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As Tariffs Rise, Dell's Brand Equity Falls...

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AND SO DOES ITS PRICING POWER

Dell's revenue decline tracks closely with weakening brand perceptions among 18–34-year-olds, according to BERA.ai analysis.

BERA SCORE REVENUE

TIME SERIES PLOT FOR REVENUE & BERA SCORE LAGGED 6 MONTHS

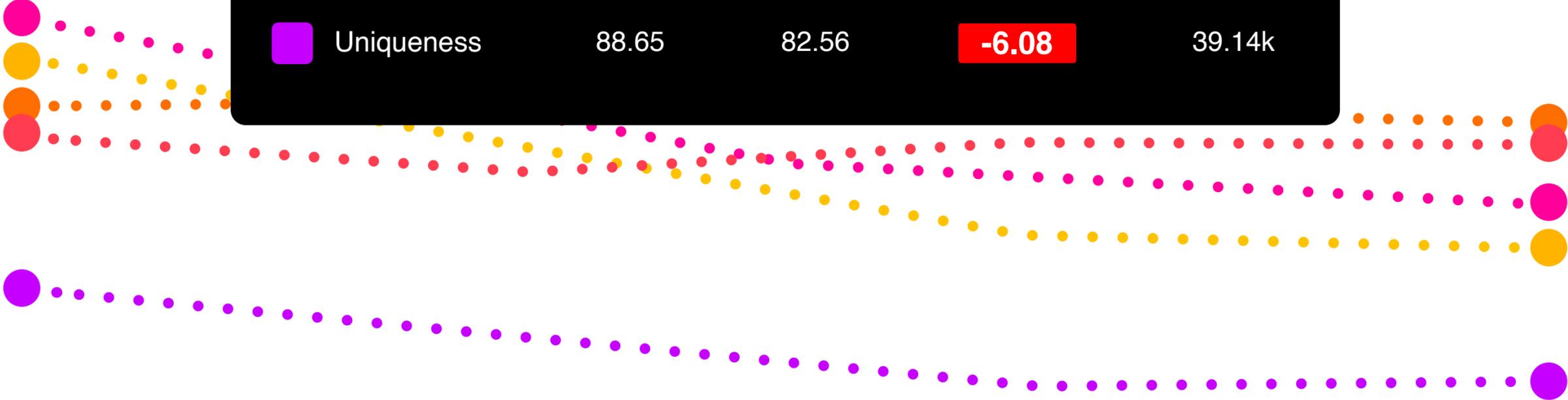


- For Dell, shifts in its BERA Score among 18–34-year-olds are the strongest predictor of revenue changes six months later.
- A 1% change in BERA Score among 18–34-year-olds drives a 1.4% change in Dell's revenue six months later.

Dell's brand equity has been declining among younger adults, with Uniqueness eroding the most.

Time Series

Name	2021	2024	Change	Sample
 BERA Score	92.88	89.57	-3.31	39.14k
 Familiarity	91.7	91.08	-0.62	39.14k
 Regard	91.57	90.8	-0.77	39.14k
 Meaningfulness	93.72	90.18	-3.54	39.14k
 Uniqueness	88.65	82.56	-6.08	39.14k



