



How to measure brand saliency on ProQuo.

What is saliency?

The concept of 'saliency' rose to prominence in the marketing world through renowned marketer, professor and researcher, Byron Sharp.

Sharp's theory explains how 'saliency' is a good measure of buying intent, as it shows "the propensity of the brand to be noticed or come to mind in buying situations".

In essence, this means that the more salient a brand is, the likelier consumers are to consider it during that crucial moment when they decide which brand to buy.



How is saliency different from awareness?

Awareness is all about brand visibility – how well known a specific brand is.

Saliency is all about how inclined people are to buy a specific brand.

The biggest differences between awareness and saliency are:

- **The 'top of mind' response:** As salient brands are more likely to be thought of first when a consumer is deciding what to buy
- **Sentiment:** Consumers feel stronger sentiments towards salient brands

Top of mind:

Brands with high levels of saliency are top of mind during the moment that counts, when people are about to purchase, whereas brands with high levels of unprompted awareness are top of mind all the time, as these are the brands that people think of first when confronted with a specific stimuli or situation.

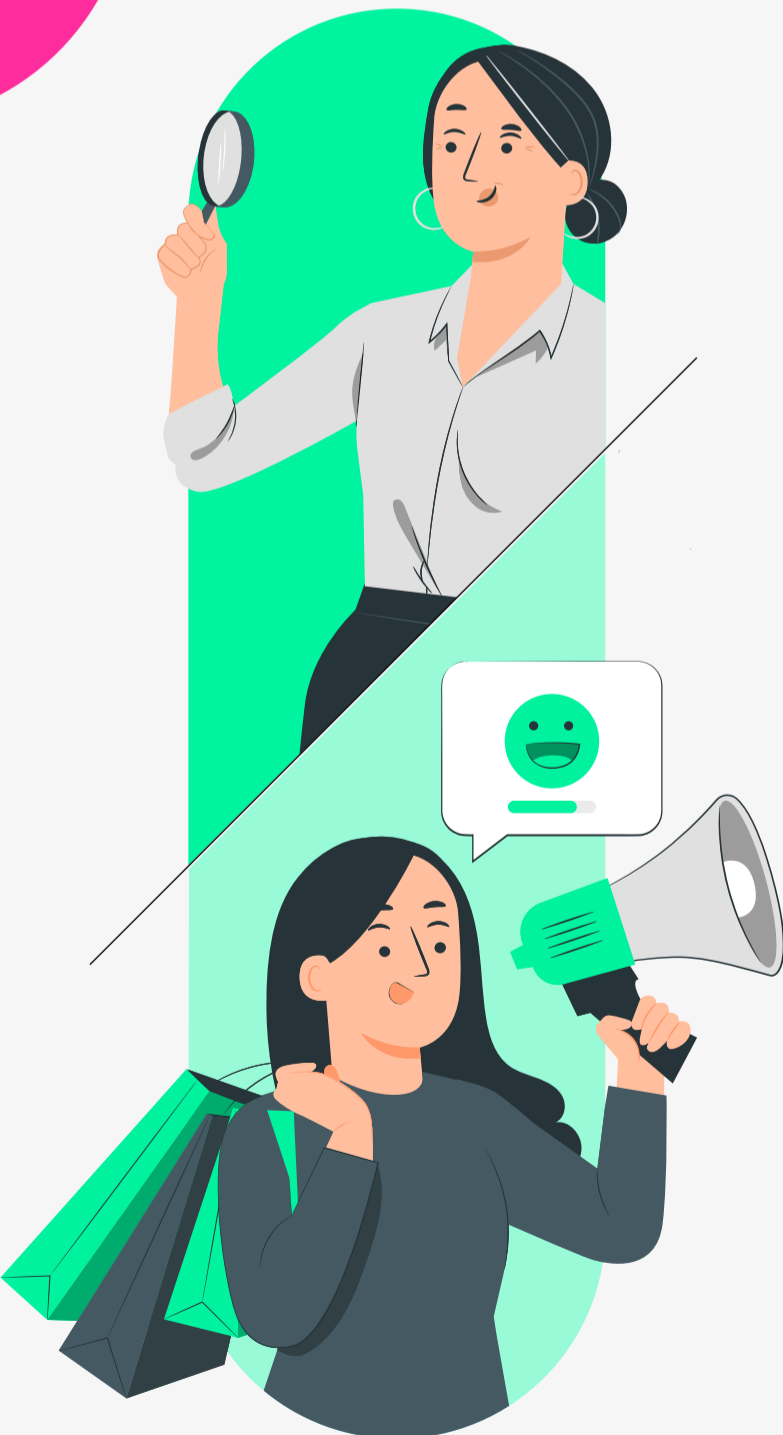
Think of 'top of mind' in terms of a Google search. With Google, the most salient items are always at the top of the search engine. This is similar to how salient brands are always at the top of our minds.

