

BRAND MOMENTUM SCORE REPORT



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INTRODUCTION

The attention span of consumers has changed to match the pace of the technology they use.

We are exposed to a neverending barrage of branded messaging everywhere we look, and traditional advertising is no longer enough to claim space in the memory of our collective culture.

With this reality in mind, brands must find meaningful ways to connect with consumers, ensuring their messages stand out. To overcome attention barriers, brands must communicate in ways that energize – creating new, meaningful, and consistent patterns of engagement with consumers.

A brand's ability to deliver this energy to consumers is essential to unlocking brand momentum – which, ultimately, means brand growth. In order to measure and diagnose a brand's momentum, and thus identify specific areas for marketing improvement, Barrett Hoffherr has created a sister company called Double E Analytics, a research and analytics firm

specializing in psychographics. Through Double E Analytics, Barrett Hoffherr has introduced the proprietary Brand Momentum Score, which measures the energy and mindshare needed to grow a brand.

This report, the Momentum Starter Report, is a quarterly report that details the results of a brand's Brand Momentum Score. This report provides an overview of:

1. Current consumers' perspectives, emotions, and thoughts about brand messaging.
2. How brands can cultivate and leverage their momentum to better optimize and energize their brand messaging.
3. Introduce our proprietary Brand Momentum ScoreSM as a solution.

This report also provides an example of how the combination of psychology and technology work together to create the Brand Momentum Score.

METHODOLOGY

For this first Momentum Starter Report, we recruited participants from across the United States. We were able to recruit 1,022 participants who completed the survey online in June and July 2024.

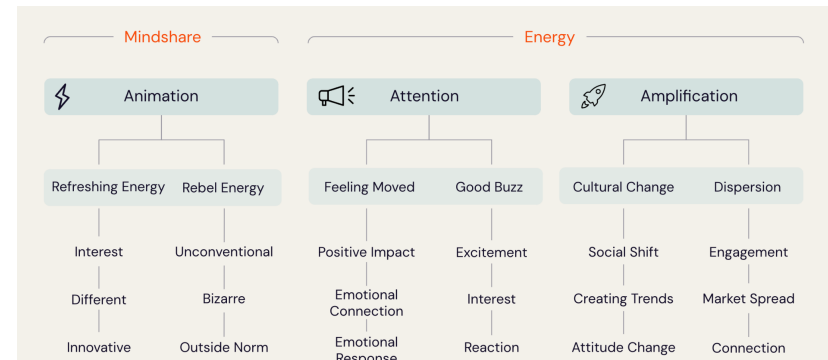
Our online survey was divided into the following sections:

- Introduction and Consent Form
- Positioning Information
 - ◆ Positioning Observation
 - ◆ Positioning Problem
 - ◆ Positioning Insight
 - ◆ Positioning Solution
- Brand Momentum Score Scale
- Relevant Outcomes
 - ◆ Emotional Connectivity
 - ◆ Social Engagement
 - ◆ Brand Engagement
 - ◆ Brand Enthusiasm
- Demographics

Our proprietary Brand Momentum Score measures three key factors with two items each – Brand Animation: Refreshing Energy and Rebel Energy; Brand Attention: Feeling Moved, and Good Buzz; and Brand Amplification: Cultural Change and Dispersion.

Using a rigorous data cleaning and quality assurance (QA) process, we ensured that the data was:

- Produced by real people (not bots)
- Produced accurately and thoughtfully (not randomly answered)



SAMPLE

To have a better understanding of who took this survey, the following is a detailed breakdown of the sample composition.

The sample was representative of Gen pop, which is ideal for generalizing these results to all individuals.

Total Sample Size: 1,022

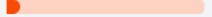
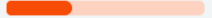
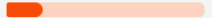
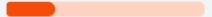
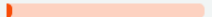
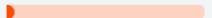
Fielded: June–July 2024

Ages: 18–89

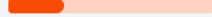
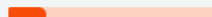
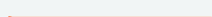
Sex:

- Male: 47%
- Female: 51%
- Non-Binary/Non-Conforming: 2%

Education

Value	Percent	Responses
Less than high school	4.5% 	45
High school/GED	29.5% 	295
Some college, no degree	23.0% 	230
2-year college degree (Associates)	14.4% 	144
4-year college degree (B.A., B.S.)	20.8% 	208
Master's Degree (M.A., M.S.)	5.8% 	58
Doctoral Degree (Ph.D.)	0.8% 	8
Professional Degree (M.D., J.D.)	1.5% 	15

