

DISCOVERING YOUR BRAND AND ITS ASSETS IN THE MIND OF CONSUMERS

Brand Distinctive Assets

June 2026



**Distinctive assets are
core to successful brand
management...**

Brands can drive distinctiveness via their Brand Assets

Brand assets are **signals** (excluding the brand's name) that **identify a brand**.

Ideally, they should **automatically trigger memories of the brand and what it stands for**

They contribute to ensuring a brand comes quickly to mind and helping grab attention

**A distinctive asset is....
a unique and intuitive expression of a
brand**

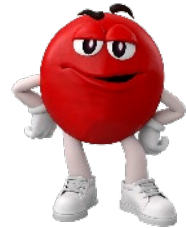


Assets are one way in which brands express themselves, making them more visible and coherent

Meaning people are able to find this in a busy fixture...



...know which brand is being advertised in a split second...



... ensuring high salience in the moments that matter

Brands' Distinctive assets need to be:

Unique, ownable, and consistent

Unique, ownable, and consistent

and

Unique, ownable, and consistent

Distinctive assets are even more valuable in the “Age of Infinite Content”

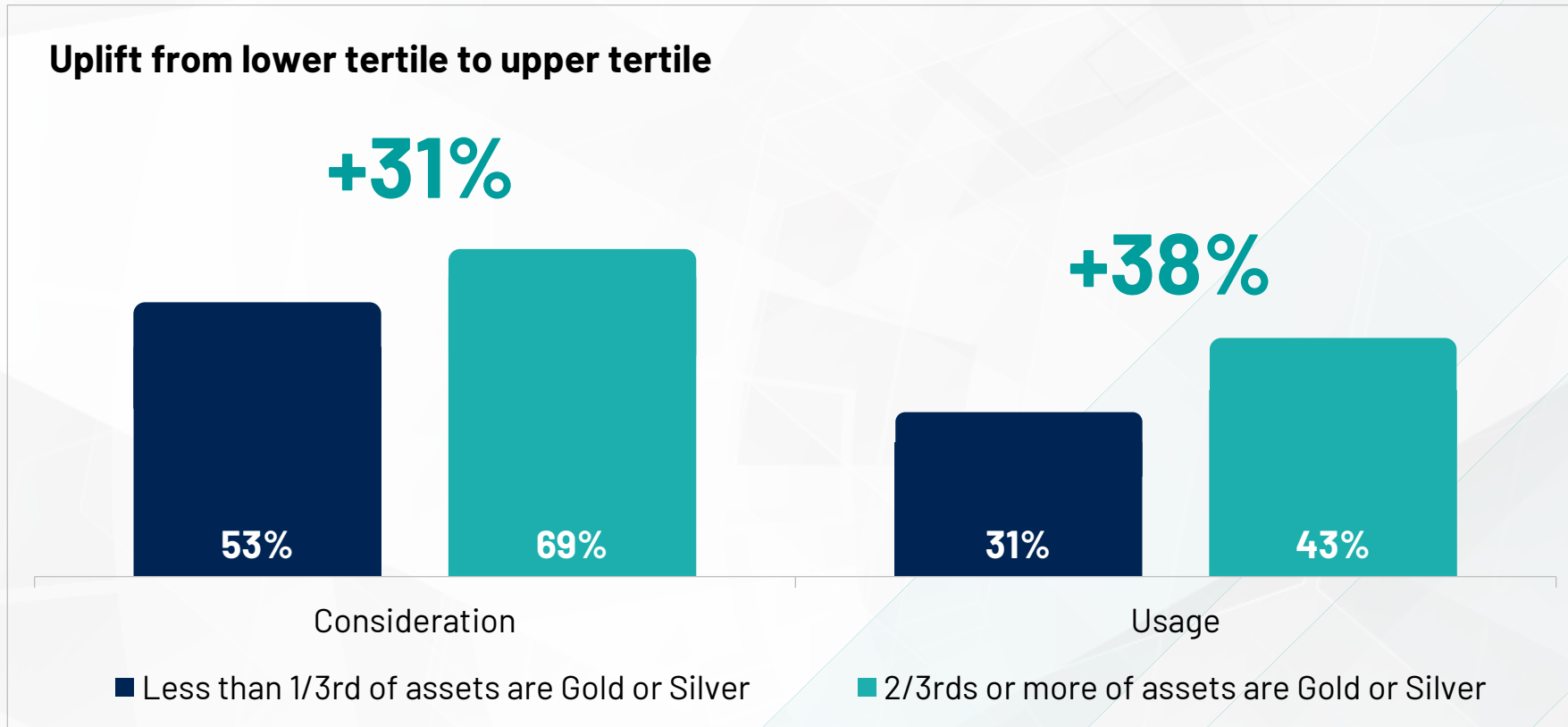
Content creation is becoming infinite; attention is finite

