



**WHAT'S YOUR BRAND**



a new, more human approach  
to your brand equity by



**FIREFISH**  
humans | culture | data



## Do you ever hear yourself or your stakeholders saying...



This tracking model **makes no sense...** it's too hard to explain to people and **doesn't resonate** with the way marketing speak and work



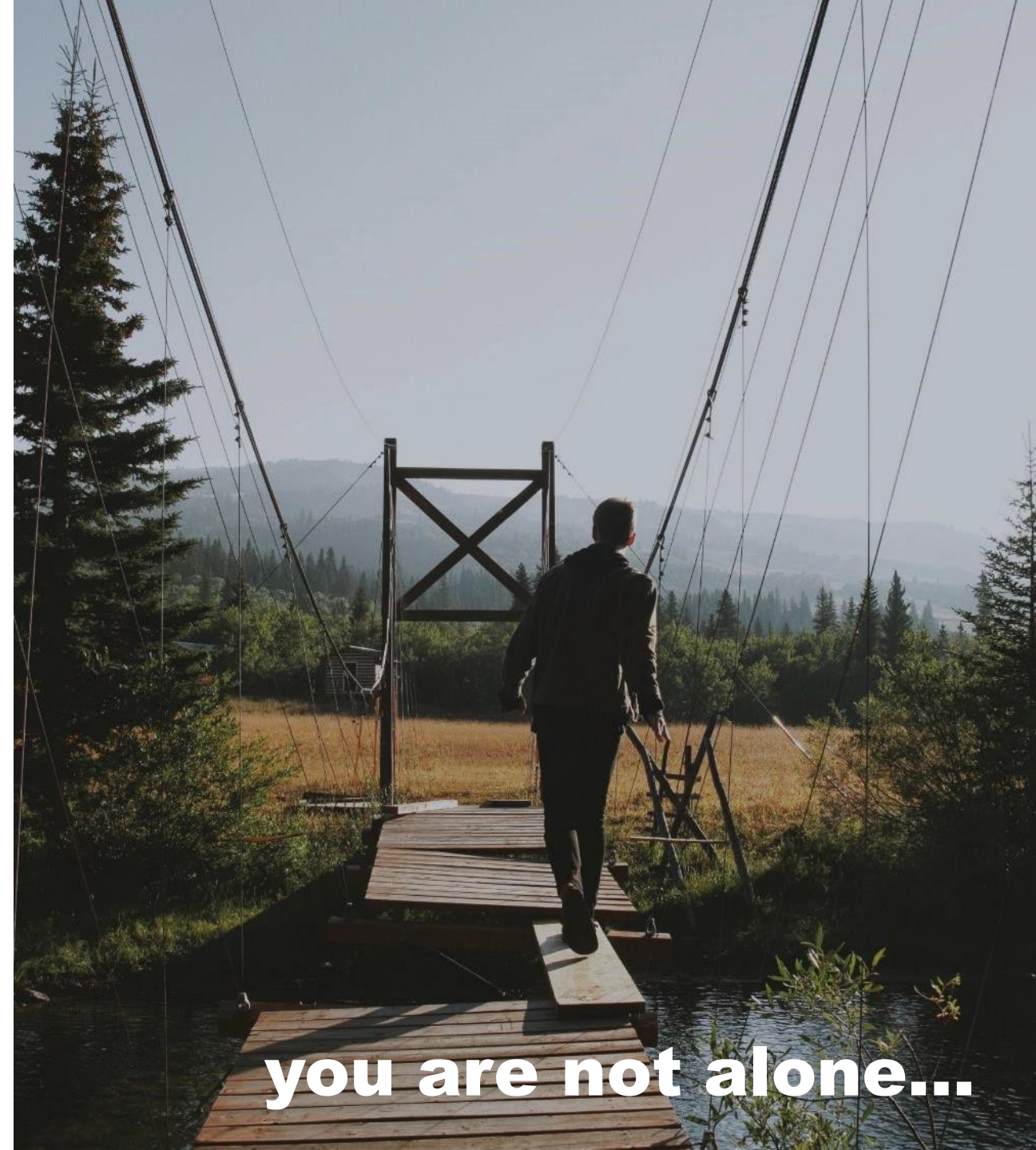
I wish our brand equity output was **more human** and gave us all a more holistic perspective of how our brand is **performing in the real world**



Why does this data only look at what **happened in the past?** Also, do you think these insights are **actually benefitting us** or just telling a story for the agency?



We have had this brand tracker for years and we don't see too much coming out of it. It seems like it **takes up a lot of our budget**, it's **inflexible**, and we get results a bit **too slowly**



**you are not alone...**

# That's why we've created



## ATTENTION

Byron Sharp-esque measure of mental availability and distinctiveness. Brands that garner attention gain reach and share of voice.



## UNDERSTANDING

Consistency and clarity, as well as having clear benefits for people. Brands that people “get”.



## RELEVANCE

Emotionally and rationally appealing - explicitly and implicitly. Brands that resonate with people.



## AUTHENTICITY

Credible, honest, transparent & believable. Brands that people trust and have faith in what they are saying.

