

HOW TO

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Create an *up-to-date* brand that continuously gets consumer attention.

Summary

Humans are curious beings and everyone is attracted to the latest and greatest; an up-to-date brand delivers a product and experience that makes buyers feel they are getting their money's worth and showcases excitement and innovation in their brand presence. So how does a brand establish itself as being up-to-date? An up-to-date brand is wholly present in the moment and considered to have the latest information or the newest innovation. They stay on top of current trends and culture and even might go so far as to influence social adoption of certain trends, philosophies, technologies, behaviors, and more.

What does *up-to-date* mean?

Up-to-date brands are leaders in their category. They show up culturally and contextually—they understand what's going on and their audience. They aren't sitting back missing the latest trend. If the market is talking about gluten-free, they show up, have an opinion, and provide options

They relate to their customers deeply, understanding their challenges and solving for them in new and exciting ways. They are forward-thinking and agile. They aren't afraid to evolve or meet the latest trends or try something new.

Why is it essential for a brand to be thought of as *up-to-date*:

Up-to-date brands realize change before it happens and are poised and ready to meet the ever-evolving needs. As a result, consumers come to depend on them to solve their problems and rely on them to deliver the latest and greatest products. These brands engender trust by being the go-to brand consumers can rely on;



Up-to-date brands understand what's going on culturally and who they speak to; they make things relatable to the people they're selling to, and it makes sense for the time and the place that they are trying to find their audience.



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SURVEY RESPONDENT

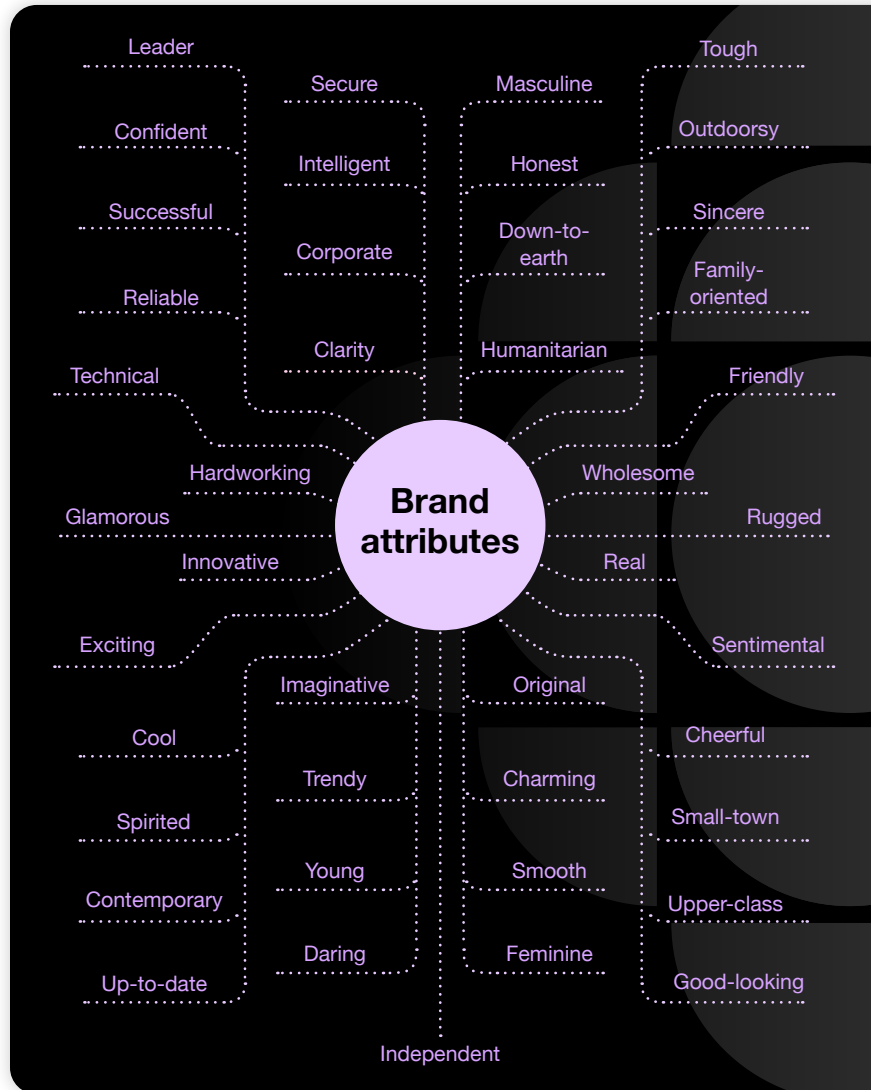


trust and reliability build greater loyalty– that loyalty drives demand and a higher willingness to pay for a product, which drives tangible impact, both short- and long-term for the business.

How to create a brand that feels up-to-date.

Creating fanfare about product updates and prioritizing new features and functionality is a great way to engage consumers and develop a sense of excitement. Brands committed to innovation will always have something to share and an audience flocking to their doors, ready for the unveiling. The brand doesn't stand still and constantly evolves and enhances its products. They listen to their customers, understand their needs for today and tomorrow, and remain relevant. They are vocal and don't miss an opportunity to share the latest information or trend with their audience. Being up-to-date is just one of 42 emotional attributes of a brand's positioning that BERA tracks and factors into a brand's [BERA Score](#).

Get in touch to learn how your brand is currently positioned, and what attributes you should focus on to grow your brand love and increase your brand equity.



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Our Predictive Brand Technology is powered by **the world's largest syndicated brand equity data stream** that automates the real-time collection, analysis, and measurement of **100+** consumer-based metrics, across **4,000+** brands in **200+** sectors globally.

With BERA, brands can discover which metrics determine their brand's equity, see which audiences offer the best brand growth opportunities, and how to activate the right brand positioning strategy to make smarter brand decisions, grow financial outcomes, and drive Brand to Business™ impact.

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On Target

Brand Assessment