

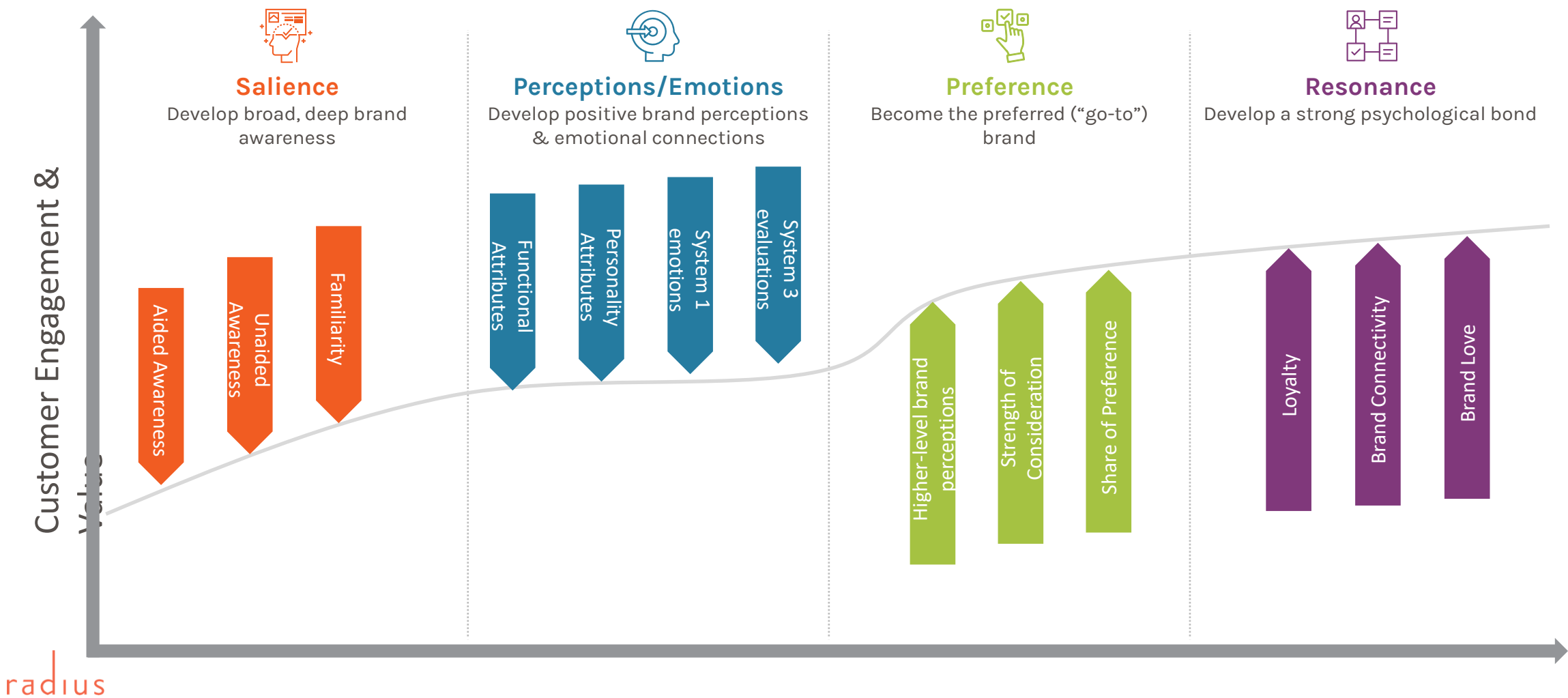
Radius LoveCatalyst™

A strategic research approach to mapping, measuring, and activating brand love



Love is the ultimate goal for brands: tough to earn, but powerful when achieved. Deep bonds fuel loyalty, spend, and lasting growth

Radius Brand Health Framework



The most powerful brands in the world actively manage to Brand Love. Those that don't may miss the chance to form lasting customer bonds.



"Share a Coke"

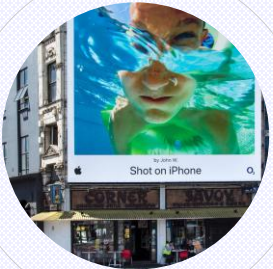


Campaign: The Share a Coke campaign personalized Coke bottles with people's names, encouraging customers to share a bottle with friends and loved ones.

Brand Love Focus: It created emotional connections by making the product feel personal and social, leading to user-generated content and social sharing.



"Shot on iPhone"



Campaign: Apple leveraged user-generated content by showcasing stunning photos and videos taken by real customers, proving the camera quality and inspiring creativity.

Brand Love Focus: It reinforced a sense of belonging and co-creation with users, making customers feel like part of the Apple ecosystem.



"You Can't Stop Us"



Campaign: This 2020 ad featured a split-screen montage of athletes overcoming adversity, emphasizing themes of unity, resilience, and inspiration.