# AURA is a new brand equity model that is...

## not a black box approach

it is intuitive, transparent and speaks marketer

## nimble and flexible

it can be adapted to recognise that all clients are different

## holistic & integrated

it connects seamlessly to other data sources but also to qualitative insight







**Simply put  
it gives the benefits of a  
future-proofed way of measuring  
and optimising brand  
without the drawbacks of  
traditional equity models**



# Where did AURA come from?

Our 23-year experience as a leading human-first partner to some of the world's biggest brands has taught us that those that are most considered, deliver **Attention, Understanding, Relevance** and **Authenticity**

**Crucially though, we know that it is only when all of these come together, that brands truly succeed.**

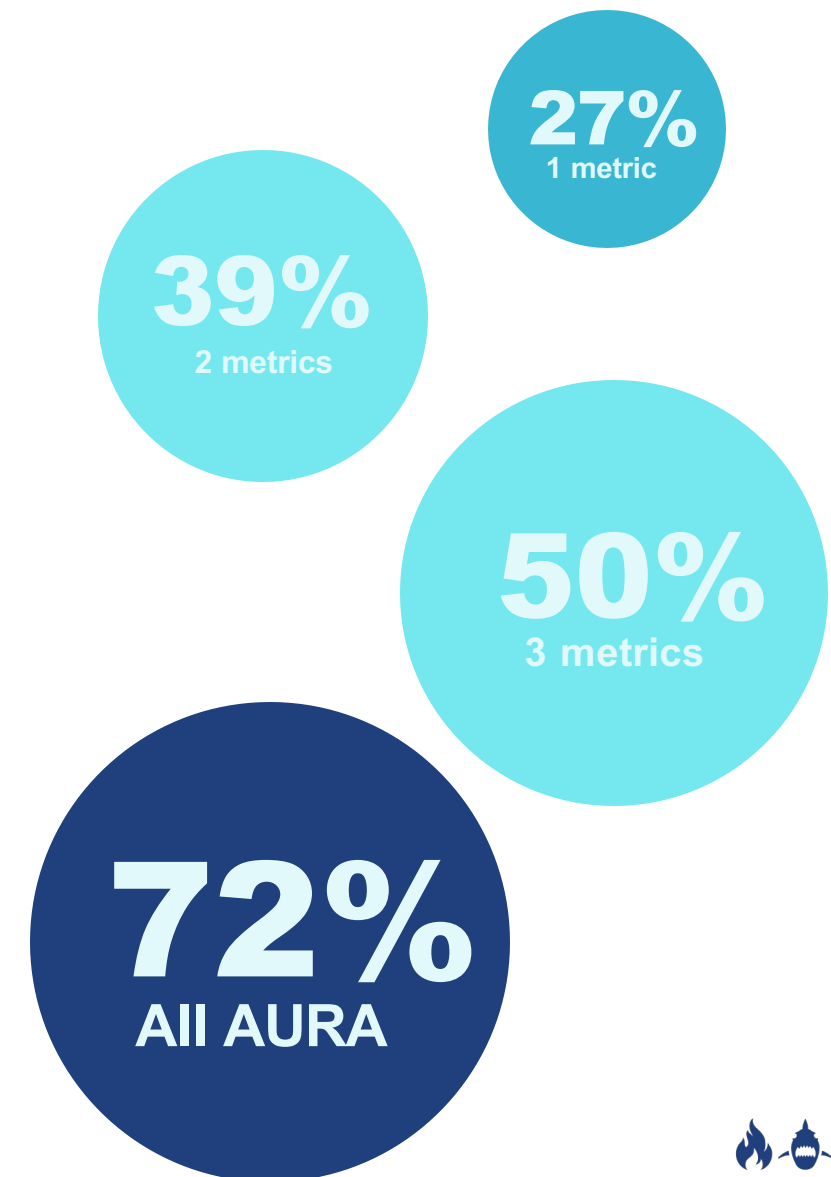
We've never worked in standardised ways, and we know other Brand Equity work often does, so we went at it with our **independent spirit** as always.

We now have an **agile solution** free of the the macro pressures of black boxes models.

It also merges the depth of **human & cultural understanding** that comes from our qual into our **future-proofed, quant-led** brand equity solutions.

All this has enabled us to launch AURA as an approach to equity with all the benefits of a **leading-edge solution**, but in a more human and - crucially - more **flexible** way.

## Impact of AURA combinations on consideration



Our most recent  
Brand AURA report  
covers 60 brands  
across 5 categories

get in touch to  
see how your  
brand stacks up



FAIRPHONE

STONE ISLAND

MAYBELLINE  
NEW YORK

BARCLAYS



Google

TOMMY  
HILFINGER

REISS

L'OCCITANE  
EN PROVENCE

LLOYDS BANK



Glossier.

Charlotte Tilbury

HALIFAX



SAMSUNG

ck  
Calvin Klein

NIVEA

CHANEL

Nationwide  
Building Society



HUAWEI

RALPH LAUREN

OLAY

NARS

Santander



MI

Levi's

The  
Ordinary.

ELEMIS  
LONDON

HSBC UK



NOKIA

H&M

LA ROCHE-POSAY  
LABORATOIRE PHARMACEUTIQUE

FENTY BEAUTY  
BY RIHANNA

first direct



SONY

next

CLINIQUE

NatWest

METRO  
BANK



MOTOROLA

GUCCI

HUGO BOSS

Kiehl's  
SINCE 1851

TSB

Clydesdale Bank



oppo

TED BAKER  
LONDON



RBS  
The Royal Bank of Scotland

monzo





# WELCOME TO BRAND

# AURA

**Want to know how it can drive commercial outcomes?**

**Want to see what outputs will look like and how it integrates?**

**Want to look under the hood and see how it all works?**

**Want to talk about moving your tracking programme?**

**[data@firefishgroup.com](mailto:data@firefishgroup.com)**