

## ROLE OF BRAND POWER IN CONSUMER EXPERIENCE



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# LEVERAGING **BRANDS** TO SHAPE **CONSUMER** **EXPERIENCES**

# CONSUMER EXPERIENCES

**DESIRABILITY**

**AVAILABILITY**





Price

Fragrance

Fabric Care

Pack

Skin

Foam

Liquid

Plastic

Cleaning

Creases

Stain

Quick Wash









The Why & How

Emotional



Rational



The 'What'

Actions

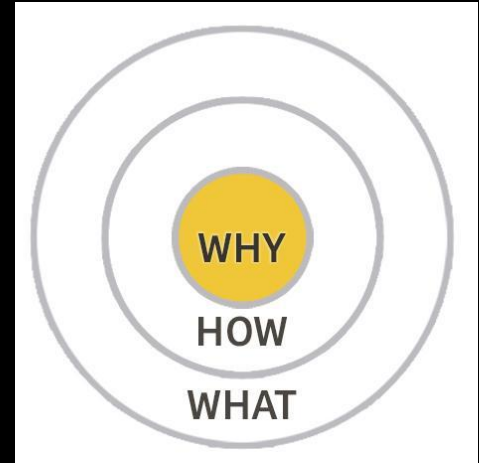
Words & speech

# pur·pose

*/'pɜ:pəs/*

Noun

The reason for which something is done or created or for which something exists.







## Experience the world

Activities to book with your upcoming stay.



### Online Experiences

Travel the world without leaving home.



### Experiences

Things to do wherever you are.



### Adventures

Multi-day trips with meals and stays.



















**PRICE VALUE → SHARED VALUES**

**TRANSACTION → EXPERIENCE**

**84%**

Consumer  
Demand

**3x**

Employee  
preference

**6**

Trillion  
Financial  
Performance

Source: Kantar

UNILEVER'S BRANDS WITH 'PURPOSE'  
GREW 50% FASTER THAN REST OF  
UNILEVER BRANDS







**SALE**  
UP TO 50% OFF

START NOW  
HURRY UP!

