

HOW TO

# Create a brand that resonates with today's consumers and feels authentic and *real*.

BE  
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## Summary

Brands today are eager to create real, emotional connections that not just resonate with buyers but leave them with a lasting impression of brand loyalty and love.

So how does a brand create a real emotional experience? Being real can look different for every brand, but the pillars that define being real are authentic and transparent. Let's explore them.

## What does being *real* mean?

Being real means being true to oneself and others; demonstrating trustworthiness that increases when your words and actions align. Consumers want to know they can trust a brand and can tell when brands are deceiving them (intentional or otherwise).

Being real is when a consumer knows the brand is being authentic, integral, transparent, and honest. Remember, consumers want *real* not perfect. If you show you care, consumers will too.

## Why is it essential for a brand to focus on being *real*:

How your brand expresses itself, emotionally, will determine how consumers will perceive it. To win in today's competitive world, where commoditization stands at every street corner, a brand must find ways to define their differentiation to become meaningful and unique.

Expressing your brand as real and authentic can be a powerful statement that consumers use their wallets like votes to support. When you focus on being real, you lay the foundation for a long-lasting relationship.



*What makes a brand real is that it's trustworthy. It's honest and takes care of its customers and go out of their way to make their customers happy.*



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## How can a brand adopt such an important emotional attribute?

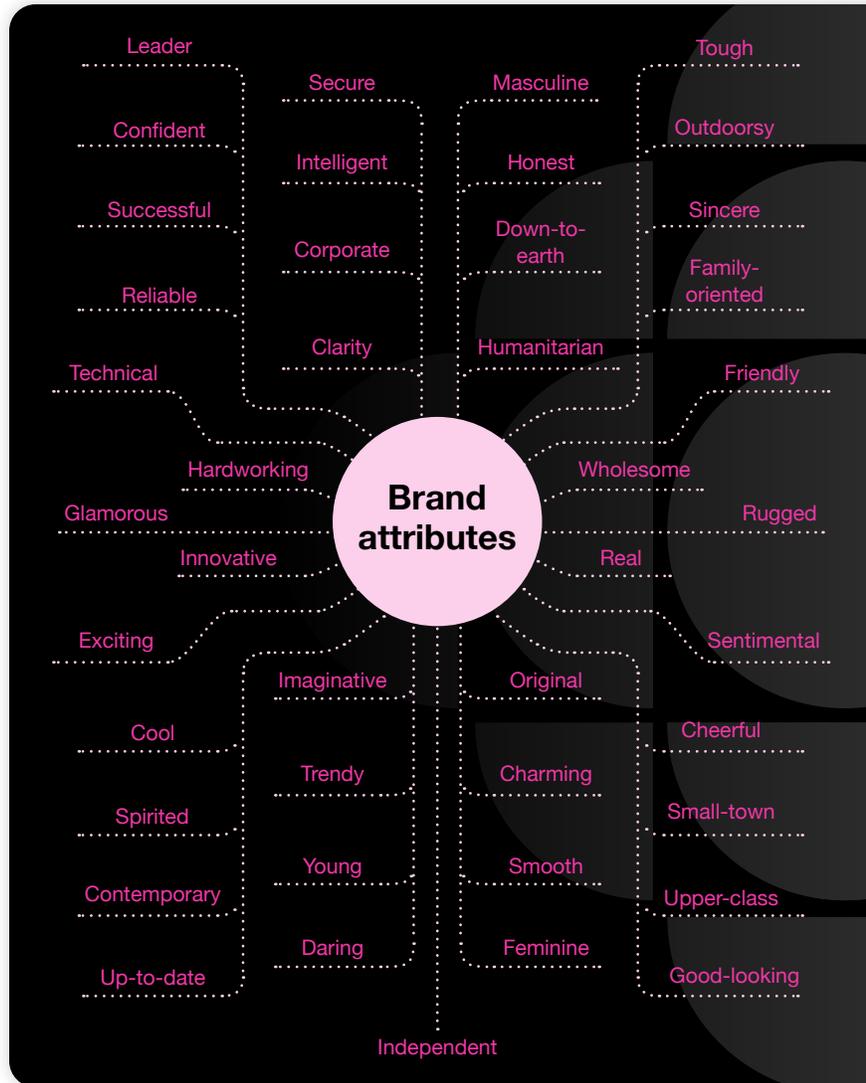
Brands that are real embody transparency. They are upfront about their product and ingredients and set the right expectations about what their customers should expect.

They don't hide behind the fluff. They have simple messaging. They put themselves out there and let their customers know exactly who they are and what they represent. They look out for people and care about customer experiences. They own it, all of it—the good, the bad, honestly. They hold themselves accountable. They embody authenticity. The product delivers what is advertised—it's that simple. It's real.

We live in an age where consumers demand authenticity, and to find a place of loyalty in their hearts, minds, and wallets, you must be genuine. Therefore, the brand must stand for what it believes in and communicate that consistently.

Being real 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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# 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.

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**Brand Assessment**