Income

Value	Percent	Responses
\$0 to \$24,999	23.9% 	45
\$25,000 to \$49,999	27.5% 	295
\$50,000 to \$74,999	23.2% 	230
\$75,000 to \$99,999	12.8% 	144
\$100,000 to \$149,999	8.7% 	208
\$150,000 to \$199,999	8.7% 	58
\$200,000 or more	2.4% 	8

SECTION 1

A Changing Consumer Landscape

The past several years have brought about significant changes in consumers' lives, affecting them on multiple levels: socially, technologically, physically, environmentally, financially, and emotionally.

76% of consumers have said their lifestyle has changed over the last few years.

For example, in our study, 76% of consumers have said their lifestyle has changed over the last few years. Nearly 52% noted that this change has been considerable or significant. Below we explore different areas of consumers' lives that have been impacted.

Social Changes

In the current study, 32% of respondents highlighted family, friends, and other relationships as areas experiencing the most significant changes. The social fabric of society has transformed, with 50% of that sample noting altered family roles and responsibilities. People's lives are more interconnected yet paradoxically more isolated due to increased digital interactions. This shift has been influenced by increased digital interactions, which have led to 26% more virtual communication and 23% more sharing of updates and moments through social media. The pandemic has further redefined social norms, work environments, and family dynamics, blurring the lines between personal and professional life and prompting 20% more emphasis on group gatherings for special occasions. Additionally, there is a 25% increase in awareness and discussion of societal issues affecting relationships. These changes have not only impacted how individuals balance their responsibilities but also how they interact with brands, as daily routines and priorities have evolved.

Technological Advancements

Our study highlights a significant shift in technology use, with 19% of participants reporting changes in their technology habits. Technological advancements, including artificial intelligence, virtual reality, and the Internet of Things (IoT), are increasingly shaping consumer experiences. Notably, 53% of that sample said that they now rely more heavily on technology for everyday tasks and communication, while 47% said they use new technologies to track health and personal data. Additionally, 33% have become more proficient with digital services such as online shopping and virtual meetings. Despite this growing reliance on technology, 20% of participants have intentionally reduced their tech use.

For brands, this evolving landscape presents an opportunity to innovate by adopting new tools and platforms that resonate with tech-savvy consumers. Traditional marketing approaches may no longer be sufficient, as they often fail to engage this increasingly digital audience effectively.

Physical Transformations

Our study reveals that physical health and well-being have become increasingly prominent concerns for consumers, with 55% reporting notable changes in their physical health. The pandemic has intensified this focus, driving a heightened demand for health and wellness products. Specifically, 69% of participants have developed new health conditions or experienced worsening of existing ones, while 34% have noticed changes in their weight. This shift underscores a growing trend towards personal health awareness, as evidenced by 24% of individuals making changes to their diet and 18% becoming more physically active.

For brands in the health and wellness sector, this presents a valuable opportunity to engage with consumers on a deeper level. To effectively connect with this audience, brands should move beyond generic health messages and instead provide personalized and relevant communications that address individual health needs and concerns.

Environmental Shifts

Our study found that 19% of participants have altered their environmental practices, reflecting a growing demand for sustainable and eco-friendly products. Notably, 47% of that sample have changed their energy consumption habits to be more sustainable, and 37% are more focused on reducing waste and recycling, and 32% have even switched to locally-sourced or organic products.

Brands must demonstrate a commitment to sustainability by adopting eco-friendly practices and communicating these efforts to consumers. However, many brands struggle to move beyond superficial greenwashing and deliver meaningful environmental messages.

Brands need to adapt by offering value-driven products and services.

Financial Adjustments

In our study, we observed notable shifts in consumer financial behaviors amid the evolving economic landscape. A significant 60% of participants reported experiencing financial challenges or uncertainties and of that sample 401% had to make substantial financial adjustments. Economic downturns, job losses, and rising living costs have led to an increased sense of financial consciousness, with 30% of individuals becoming more disciplined in their spending. As a result, consumers are increasingly cautious about their purchases.