SHOP NOW >

**DIG SALE**

DON'T MISS OUT!  
ONLINE ONLY.  
USE COUPON CODE

GO SHOPPING >

**YOUR BEST OFFER** 50% OFF

YOUR BEST OFFER

YOUR BEST OFFER

50% OFF

50% OFF

EXTRA  
**SALE**  
50% OFF

THE BIG CLEANING SALE

**SUPER SALE**

**SUPER SALE**

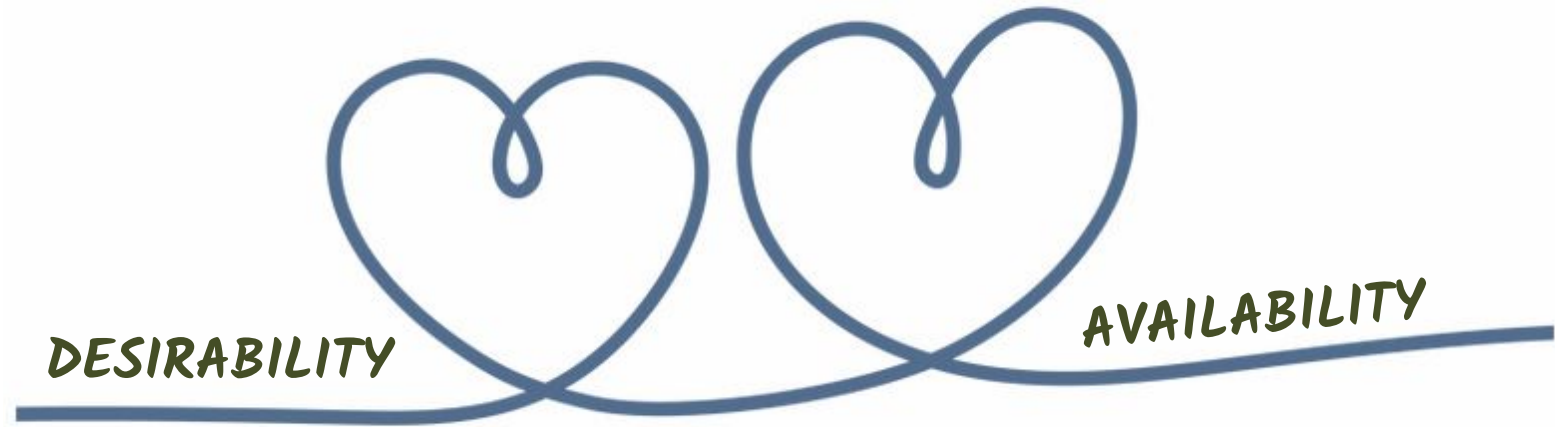
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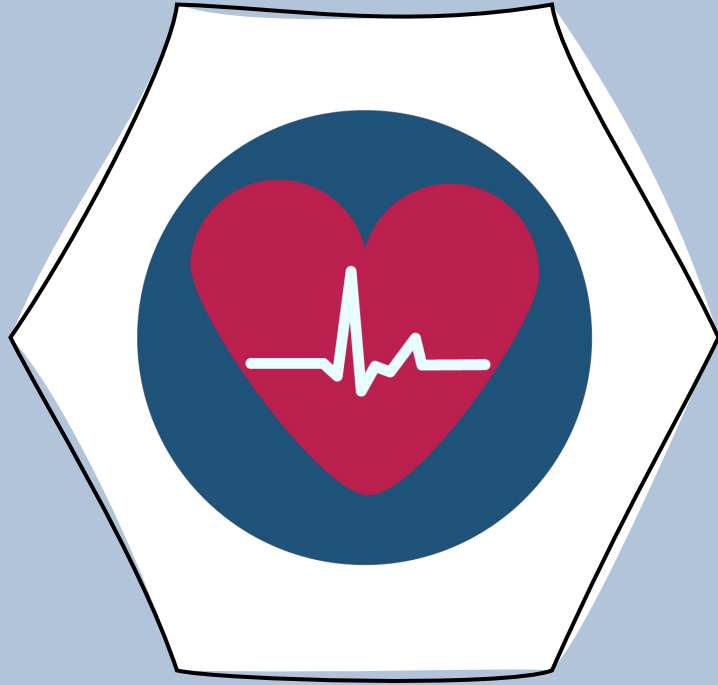
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# CONSUMER EXPERIENCES