- **AI & Content Explosion** → DBAs cut through the AI content chaos
- **Multi-touchpoint world** → DBAs create consistent recognition across all touchpoints
- **Hyper-personalisation** → DBAs provide stable anchors while content flexes
- **Community-driven brand expressions** → DBAs guide authentic brand co-creation



- The human brain will crave more cognitive shortcuts
- The battle moves from share of voice to share of memory

We know that brands with strong assets are more likely to be on the mental shortlist



Analysis based on 275 assets across 42 different brands in 5 different countries

**But only
1 in 5
brands
achieves
these
standards**

Based on 1244 brands globally

Brand Distinctive Assets, introduced early, increases effectiveness in digital ad formats

+13%

Brand ATTENTION digital for *in-feed* ads showing early its brand distinctive assets

+13%

Brand ATTENTION for *skippable* ads with a brand distinctive asset within the first 6 seconds

....Yet there are many digital video ads that are not yet following this advice.

Percentage of Digital Ads with Immediate Brand Distinctive Assets



Source: Ipsos US database – 3,122 ads across TV and digital.

Note: Immediate Brand Cue: The ad begins with an identifiable brand cue within the first second

The benefits of nurturing Brand Distinctive Assets

Build memory structures in the minds of people

Maximise unique associations with brand activations

Drive brand visibility

Increase brand recognition across touchpoints even without a name or logo

Contribute to shaping positive brand expectations

Ensuring the brand is chosen by more people, more often, more easily



**Knowing which of
your assets are
distinctive enables
you to understand
where to focus
your investment**



WHY CHOOSE IPSOS?

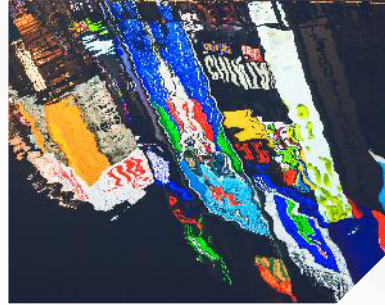


BDA Credentials: BDA has a proven track record



11,900 assets

Since launch in 2016 we have tested thousands of assets including logos, fonts, colours, mascots, sonic cues and more.



Across ~970 brands

Including market leaders, challengers, premium brands and more.



In 320+ BDA projects

Completed over the past 10 years



55+ categories

Spanning FMCG, Automotive, B2B, Retail, Financial, Healthcare, Services, Telecoms and much more.



85+ clients

have used BDA to better understand how to invest in their assets.

SOURCE: BDA Database 2016 – June 2026

We have general learnings about successful brand distinctive assets

Brands rarely have more than 3/4 strong assets

These are most often product, logo/ font, and either a key visual, slogan, character, or, occasionally, colour.

It is then about how the **strong assets are leveraged**

Assets generally need time and investment

Continual and effective use with assets integrated into advertising narratives and pack designs have higher implicit association:

Well-managed brand assets contribute to a **person's mental network** of associations with the brand.

