PAIRWISE RANKING OF BRAND CONNECTION ATTRIBUTES

Importance of brand connection attributes when purpose-driven consumers are selecting a brand

A brand that regularly gave me useful information in their advertising	73%
A brand that engaged me on my passions and interests with their advertising	70%
A brand that demonstrated its principles at all times when I was looking at different options	64%
A brand that shared news, updates and special offers with me	63%
A brand that builds a strong emotional connection with me through its advertising	57%
A brand that regularly communicated with me with advertising that told a consistent story	54%
A brand that produced great ads , content or ideas that I could share with my friends, either online or when I'm talking to them	50%
A brand that clearly demonstrated in their ads that they wanted me to buy its products	49%
A brand that gets my attention with a one-off but big splash ad (like a viral video)	34%