

# 99% Aspiration 1% Inspiration

Ravi Balakrishnan

"How do I get a premium for my product?" probably tops the list of Frequently Asked Questions by marketers. Given premiums are invariably linked to how aspirational a product is, the planning department at JWT set out to study what aspiration means to Indian consumers. Interestingly enough, for Indian consumers, the major push comes from within. They are driven not as much by extrinsic goals like wealth (in terms of large amounts of cash and a hefty bank balance) or image but by intrinsic aspects (See: *The Power Within*).

And this affects the sort of brand appeals that resonate with them. The consumer cares about the extent to which a brand is a reflection of their own personality and of course, the good old fashioned value of Trustworthiness (See: *What Makes A Brand*). Another interesting aspect is how global the brand is or can be. But instead of attributing this to multinational brands wholesale, the consumers surveyed evaluate even homegrown offerings for the chances they have at global success. A consumer surveyed speaks

excitedly about the joys of seeing a Maruti Suzuki Swift VDI on the roads of Europe, even if, as he admits, it is far from being the most ubiquitous car.

So what lessons does this survey leave brands with? According to Bindu Sethi, national planning director, JWT, throughout their lives, consumers compare their actual existence with the "quality world," something that is near perfect or close to their idea of how things ought to be. Says Sethi,

"When our lives are close to the quality world we keep doing the same things. Where an experience or product is far from this notion, we feel the desire to move away from that. Her advice to brands wanting to be aspirational is to create "real estate" a quality world that the consumer can identify with."

According to JWT, there are three worlds that a brand can inhabit. The Belonging World which is about closeness to family and friends, with consumers uniting on the base of large popular platforms and the sense of being part of a group. Brands like Airtel or Cadbury would fall in this category. The second is the Pedigree World where the consumer values confidence, achievement and the ability of a brand to command a degree of respect, alongside a focus on aspects like craftsmanship. Brands like this include Nike, L'Oreal and Mont Blanc. And finally there's the Leap World inhabited by brands that are enablers and help consumers take chances. Brands under this header would include the likes of Kaun Banega Crorepati, and Rin with its "Chamakte Rehna" tagline, says Shazia Khan, vice president and executive planning director at JWT.



## May The Best Brains Win

It's that time of the year again. The Brand Equity Quiz is around the corner so dust off those thinking caps, and re-energise your brain cells because the ultimate battle of wits is back in town, hosted as always by ace quizmaster Derek O'Brien.

Over the years, the Brand Equity Quiz has come to be regarded as the ultimate corporate battle of brains, trivia and the underappreciated ability to match the speed of thought to the pace at which you mash the buzzer. Its history of battles has seen fathers pitted against sons, banks, advertising agencies and software companies taking their competitive battles to an entirely different realm and even a few legendary rivalries. Now, if you want a shot at the title and a spot in the history books throw in your hat. Just remember our fair warning: this one is not for the faint hearted.

The Brand Equity Quiz will kick off tomorrow in Chandigarh and will have nine regional rounds before the finale in Mumbai (See BEQ schedule). Also the cities of Mumbai, Delhi and Bengaluru will host a special round for advertising and media professionals guaranteeing a wild card entry to the regional finals. As always, there will be prizes galore for the audience, who usually get a crack at questions that the teams find too hard to handle, exclusive crowd focused queries from O'Brien and even the odd gift or two for the smart alecks.

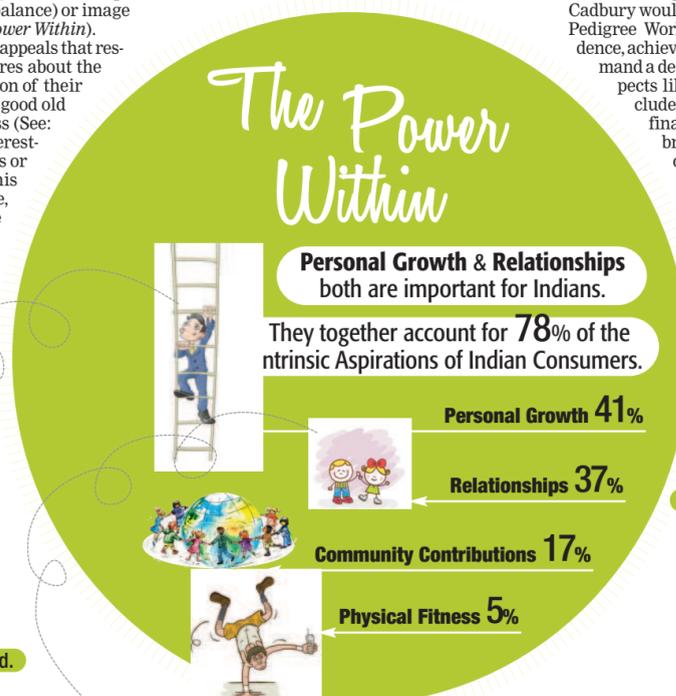
But that's not all. 2012 will witness the birth of a new era in quizzing. Those who wish to warm-up before the battle can do so at a virtual arena. And win exciting prizes. Virtual BEQ will be available at [www.bequiz.economicstimes.com](http://www.bequiz.economicstimes.com)

The presenting sponsor of the quiz is Idea. The television partner is ET Now and it is powered by Idea 3G. The Grand Prize for the winning team of two is a couple of Mahindra Scorpios. And national prize sponsors are Beverly Hills Polo Club Fragrances, Timex, Magpie and Back2Barter.

