

# Success and Brand Charisma; it’s not a happy accident.

**Charisma: The magic that drives choice in all areas of our life. The friends we make, our choice of life partner, the pop stars whom we follow and the politicians we vote for. All have that magnetic quality that draws us towards them. Making us feel closer to them than the rest. Making us feel like we identify with them, that in some way they are part of our identity. Just like the brands we buy.**

Until recently, Charisma was hard to classify and quantify in people, let alone in brands. But after an extensive study by jones knowles ritchie that took insights from leading sociologists, zoologists, casting agents, youth workers, semioticans, politicians and industry experts we can now classify the attributes of Brand Charisma. A blend of Vitality, Connectivity, Truth, Vision and Depth are what it takes to deliver that ‘certain something’.

And after a study of over 1000 UK consumers using unique models and tools, we can now evaluate each Brand Charisma within its category and demonstrate how that relates to performance in market. Covering a wide range of grocery categories we have now proven a strong relationship to the power of Brand Charisma and how likely you are to choose a brand. At a time when competition for shoppers affections has never been more fierce, knowing how strong your Brand Charisma is and how to improve it has never been so important.

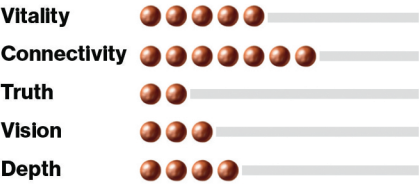
Here we share some of the findings of our study, celebrate a few of the star performers and share our view of what is driving their Charisma profile. The secret ingredients that give them the X Factor, if you will. And offer some thoughts for how they can stay on top of their game for 2016 and beyond.



In a year when they were voted ‘Britain’s favourite Sweet Treat’ by 8000 consumers in the UK (*JustaScore app, June 15*) and the UK’s best selling chocolate brand in Convenience (*IRI Convenience Market Place, 2 years to 13 Sept 15*) it’s no surprise to see a strong performance in our Brand Charisma study.

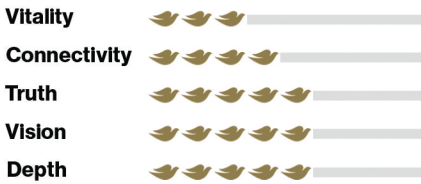
The lighter treat with its light-hearted take on life scored in the top five brands across all categories that we measured. Scoring particularly well on Vitality consumers saw this brand as one full of life. We see this as being driven by its emotional play on the product attribute (light, airy, permissible but indulgent) brought to life by its brand communication. The long-standing campaign where characters find more playful ways of eating their favourite snack gives the brand a strong sense of Connectivity. This is cemented by some of its characterful brand extensions in and around the key confectionery seasons.

With a balanced and strong profile across all dimensions of Brand Charisma the brand has a solid platform to build on for 2016. We would suggest focus on driving greater Depth and Truth around the brand in the years ahead.



A brand that is a living case study to the power of ‘Purposeful Brands’, Dove is as you’d expect one of the most Charismatic brands of all those that we measured. Jan Zijderveld, President of Unilever Europe said that brands with ‘purpose’ at the heart of their message were growing at twice the rate of other brands across Unilever’s portfolio. With its enduring ‘Campaign for Real Beauty’ expressed as #choosebeautiful in 2015, Dove has proven that a deep, engaging purposeful insight can deliver results. For its female target, Dove outstrips all other brands we measured making it by far and away the most charismatic brand for that audience.

Unsurprisingly, it leads the field in consumers believing that the brand has integrity and principles (Truth) and it also has a vision for the future (Vision). If we could offer an area of focus for the future it would be to bring a greater degree of Vitality to the brand, adding a sense of energy and a buzz to it to take this epic brand into orbit.



Another strong year for a brand that exists in that rarefied space of being ‘A nation’s favorite’. And a case of if it ain’t broke, don’t fix it. This was another top 5 brand of all those we measured, with one of the strongest Brand Charisma profiles across nearly all the attributes of Charisma.

What stuck us was the degree to which Walkers leads its category where very strong challenger brands exist. It had the biggest gap between itself and competition of any category leader. We attribute the Charisma profile of Walkers to its persistence and consistency to its brand idea and campaign. The three card trick – their flavour campaigns linked to products backed up by a certain Mr. Lineker – works.

Walkers scores for Depth are where they only achieve parity with their competition. Consumers are seeing less intrigue, not feeling there is much more to the brand than meets the eye. Is the formula too predictable? And when we measure Gary Lineker’s Brand Charisma, he has a spookily similar profile to the Walkers brand. Which is the obvious (multi)million dollar question... what happens when it’s inevitably time for the two parties to go their own way?



The jewel in the Unilever ice cream crown, Magnum is another case study in the approach of fresh consistency. Applying the same brand insight, proposition and idea each year. But in new, engaging ways. Their NPD strategy is a best in class example of ‘emotive’ brand extension. Each launch builds the brand rather than stretches it thinner. This year’s Pink & Black editions felt more like a new season fashion launch than it did some new ice cream flavours.

And again business performance is reflected in the Brand Charisma profile and scores. This brand sizzles with Vitality, leading its category and nearly all other brands measured in this attribute. Consumers see it as a brand that has a buzz and an aura about it. We feel this is due to the brand behaving more like a sensual, female fashion brand than a grocery brand. Allied with the anticipation that is built up each summer as we await this season’s hot new launch.

We would suggest they keep focusing on Connectivity as an attribute. It’s not as high as we would anticipate for such a Charismatic brand. Can this desirability be done in a more relate-able way?



**Vitality**  
Charismatic brands feel alive. They connect with you emotionally, and instinctively. They are visually arresting, and their effect is immediate. Charismatic brands do not grow on you, they simply attract.

**Connectivity**  
Charismatic brands attract people towards them. They pull, rather than push.

**Truth**  
Charismatic brands are authentic. They behave in a way that is consistent with their values. They are constant, and as a result they can sometimes transcend not just trends, but time, becoming icons of design.

**Vision**  
Charismatic brands have a point. They have a vision. It doesn’t need to be a social vision, but it does need to give the brand purpose. We believe in standing up for brands that want to stand for something.

**Depth**  
Charismatic brands have personalities that feel real. They are multi-faceted. They have rich stories. If you engage with them, they reveal new dimensions.

Could your brand do with an injection of Charisma? To answer this or find out more about the information in this article, please visit our website: [jkrglobal.com](http://jkrglobal.com)

**Charisma By Design™**  
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