These findings suggest that brands need to adapt by offering value-driven products and services that align with consumers' tightened budgets. Implementing strategies such as transparent pricing, discounts, and loyalty programs may be effective in building trust and maintaining loyalty among financially-conscious consumers.

Emotional Impacts

Our study reveals that 39% of participants have experienced changes in their mental health over recent years. Emotional well-being has been increasingly impacted by factors such as social isolation and financial stress, with 57% of that sample reporting heightened stress or anxiety and 55% noting changes in mood or emotional stability. Additionally, 47% of that sample have sought professional help, and 43% have become more attuned to their mental health needs. Consumers are seeking emotional support and connection in their interactions with brands.

To effectively connect with consumers, brands must deliver empathetic and authentic communications that address these emotional challenges and provide meaningful support. Brands that can tap into consumers' emotional needs by delivering empathetic and compassionate messages will stand out in a crowded marketplace.

Conclusion

These shifts have reshaped how consumers interact with the world,

including their relationships with brands. Overall, brands must adapt to these evolving consumer needs by offering genuine, relevant solutions and creating deeper connections through personalized and empathetic communication. Unfortunately, many brands have not kept pace, relying on outdated messaging tropes that no longer resonate with today's consumers.

SECTION 2

A New Consumer Problem: Brand Boredom

In the face of these significant changes, a new consumer problem has emerged: brand boredom.

It reflects a deeper issue of consumer fatigue and disenchantment with traditional marketing tactics.

Consumers are increasingly tired of the repetitive and uninspired messages they receive from advertisers and businesses. This boredom is

not just a temporary phase; it reflects a deeper issue of consumer fatigue and disenchantment with traditional marketing tactics.

The Rise of Brand Boredom

Brand boredom occurs when consumers are exposed to the same information and messages repeatedly, leading to a lack of interest and engagement. This phenomenon is exacerbated by the overuse of familiar narratives and clichés, which fail to capture consumers' evolving aspirations and needs.

Ignored Ads: A Growing Concern

Our study reveals a significant concern regarding ad engagement. Even when consumers see ads from brands they're interested in, 30% of participants in the current study said they still ignore the ad. This contrasts with the 66% of participants who ignore ads from brands they are *not* interested in. Overall, this indicates a disconnect between the brand's messaging and consumers' expectations.

Consumers are more likely to ignore ads from brands they are familiar with because they already know what to expect. This predictability reduces the ad's impact and diminishes consumer engagement, underlining the issue of brand boredom. On the other hand, ads from unfamiliar brands may capture attention if they offer something new and interesting.

Unsubscribing from Irrelevance

Our study revealed that 47% of consumers have unfollowed or unsubscribed from a brand's channel, despite ongoing interest in the brand. Among those who unsubscribed, 51% cited irrelevance to their interests or needs, 40% were deterred by repeated exposure, and 20% sought more appealing alternatives. This trend underscores a broader issue of brand boredom, where consumers demand content that is both relevant and valuable. When brands fail to deliver, they lose their audience.

Relevance is crucial for retaining consumer interest. Brands must understand their audience's needs and preferences to create content that

resonates with them. This requires continuous effort and innovation to keep the messaging fresh and engaging.

The Emotional Toll of Repetitive Messaging

Repetitive messaging not only leads to boredom but also takes an emotional toll on consumers. When exposed to the same content repeatedly, participants in the current study reported feeling:

- 27% Frustrated
- 19% Disappointed
- 16% Resentment
- 19% Discontentment

These negative emotions can result in a loss of trust and loyalty towards the brand. To address this issue, brands need to prioritize emotional resonance in their communications. Messages that connect with consumers on an emotional level are more likely to capture their attention and foster long-term engagement.

Conclusion

The emergence of brand boredom highlights a critical challenge for modern marketing: consumers are increasingly disengaged from repetitive and uninspired messages. This fatigue reflects a deeper dissatisfaction with traditional advertising approaches, where predictability and lack of innovation fail to capture consumer interest. The trend of consumers unfollowing or unsubscribing from brand channels due to irrelevant or repetitive content further underscores the need for change. To effectively combat brand boredom, it is essential for brands to prioritize creating fresh, relevant, and emotionally resonant content.

SECTION 3

A New Consumer Need: Brand Energy

In response to brand boredom, there is a critical need for brands to inject energy and vitality into their communications.

