

'Brand Trust Drivers'

Understanding the meaning of key drivers to priority segments



THE ISSUE

YVW's tracking had identified, among priority customer segments, two key concepts that needed further in-depth understanding – 'care for the environment' and 'affordability'.

Our brief was to understand what these concepts meant to customers and the implications of that for YVW's marketing and communications.



WHAT WE DID

During in-depth interviews images provided by each customer were used to discuss what these concepts mean to that person. Customers also provided examples of brands that performed well in that area.

We then applied an analytical framework more commonly used in semiotics / cultural analysis to identify dominant 'meanings' given to each concept, and how that related to YVW.



OUTCOME

YVW are now able to develop communication strategies and initiatives around those concepts that are more meaningful and relevant to key customer segments.

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