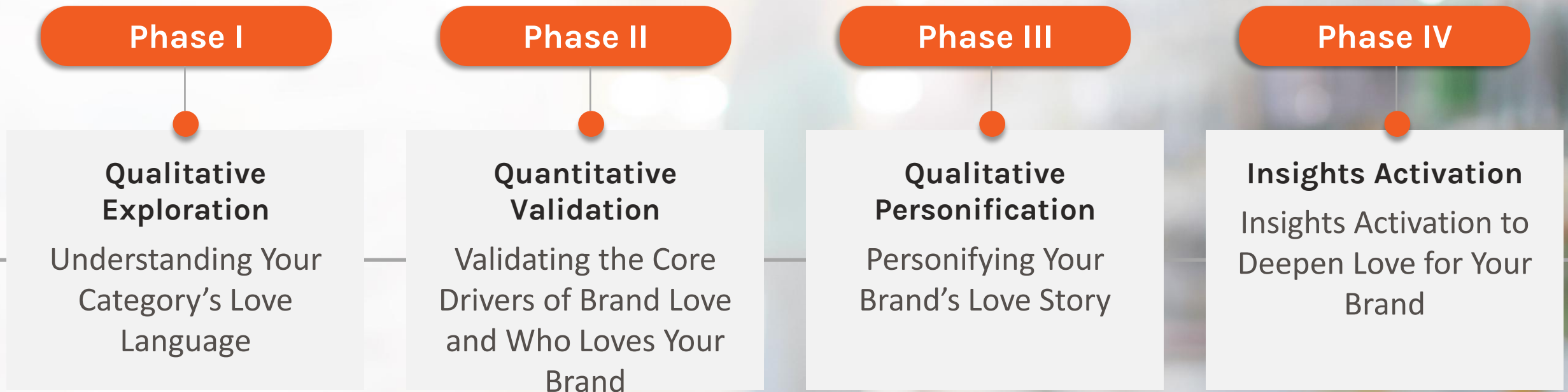
Brand Love Focus: Nike consistently aligns itself with empowerment and motivation, strengthening its emotional connection with consumers through shared values.

How do we define Brand Love at Radius?

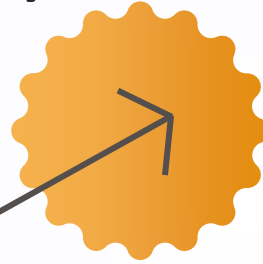
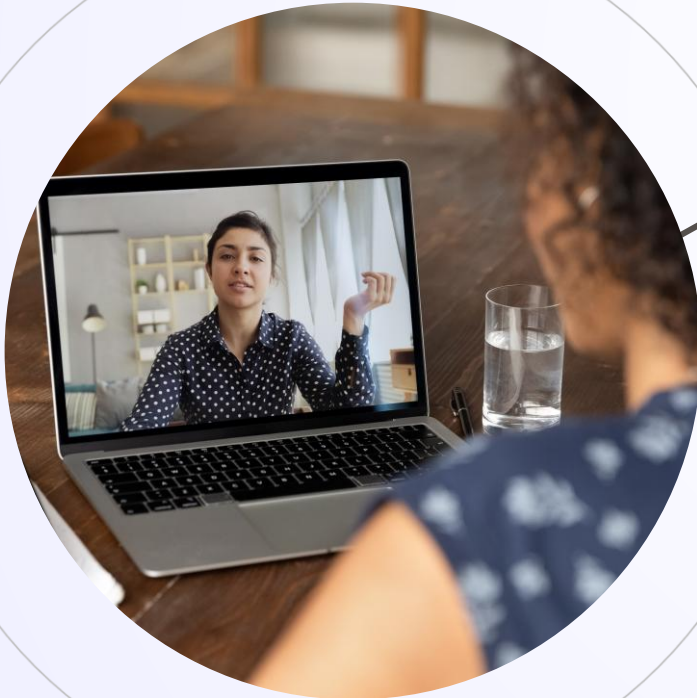
Through years of research on the topic, Radius has found Brand love to be the deep **emotional commitment consumers develop toward a brand to where their personal or business lives feel incomplete without it.** Its presence creates an irreplaceable bond, and its absence leaves a void – driving **lifelong loyalty, advocacy, and growth.**



Introducing Radius' **LoveCatalyst™** to get consumers to fall in love and stay in love with your brand



We'll begin with **qualitative sessions** with category users to understand what brand love means within the category



Qualitative Exploration

- Consumers experience brand love across all types of products – but that love can look different depending on the category.
- Each category has its own unique love language and emotional drivers, shaped by the role it serves in consumers' lives.
- Through qualitative exploration, we'll uncover your category's love language and the specific attributes that fuel brand love.