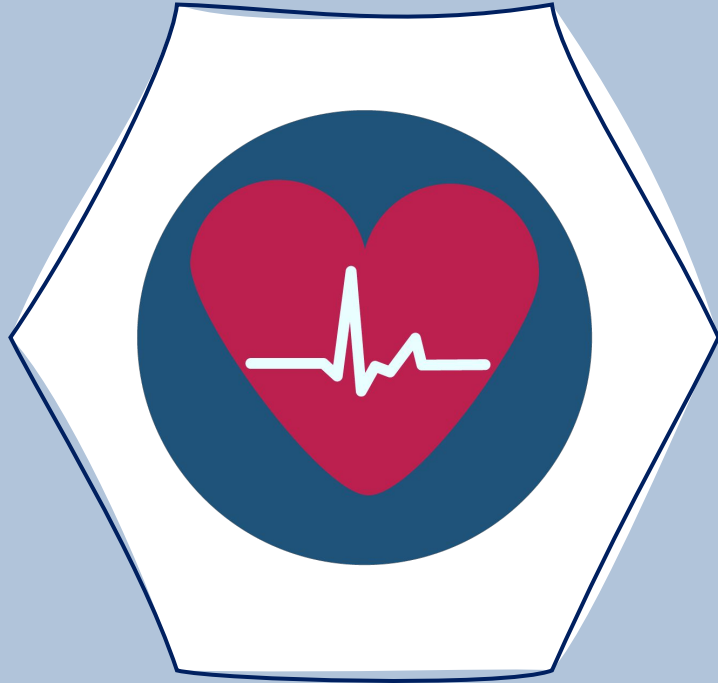




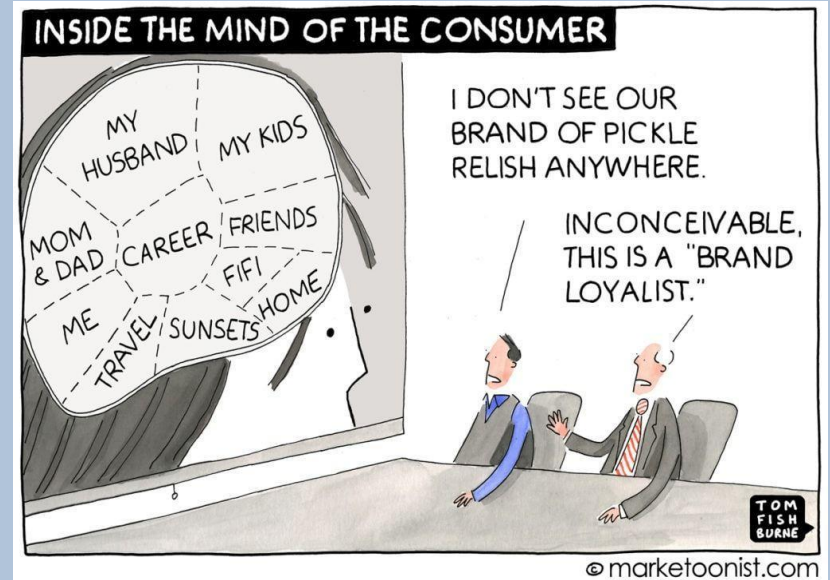
*MENTAL AVAILABILITY*



*PHYSICAL AVAILABILITY*



MENTAL AVAILABILITY







See

Touch

Taste

Brand  
Associations

Hear

Smell

Feel



Want smoother, lighter underarms?  
The solution is Dove Deodorant.



Ugly bumps and dark marks have met their match. Only Dove Deodorant, with a caring 1:4 moisturizing cream, smoothes skin as it lightens. It's the care underarms need to look and feel their best.



New Dove Hair Intense Repair.  
For beautiful, damage-free hair.



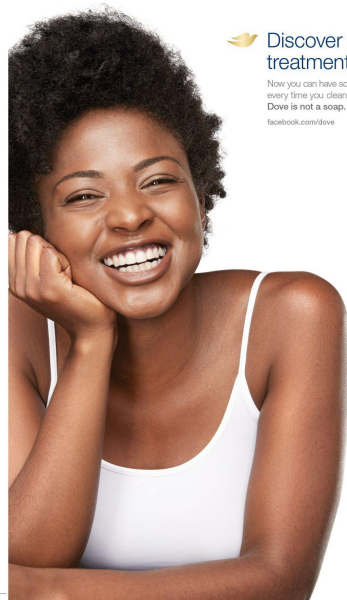
*Because feeling good starts from the top!*  
— Angel



Discover a daily beauty treatment for your skin.

Now you can have softer, smoother, more radiant skin, every time you cleanse. With 1/4 moisturizing cream, Dove is not a soap. It's a Beauty Bar.

[facebook.com/dove](https://facebook.com/dove)