To participate in the regular Brand Equity Quiz or the A&M round, readers should visit [www.bequiz.economicstimes.com](http://www.bequiz.economicstimes.com) for more details

DATE	CITY	DATE	CITY
Nov 1	Chandigarh	Nov 7	Ahmedabad
Nov 2	Delhi	Nov 8	Chennai
Nov 3	Kolkata	Nov 9	Bengaluru
Nov 5	Mumbai	Nov 16	Hyderabad
Nov 6	Pune		

Nov 28 FINALE AT MUMBAI



## Personal Growth

Career & World Travel

29% related to Professional Success.

20% Stem from the desire to travel the world.

- Career 29%
- See The World 20%
- Self Actualisation 13%
- Intellectual Growth 10%
- Be a Good Human Being
- Success 8%
- Peace of Mind 6%
- Happiness 5%
- Independence 3%



## Relationships: Parents & Family

86% of relationships are to do with family.

Friends form only a minuscule 3%

- Family 70%
- Marriage 16%
- Love 11%
- Friend 3%

## What Makes A Brand?

Image and Trustworthiness matter.

Go Global! is not just about international brands.

It is about international standards and acceptance

- Image (Projected Personality) 28%
- Trustworthy 23%
- Go Global 9%
- Pedigree 8%
- Wealth 6%
- Cutting-Edge 5%
- Rare/Unique 5%
- Community Contributions 5%
- Heritage 3%
- Specialist 3%
- Restricted Supply 2%
- Self Assertion 2%
- Happiness 1%

AGENCY RESEARCH VIA MAVENMAGNET. ANALYSIS OF OVER 5,000 BRAND CONVERSATIONS BY MALES & FEMALES IN THE 25 TO 35 AGE GROUP



## Are Indians The New Chinese?

Delshad Irani

Sure, we have our differences. But what do Indians and Chinese have in common? More than you think.

For starters, cuisine — there's nothing quite like a bowl of *Chinese Bhel* to settle differences, eh? Be it at the college canteen after biology class or at an upscale restaurant devoured with a pair of ivory tip chopsticks. Now, thanks to the arrival of an American culinary institution (we've been told) another link between the people of these two great nations has been unearthed. Anthropologists, listen closely.

We love all things foreign, yes? Well, guess what? So do the Chinese.

Alright, so they did experience the pure joy that is the cinnamon dolce crème Frappuccino well before us. (China's first Starbucks opened in 1998, and there are over 750 of these coffee shops in Greater China today.) But that does not discount the fact that the level of enthu-

siasm and energy at the launch of the very first Starbucks could have propelled man and his space suit to the very top of the Needle.

It doesn't quite matter what the address is, Gulmohar Park or Chaoyang District, it seems the more foreign, the better, USA to be precise. In fact, the Chinese even prefer more American sounding names when it comes to brands, according to news reports. But this past week only one name mattered to the global Indian — Starbucks. After all, we've always been a nation of coffee drinkers as well. It was the English who spoil us with their tea parties in the garden. Today, however, the Americans have rekindled our passionate affair with coffee.

Now we aren't writing to espouse the beauty of a steaming cup of reasonably priced brew from Madras café vis-à-vis a sort of hot cappuccino at the only Starbucks outlet in the country, which brings back fond memories from the days when

McDonald's first opened its doors to us. (That's been handled well enough.) Nor are we writing to discourage the parched hordes outside the franchised shop that is one of over 19,000 stores in the world, waiting for a drink or simply to put a foot on the other side of the door or carve "I was here" in stone, take a photo or two perhaps, Instagram of course, or to write a scathing piece about the futility of it all in 140 characters, give or take a few. (Although we must point out to those, fan or not, disturbed by the sight of citizens queued up like cattle in the bullpen on arrival, there's a Café Coffee Day less than half a kilometer away. And if that doesn't tickle your fancy there are well over a dozen coffee hot spots in the vicinity, some provide equal bang for your buck, complete with free WiFi, mood music and hardwood floors, while others are more mobile.)

Bottom line: We're just saying we are not that different after all. How about it then? Shall we toast, local filter or foreign frap, to brands that have the power to unite the world? Drink and let drink. (Cup firmly in hand.)

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