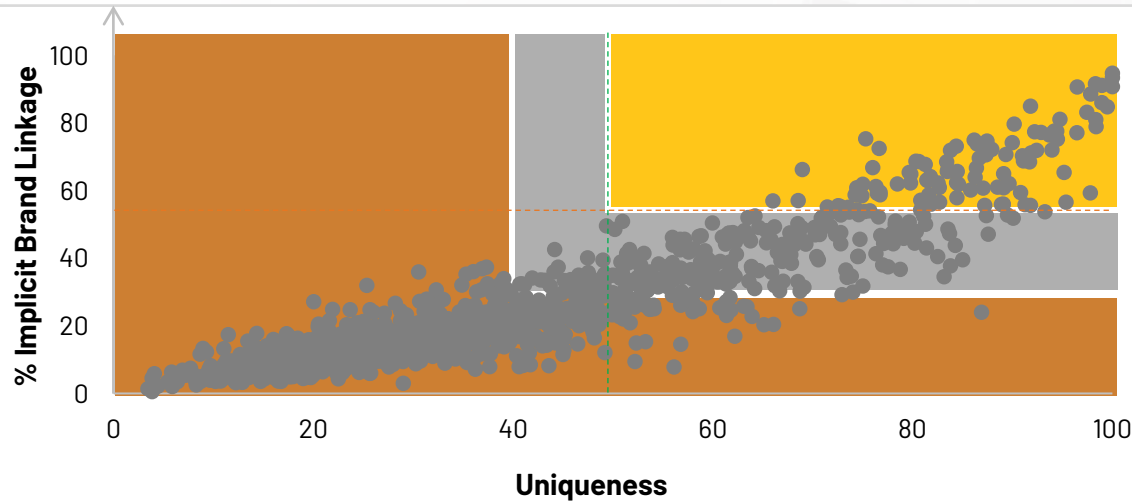
Assets benefit when the link is intuitive

High fluency between name & asset has the highest levels of implicit attribution. The stronger and fresher the links between the assets and the brand name, the easier it is for the consumer to identify the brand.

To work hardest, they bring meaning

Brand owners can influence how a brand is perceived. These associations can be diverse in nature - they can reflect perceived **functional or emotional benefits**, memories, feelings.

We know not all assets are created equal: Across the thousands of assets tested only around 1 in 7 achieve Gold standards



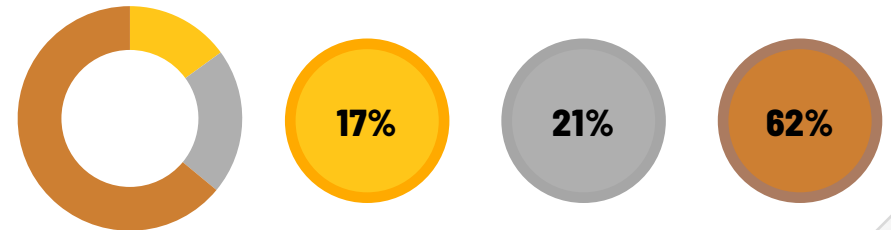
These hero assets could be used in isolation in advertising etc and **used broadly** to immediately bring the brand to mind
Implicit 50%+ and Uniqueness 50%+



These **need further amplification** to make them really shine before they can be used in isolation
Implicit 25%-49% and/or Uniqueness 40%-49%



With weak associations currently, these assets could **not be used in isolation**
Implicit <25% and Uniqueness <40%



Wrapping up:

Auditing your assets with the Gold/ Silver/Bronze matrix identifies which are **genuinely distinctive** for consumers

The **Brand Asset Index** gives a simple summary, demonstrating strength of specific assets vs broader database and vs asset type.

Having strong assets helps a brand deliver success but does not guarantee it: it is important to put an understanding of this element of **Expression** alongside information on **Expectations** and **Experience** to gain a fuller story.

Once you know your Brand's Distinctive Assets and which ones to focus on for brand success, then apply them consistently, creatively, widely and continuously.

THANK YOU



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