Create a *reliable* brand that consumers depend on to increase demand and revenue.

Summary

Consumers today have unlimited choices, so a brand needs to establish itself in a meaningful way. When a brand positions itself as reliable, people notice and come to rely on that brand over other, less reliable options.

So how does a brand establish itself as being reliable? Being reliable is when a brand takes responsibility for their actions and shows up in meaningful ways for the people they care about on a consistent basis.

> *Reliable brands fulfill all the things they claim in their advertising without you having to question it; they stand by their claims.*
>
> **BERA** SURVEY RESPONDENT

What does being *reliable* mean?

Being reliable means being steadfast and unwavering in a belief or behavior, almost to the point of being comfortingly predictable. A brand is considered reliable if it fulfills all the things they claim in its advertising, without questioning it.

Being reliable is when a consumer knows what they see is what they get, every time. There are no tricks, just a trustworthy brand that shows up when you need them and stands by whatever claims they make.

Why is it essential for a brand to focus on being *reliable*.

Consumers are creatures of habit and live in their comfort zone. When brands are reliable, there is an assurance of what to expect, and trust increases when brands deliver on their promises or when something goes or works in the way it is anticipated.

Reliable brands engender trust, and trust increases marketing receptiveness and loyalty. That loyalty will boost customer advocacy, brand reputation, and in turn, your profits. So by focusing on being reliable, you are really focusing on increasing demand and revenue.

How to create a brand that feels *reliable*.

Brands that are reliable demonstrate commitment and willingness to go above and beyond for their customers. It's trustworthy, and there for you when you need it. Reliable brands walk the walk and fulfill the claims they make, and spend time making themselves dependable.

If there is a problem, they address it quickly and always provide a great experience during the process. Reliable brands provide quality service and customer support (this is present in their public ratings and reviews).

These brands also typically deliver good quality for a fair price. They treat employees well, and they aren't afraid to involve themselves in causes that matter, and make a difference to their customers. Again, you'll see this appear in public through good ratings and reviews.

Being reliable is just one of 42 emotional attributes of a brand's positioning that BERA tracks and factors into a brand's **BERA Score.**
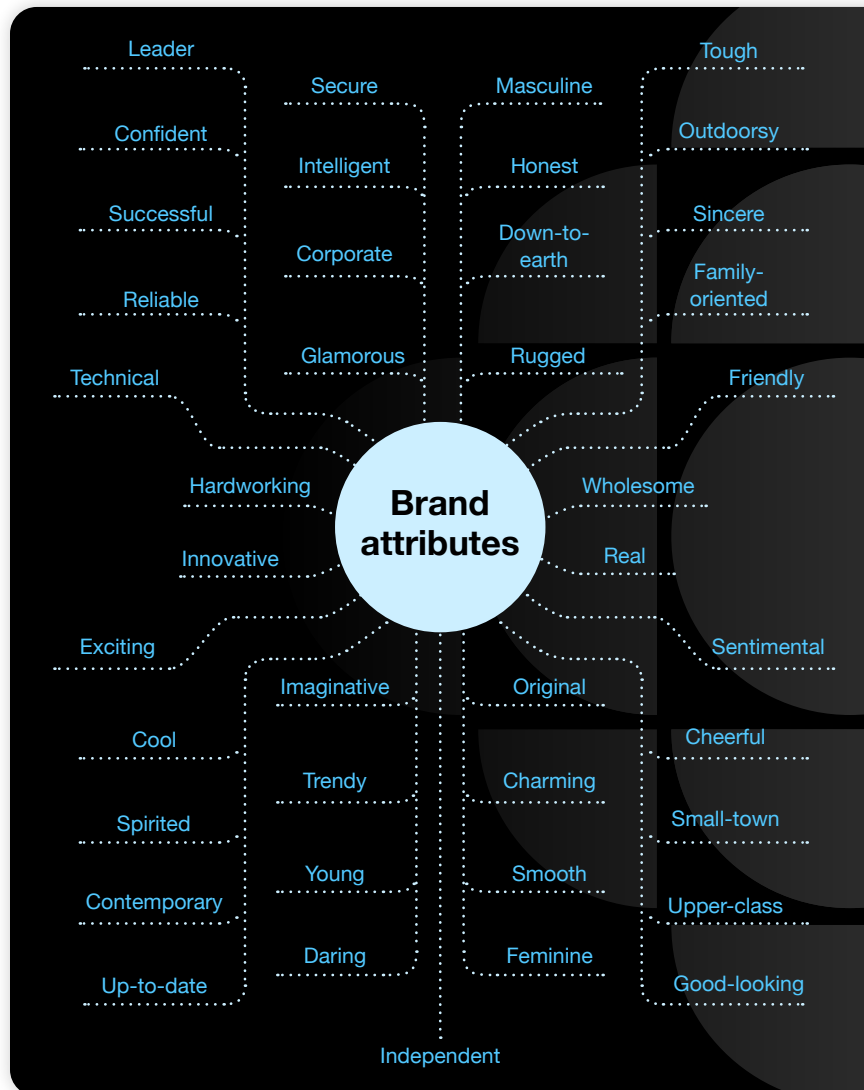
Get in touch to learn how your brand is currently positioned, and what attributes you should focus on to grow your brand love and increase your brand equity.

Brand attributes

Leader · Tough · Secure · Masculine · Confident · Outdoorsy · Intelligent · Honest · Successful · Sincere · Corporate · Down-to-earth · Reliable · Family-oriented · Technical · Glamorous · Rugged · Friendly · Hardworking · Wholesome · Innovative · Real · Exciting · Sentimental · Imaginative · Original · Cool · Cheerful · Trendy · Charming · Spirited · Small-town · Young · Smooth · Contemporary · Upper-class · Daring · Feminine · Good-looking · Up-to-date · Independent

Request a brand assessment

BERA

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.

Contact us

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Brand Assessment