 'we were really curious to learn this year's results too. We wanted to know if there had been any developments. What we still find, however, is that a lot of brands invest in pay-offs, but don't

earn that investment back in terms of recognition. And it was clear once again that a lot can still go wrong when formulating and communicating a pay-off.'

Saelens isn't surprised by the results: 'it's far from easy to come up with an effective pay-off. You have to encapsulate factors like recognition, applicability and relevance in a few words. It's also becoming harder and harder to register them. What I notice when I look around me is that people are steadily drifting away from the essence: what it's really about. Even though that's the core of what a pay-off is. A pay-off is basically what a brand would say to you if it were a person. Nothing more and nothing less.'

'We don't just do this research to gather data,' Saelens concludes. 'We're also working to develop our field. That's why we've drawn up eight tips based on the knowledge we've gained and why we also want to focus in more detail on the effectiveness of the five-second TV and radio billboards.'

2008 vs. 2007

This is the third time Brandhome has carried out its pay-off study, allowing this year's results to be compared with those from 2007. Generally speaking, pay-off recognition has remained fairly stable. It's going well for HLN and Toblerone, for instance. These were brands whose pay-offs consumers recognised in previous years, but associated with a different brand. They've both worked on consistent communication and are seeing the results in positive attribution. But more than half the pay-offs studied didn't score well, with recognition rates between zero and four percent. Reasons for inadequate recognition of a pay-off include phrasing that's too general, that's changed too frequently or that lacks a distinctive element.

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.

* * * * *

Note for editors, not for publication:

For more information about this press release, please contact Machteld Schierbeek, machteld.schierbeek@frappa.net, +32 3 237 05 95.