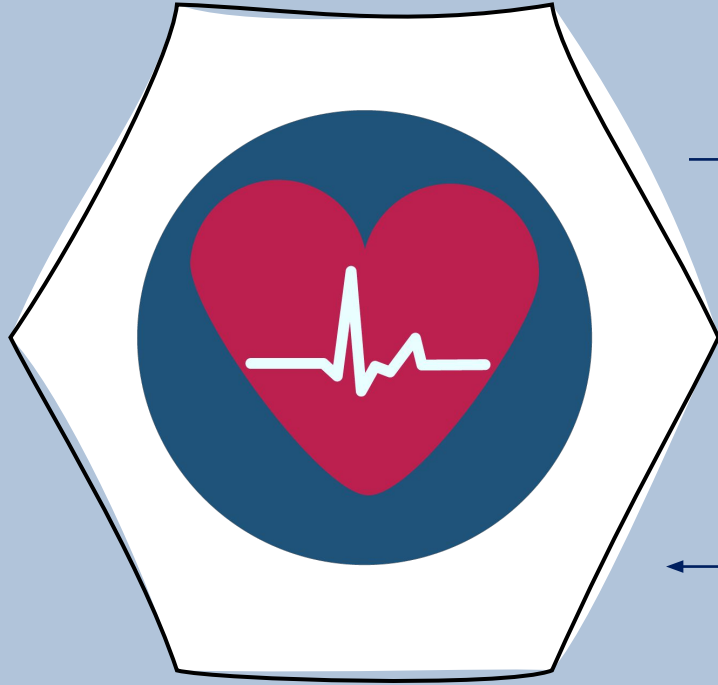




UNMISTAKABLE







*MENTAL AVAILABILITY*

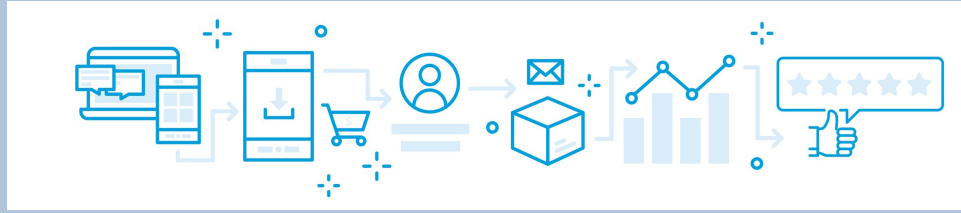
*CREATE  
EXPECTATION*



*PHYSICAL AVAILABILITY*

*SEAMLESS  
EXPERIENCE*





*PHYSICAL AVAILABILITY*



BENEFIT

REMOVES STAINS  
FIRST TIME  
WITH PLANT  
BASED STAIN  
REMOVERS

GENTLE  
NEXT TO  
SENSITIVE  
SKIN  
WITH PLANT  
BASED STAIN  
REMOVERS

KEEPS  
COLOURS  
VIBRANT  
WITH PLANT  
BASED STAIN  
REMOVERS

BRAND

Persil

Persil

Persil

VARIANT

bio

non bio

colour  
protect

SIZE

38  
NEW USAGE

100%  
RECYCLABLE

7  
DAYS  
FRESHNESS  
THAT LASTS

38  
NEW USAGE

100%  
RECYCLABLE

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REMOVES STAINS  
FIRST TIME

DIRT IS GOOD ✖

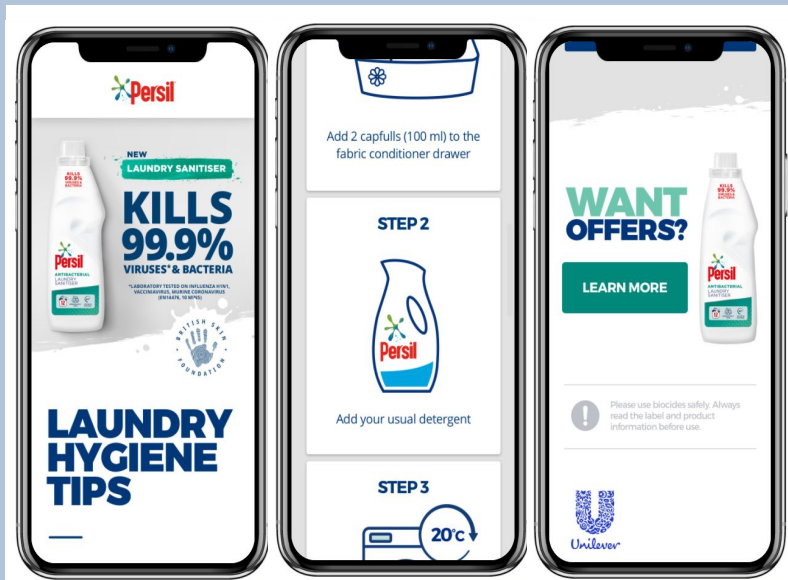
DIRT IS GOOD ✖

DIRT IS GOOD ✖





**KILLS  
99.9%  
VIRUSES &  
BACTERIA**



**Persil**

NEW  
LAUNDRY SANITISER

**KILLS  
99.9%  
VIRUSES & BACTERIA**

**LAUNDRY  
HYGIENE  
TIPS**

Add 2 capfuls (100 ml) to the fabric conditioner drawer

STEP 2



Add your usual detergent

STEP 3



**WANT  
OFFERS?**

LEARN MORE

! Please use biocides safely. Always read the label and product information before use.

**U**  
Unilever

# CONSUMER EXPERIENCES

**DESIRABILITY**

**AVAILABILITY**