Understanding the depth of brand love requires tapping into the emotional highs and lows of consumer-brand relationships

Two key exercises help uncover the true impact a brand has on its most passionate consumers



Love Letter Exercise

Capture what makes a brand in your category irreplaceable and why consumers feel deeply connected to it



Heartbreak Letter Exercise

Explore the pain points, disappointments, or unmet expectations that could potentially lead to emotional detachment

Building on phase 1, a quantitative survey will enable our strategic framework to uncover what fuels brand love and how far it reaches with your customers

Phase II



Love Association

Understand how strongly your brand – and key competitors – are associated with each love language attribute

- Highlights where your brand leads, lags, or has opportunity to build strong emotional connection
- Leverages implicit association testing to include System 1 thinking



Driving Love

Identify which love language attributes have the greatest impact on brand love within your category

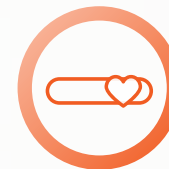
- Reveals what's truly fueling brand love in your category



LoveCatalyst™ Index

A composite index is created utilizing the key driver analysis and our six core facets of brand love

- Bringing together multiple metrics allows us to develop a robust, reliable measure of love



Brand Pulse Curve

Customers will be mapped to various Pulse zones for your brand and for competitor brands so that we can size and profile those in love with brands in the category

- Once identified, consumers at any level of love or disdain with a brand can be identified, interviewed again, and personified

The **LoveCatalyst™ Index**: A Strategic Framework to Quantify Brand Love

Consumers experience **six core facets of brand love** — each felt to varying degrees depending on the industry and the brand:



Attraction

To what extent do you feel excited by this brand?



Shared Interests

To what extent is the brand connected to what truly matters to you?



Passion

How strong is your urge to engage with this brand regularly?



Trust

To what extent do you trust this brand to deliver consistent, reliable experiences?



Absence/Longing

To what extent would you miss this brand if it were no longer available?



Commitment

To what extent do you see yourself continuing to use this brand for years to come?

The **LoveCatalyst Index™** is grounded in key emotional metrics that reflect the core facets of love—like attraction, passion, trust, and commitment. Together, these dimensions quantify the emotional depth of your customer relationships.

Each brand is scored across these dimensions to reveal how connected consumers truly feel—**and how deeply your brand is loved compared to the competition.**

Additional components may come into the Index depending on category.

Through our **Brand Pulse Curve**, we will be able to measure how much love your brand has relative to the competition

***Flatline***

Active dislike or disdain

Faint

No emotional connection

Steady

Emerging awareness and curiosity

Strong

Emotional connection and preference

Elevated

Deep love and devotion

Now that we have identified who loves your brand, we will personify them to better understand your brand's love story.

Through in-depth interviews with those in the Strong and Elevated Brand Pulse zones, we will be able to...



Humanize Your Brand's Purpose

Bring to life the relationship your brand serves

Capture the Emotional Journey

Show how the brand relationship evolves—from first attraction to deep commitment

Identify Moments of Separation and Longing

Explore what happens when consumers step away – what they miss and why they return

Strengthen Your Key Drivers of Brand Love

Identify the traits, experiences, and values that make your brand irreplaceable

Inspire Your Brand's Story

Develop a compelling brand narrative that resonates deeply with your consumers

Personification Output: **Bringing Your Brand's Love Story to Life**

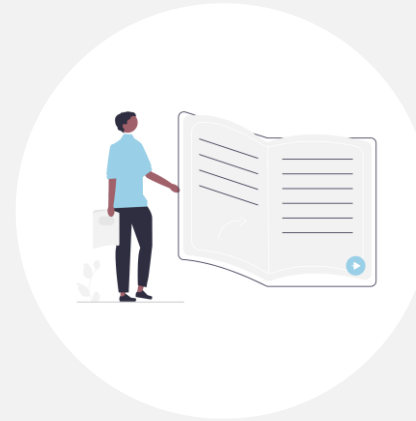
To bring the emotional depth of brand love to life, we will create visually compelling outputs that immerse your brand in real consumers experiences to reveal what it means to love, miss, and stay devoted to your brand

Phase III



Consumer Video Montage

Showcase real consumers expressing their love, longing, and devotion about your brand.



Storybook / Comic Strip

A narrative-driven, visual representation of your brand's love journey



Animated Loved Story

An animated short film that brings to life consumer emotions across your brand's love journey

The LoveCatalyst™ Activation Workshop

Phase IV

Leveraging insights gleaned over the three research phases, a cross functional team of stakeholders will come together to co-create a plan to drive brand growth through increasing the amount of Brand Lovers they have in the marketplace.

What we will know going into Activation:

- The types of things that create brand love in the category, for the client brand, and for competitor brands
- The profile of those that over index as being brand lovers of client brand
- The functional and emotional linkage to brands that are loved
- The behaviors exhibited by

Activation could include implications for:

- Customer Engagement/ Touchpoints
- Position/Mission Statement Validation
- Messaging
- Targeting

Output: Strategic Blueprint to Track, Grow, and Deepen Your Brand Love

- A framework to keep a pulse on how you expand and strengthen emotional relationships with your most devoted customers

You brand will unlock benefits that will drive long-term growth by embracing the fully integrated **LoveCatalyst™** approach



Emotional Differentiation

Creates lasting competitive edge beyond functional benefits.



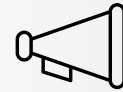
Emotional Loyalty Over Rational Choice

Maintains loyalty, even when cheaper or more convenient options exist



Resilience to Setbacks

Reinforces commitment through your brand's ups and downs



Advocacy

Spreads the word about your brand to bring new customers into your community



High Customer Lifetime Value

Drives higher spend, frequency, and longevity with your brand

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Clear thinking for a complex world.

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