Often, consumers aren't even conscious they're having these thoughts. But when confronted with a specific stimuli or situation, a specific brand will sub-consciously come to mind. Like how most people think of Kleenex automatically when buying tissues or Heinz when buying ketchup.

Sentiment:

There's no positive or negative association to awareness, as it simply shows whether a person knows a specific brand and doesn't indicate if they are more inclined to purchase.

Brands with high saliency, on the other hand, are thought of first at the most important point in the consumer journey – the point of purchase.



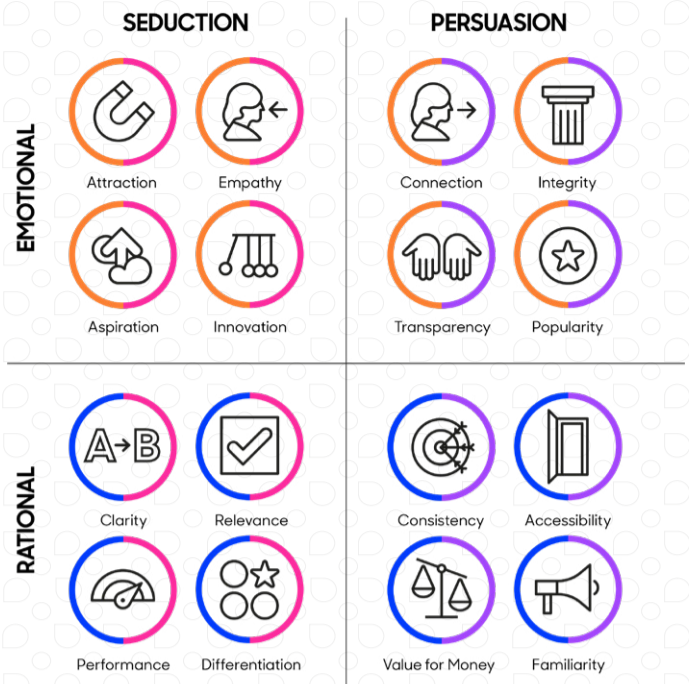
How can you measure saliency on ProQuo?

On ProQuo, you can measure your brand's saliency via the ProQuo Score. The ProQuo Score is the single, simple indicator of the strength of a brand's relationship with people. It's generated by capturing people's feelings about brands across the 16 Drivers of Relationships.

Their answers are timed to understand the strength of the consumer's feelings. Declining scores are caused by more people disagreeing that a brand possesses these Drivers, or by people feeling less wholeheartedly positive in their responses.

You can think of the ProQuo Score as a proxy for purchase intent, as it shows the extent to which a person is bonded to a brand.

The Drivers provide the 'why' behind this score, giving you a greater understanding of not just how bonded your brand is with consumers but also what you're doing that brings people back to your brand over and over again.



Ways to improve your saliency with ProQuo

Focus your strategy on the Drivers that will have the biggest impact on your saliency. These are: Connection, Familiarity and Accessibility.

Connection: Salient brands are relatable to the person buying them. They know it gets them and will fulfil what they need. To boost your Connection, you can:

- **Tap into partnerships:** Harness talent and brand ambassadors that your audience relates to. Invest in the kinds of influencer marketing that makes people feel more connected to the brand because it embodies the lifestyle and passion points, your audience share.
- **Communicate in a customer-centric way:** Root your communication in tangible audience pain points to boost your relatability. Keep your eyes and ears open to the struggles of your audience so you can build communications to resolve these pain points, so you'll be remembered in their time of need.

Familiarity: Salient brands are well known. There's no surprises with a salient brand. You know what you're getting, you know it'll deliver, and you've had good previous experiences with the brand. To boost your Familiarity, you can:

- **Convey your brand's story:** Salient brands are open about their brand's history. The more people know about you and your story of origin, the better.
- **Be open about what they can expect:** Clearly detail the outcome of your product. If you are a skincare brand, for example, include what your product will improve on your front-of-pack to boost Familiarity.

Accessibility: Salient brands are there when people need them most. They need to be able to access you in the moment. There should be no doubts over your supply or availability. To boost your Accessibility, you can:

- **Get yourself out there:** Ensure you're stocked in as many different retailers as possible to guarantee your brand is always there when your consumer is making their buying decision.
- **Optimize your shelf position:** The easier you are to find, the more likely they are to buy you. Brands at eye-level have a better chance of purchase.



Want to make your brand its most salient?

Get a demo