Today's consumers are seeking messages that are not only relevant but also invigorating and meaningful. They are no longer receptive to "messages without substance" or "business as usual."

13% of consumers feel genuinely moved by current advertisements.

Our study reveals that only a small fraction, 13%, of consumers feel genuinely moved by current advertisements. Traditional marketing tactics are no longer sufficient to engage today's audience. Brands must explore new and creative ways to deliver their messages. To effectively capture consumer attention, they should focus on producing fresh and innovative content, crafting messages that resonate emotionally with their audience, and present consumers with evolving and relevant messaging.

The Demand for Fresh and Innovative Content

Consumers are increasingly seeking fresh and innovative content that breaks away from the mundane, with 40% of participants in our study expressing a strong desire for such content. This shift reflects a broader move away from repetitive messaging towards material that offers new perspectives and unique experiences. Our findings reveal that 73% of participants are more likely to engage with brands that present new and energizing ways to connect, underscoring the importance of creativity and originality in capturing consumer attention.

Moreover, 30% of consumers are drawn to new and unconventional ideas that challenge traditional norms, highlighting a significant demand for bold and novel concepts. Unique and creative storytelling is also crucial, with 31% of participants emphasizing its importance. In contrast, 37% are inclined to ignore marketing content that feels generic and lacks personalization, and 55% are reluctant to engage with brands that use repetitive or uninspiring messaging. This trend signifies a growing appetite for advertising that disrupts the status quo and offers meaningful, innovative experiences. Brands that rise to this challenge and embrace distinctive narratives and fresh ideas are more likely to capture and maintain consumer interest.

Emotional Resonance: The Key to Engagement

Emotional resonance is crucial for capturing consumer attention and fostering deeper engagement. Messages that evoke strong emotions are not only more memorable but also prompt meaningful consumer action.

Our study reveals that 75% of participants consider it important or very important for brands to deliver messages that align with their interests and values. Additionally, 55% of participants are more likely to engage with a brand that elicits an emotional response.

The effectiveness of emotionally charged messaging is further highlighted by 16.1% of participants who find messages evoking emotions such as joy

and inspiration to be particularly appealing. In fact, 60% of participants resonate strongly with brand messages that evoke powerful emotions.

Brands that successfully create emotionally engaging content are better positioned to forge lasting connections with their audience. By aligning their messages with the emotional and value-driven needs of consumers, brands can enhance recall, foster loyalty, and drive more impactful engagement. Brands must strive to create communications that connect with consumers on a deeper level.

The Importance of Evolving Messages

Consumers increasingly expect brands to evolve their messaging to remain relevant and engaging. Static and unchanging communications quickly become outdated and lose their effectiveness. Our study underscores this need, with 70% of participants deeming it crucial for brands to continually adapt their messages to align with shifting consumer preferences and market dynamics. Specifically, 50% of participants said they were more likely to engage with brands that champion social change and demonstrate cultural relevance. Furthermore, 24% of participants expressed a desire for brands to take strong stances on social or cultural issues.

To sustain brand energy, it is essential for brands to innovate continuously and adapt their messaging strategies. This requires staying responsive to consumer feedback and leveraging data-driven insights to create content that resonates with evolving consumer values and expectations.

Conclusion

In today's competitive market, brands must overcome brand boredom by infusing their communications with creativity and vitality. Consumers demand fresh and innovative content that breaks from the mundane, seeking messages that are both engaging and meaningful. Traditional marketing tactics are no longer effective, as static and repetitive messages quickly become irrelevant. To capture and maintain brand momentum, brands should focus on unique storytelling, emotional resonance, and evolving their messaging to stay relevant.

Brand Momentum Score Example

To address the challenge of brand boredom and meet the need for brand momentum, we introduce a new approach to brand management. This innovative framework helps brands assess opportunities to create new, emotive, and engaging brand messaging through our proprietary Brand Momentum AI Platform.

Brand Momentum refers to the dynamic and continuous process of maintaining consumer interest and engagement through relevant and resonant messaging. It involves creating a sense of movement and progress that keeps consumers connected to the brand.

The goal of the Brand Momentum AI Platform is to help brands build and sustain this energy by continuously evolving their messaging strategies. This approach ensures that brands remain relevant and resonant in a rapidly changing consumer landscape.