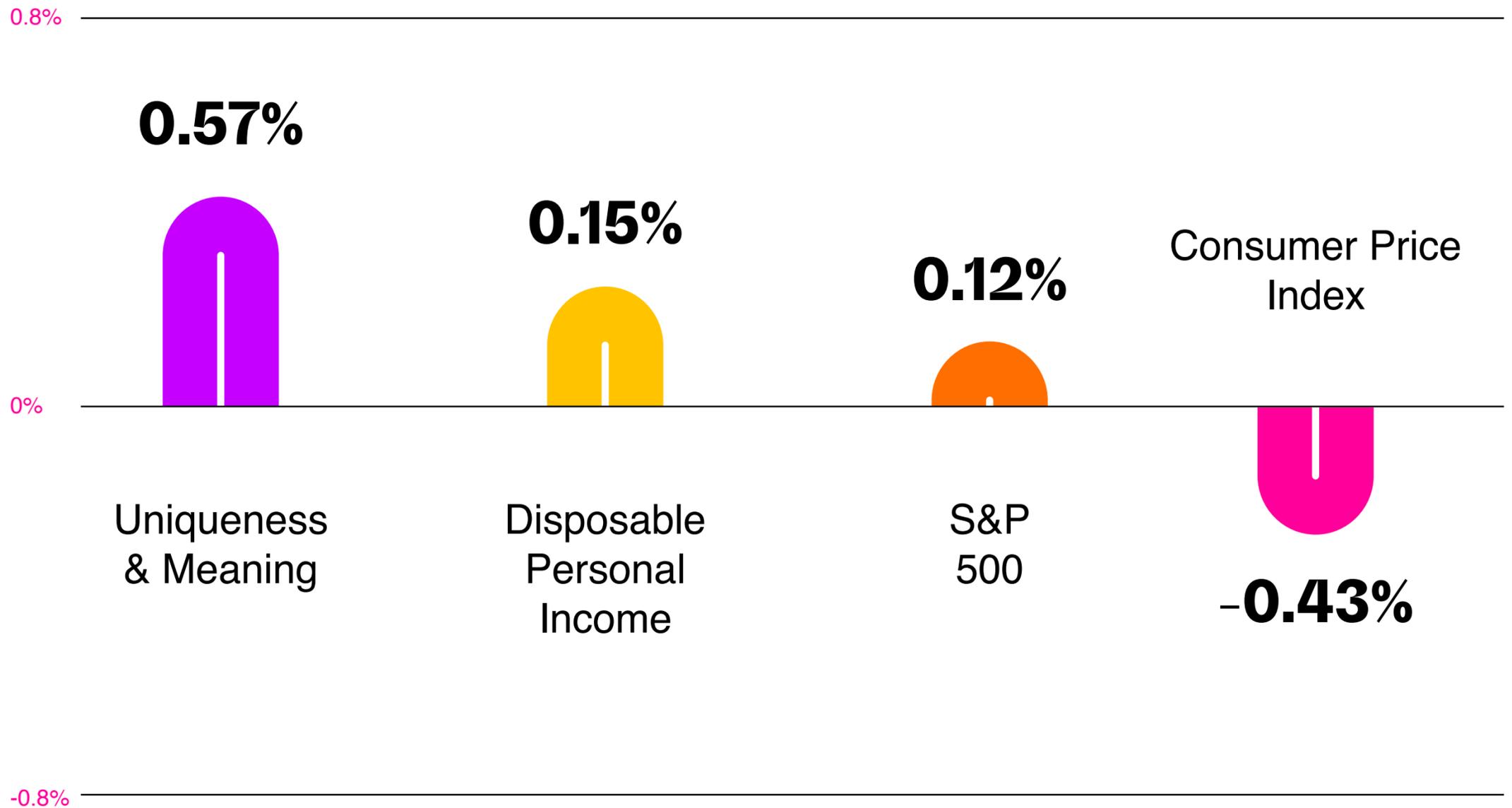
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This is a concern, as BERA.ai data shows brands with high Uniqueness and Meaningfulness are better positioned to withstand rising prices due to tariffs. Dell has already cut discounts on many of its U.S. computers, passing the rising costs onto consumers.

Read more about the connection between brand equity and pricing power in The Multiplier Effect.

HOW A 1% SHIFT IN BRAND EQUITY, DISPOSABLE INCOME, WEALTH AND AGGREGATE PRICES IMPACT CONSUMER WILLINGNESS TO SPEND



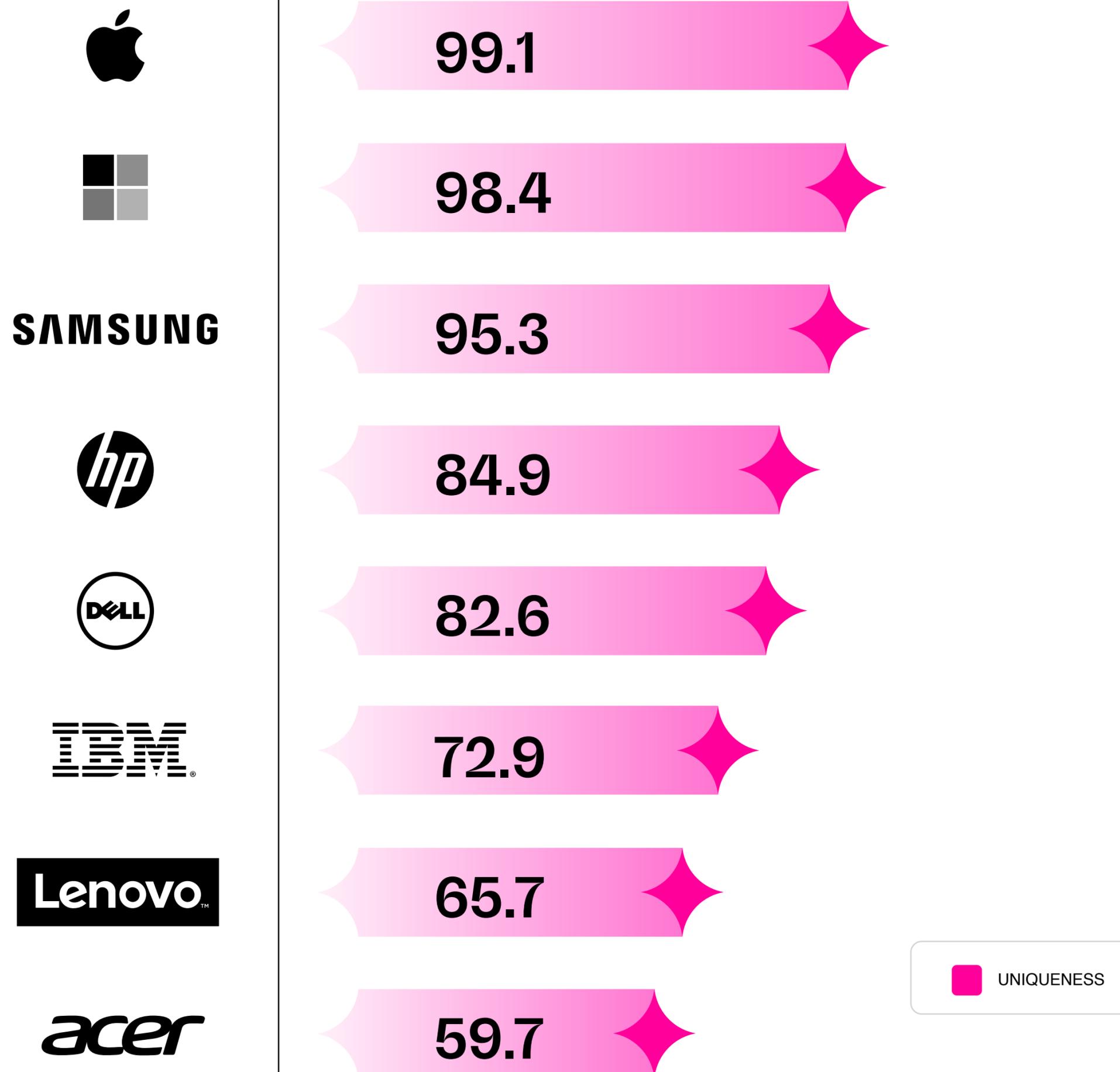
BERA.ai Analysis of ~1,600 brands over 5 1/2 years; analysis used BERA's stated "Willingness to Pay a Premium" variable and controlled for macro economic conditions. Analysis also indicated that stronger brand equity reduces the effect of economic factors such as inflation.



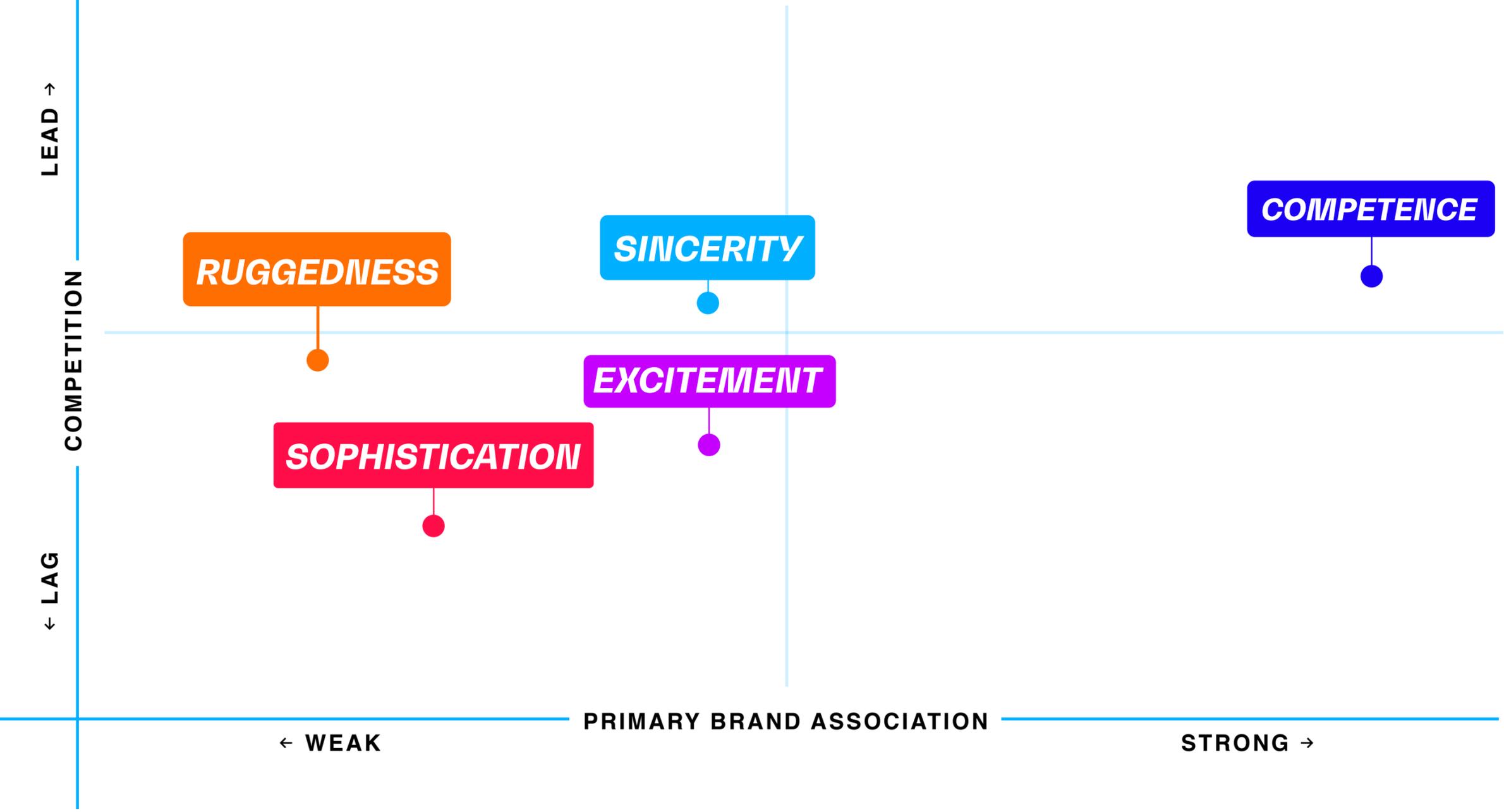
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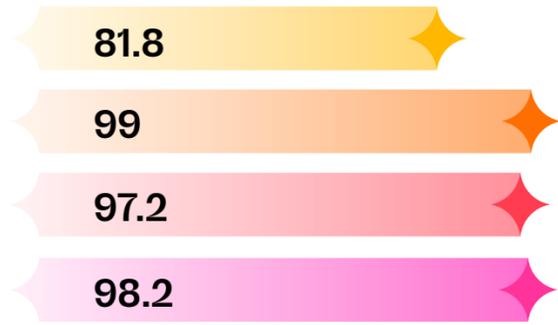
Today, Dell trails Apple, Microsoft, and Samsung on Uniqueness among 18–34-year-olds by a wide margin.