The Brand Momentum Score: An Overview

The Brand Momentum Score is a comprehensive assessment tool designed to evaluate how effectively brands create awareness and connect with consumers.

By analyzing key metrics and consumer feedback, the tool provides actionable insights and guidance on optimizing and energizing brand messaging.

The Brand Momentum Score assesses three key areas:

1. **Brand Animation:** Measures how much and what type of energy a brand has around it. Is it refreshing? Is it rebellious? Does it evoke curiosity? Does it make you feel something different?
2. **Brand Attention:** Measures how much attention a brand is garnering. It scores whether or not the brand can hold the attention of the consumers. For example, is it creating a buzz? Do people feel moved?
3. **Brand Amplification:** Measures how much consumers connect with a brand. It scores whether or not the brand is culturally relevant and talked about. For example, is the brand creating change in culture? Are consumers interacting with the brand? Does it make people want to do something?

Implementation Guide

Getting started on the Brand Momentum AI Platform involves a step-by-step process:

1. **Initial Assessment:** Get your Brand Momentum Score from conducting a comprehensive assessment of your current brand messaging strategy.
2. **Data Analysis:** Analyze the data to identify areas of strength and weakness in the brand messaging.
3. **Strategy Development:** Develop a strategic plan to optimize and energize the brand messaging based on the assessment results.
4. **Execution:** Implement the strategic plan, leveraging new tools and platforms to deliver innovative and engaging content.
5. **Continuous Monitoring:** Continuously monitor and assess the effectiveness of the brand messaging to ensure ongoing relevance and resonance.

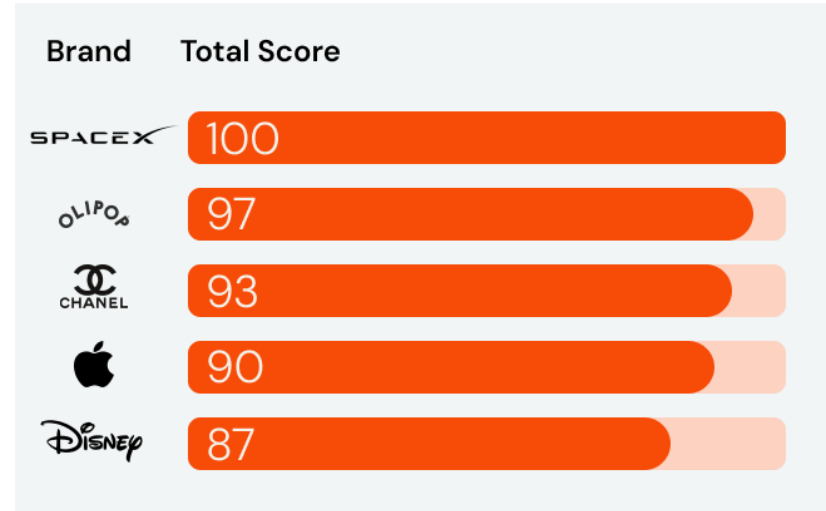
Managing Momentum

In this study, we administered the Brand Momentum Score survey, assessing 30 brands. We will focus on discussing the top 5 and bottom 5 brands in this paper

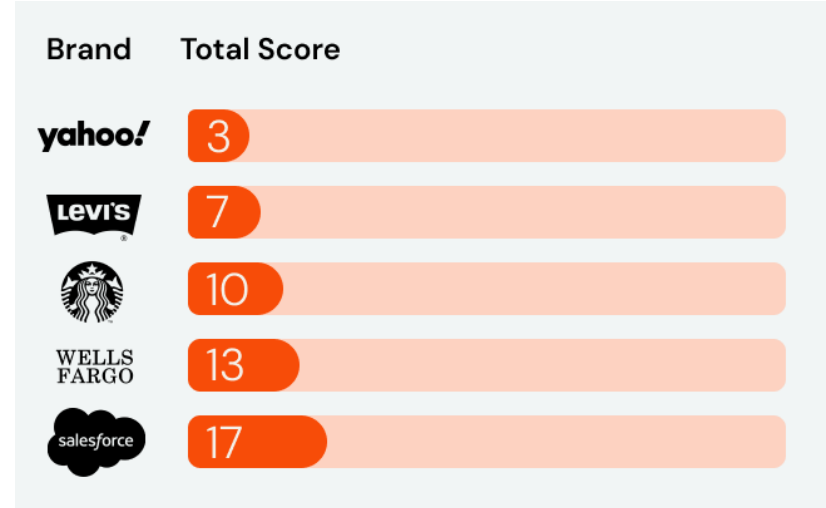
The Brand Momentum Score is calculated using a proprietary algorithm on a scale of 0 to 100, with higher scores reflecting greater brand growth and momentum compared to other brands.

Based on the Brand Momentum Scores, Chanel appears to have the highest momentum, while Yahoo has the lowest.

Top 5 Brands



Bottom 5 Brands



This score can be broken down further into the three key areas:

Top 5 Brands

Brand	F1: Brand Animation	F2: Brand Attention	F3: Brand Amplification
SpaceX	100	100	86
Olipop	90	90	100
Chanel	79	93	90
Apple	97	83	93
Disney	72	86	97

Bottom 5 Brands

Brand	F1: Brand Animation	F2: Brand Attention	F3: Brand Amplification
Yahoo	0	0	3
Levi's	7	3	0
Starbucks	3	7	14
Wells Fargo	14	21	7
Salesforce	10	10	17

When we break down the scores into three areas—Brand Amplification, Brand Attention, and Brand Animation—we see how each brand compares. Chanel excels in Brand Amplification and Brand Attention but scores lower in Brand Animation relative to other brands. In contrast, SpaceX, with the highest Brand Animation score, is new and evokes curiosity, making consumers feel something different. Chanel, as a historic brand, doesn't need to be new or evoke curiosity; it successfully holds consumer

attention and remains culturally relevant. Conversely, Yahoo scores the lowest in all three areas. Despite a relatively higher score in Brand Amplification, it can be argued that while consumers still use Yahoo to some extent, the brand is neither new nor different, fails to capture attention, and lacks cultural relevance.

Interestingly, when we look at the brands, we see that Brand Attention is low for many of them. While these brands are creating new and different content that is culturally relevant or talked about, they are not bonding with their consumers by creating positive impacts, emotional responses, or connections. As a result, there is little excitement and interest. This confirms that while Brand Animation and Brand Amplification are crucial for Brand Momentum—merely outputting new different content is not enough. The content must be meaningful and create cultural change that consumers will support and get excited about. Messaging to consumers must be balanced in all three areas to maximize and sustain brand momentum long-term.

For a deeper understanding of how to enhance a brand's performance and drive growth, the Brand Momentum Score and our Brand Momentum AI Platform offer detailed insights. These tools provide a comprehensive analysis of a brand's current standing and actionable strategies for improvement.

Conclusion

The consumer landscape is in a state of constant flux, and brands must adapt their strategies to stay relevant and resonant. The pervasive issue of brand boredom necessitates a shift towards creating energized, engaging, and meaningful communications. By adopting the Brand Momentum AI Platform and leveraging the Brand Momentum Score, brands can revitalize their messaging, foster deeper connections with consumers, and achieve sustained success in a dynamic market.

NEXT STEPS

This report serves as an initial exploration into the drivers of brand momentum, offering marketers valuable insights into the strengths and weaknesses of their brands.

By understanding these elements, brands can strategically identify areas for improvement and implement effective initiatives to foster growth.

However, this is just the beginning. We encourage further research to dive deeper into the nuances of Brand Momentum Scores and their implications. If there are specific topics or questions you'd like us to address in future studies, please reach out to us at Double E Analytics. Your input is vital in shaping our next steps and enhancing our collective understanding of brand dynamics.

Last, but not least, if your brand was tested as part of this study we're happy to jump on a quick Zoom to give you more details on your score.

Kindly,

Matt Hofherr

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100	SPACEX	97	OLIO	93	CHANEL
90	Apple	87	Disney	83	G
80	Nike	77	VICTORIA'S SECRET	73	Gillette
70	NETFLIX	67	patagonia	63	Coca-Cola
60	DOORDASH	57	Audi	53	Uber
50	The Farmer's Dog	47	Chick-fil-A	43	ExxonMobil
40	amazon	37	BOEING	33	Meta
30	KFC	27	Uber Eats	23	COMCAST
20	WHOLE FOODS MARKET	17	salesforce	13	WELLS FARGO
10	Starbucks	7	Levi's	3	yahoo!