Among 18–34-year-olds, Dell’s brand feels one-dimensional—seen as competent, but lacking emotional connection beyond function.



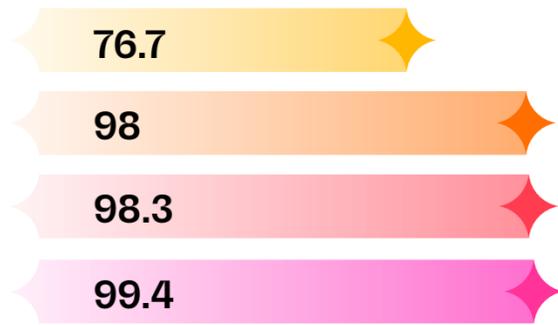
EXCITING



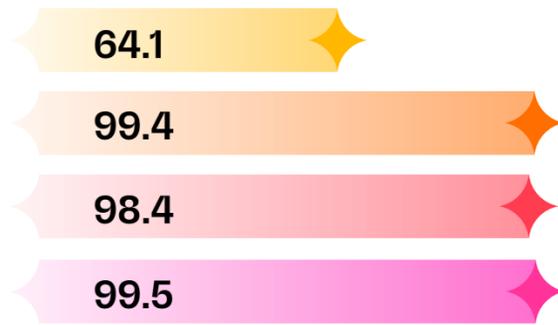
COOL



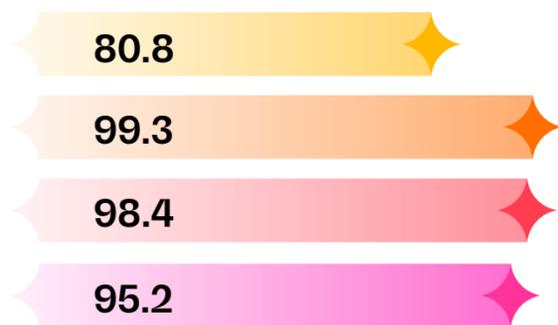
HONEST



FRIENDLY



GOOD LOOKING



One way Dell could strengthen its brand personality and boost Uniqueness is through a celebrity spokesperson. Ryan Reynolds, Dwayne “The Rock” Johnson, and Adam Sandler all score high on excitement and sincerity, which are the emotional drivers Dell needs.





Want to get the full story?



Learn more about how Dell's brand is losing touch with young adults and how it's costing them.



[READ THE FULL ARTICLE](#)