

HOW TO

Create a brand that embodies a **personal connection** to build consumer loyalty.

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Summary

Consumers want to feel like their needs are intuitively understood and like they belong; when personal connection is high, consumers feel more close to a brand's purpose (distinct from a brand's mission and vision).

What does a **personal connection** mean?

Personal connection is one of five levels of basic human needs that motivate action; lifelong friendships, passionate opinions about a particular brand, and fleeting relationships. People connect with brands when their brand purpose aligns with their values.

Controversy can also be linked to personal connection; if a brand has an alternative opinion or differing social narrative, consumers may feel a kinship and a sense of belonging — like they are understood — and will flock to these maverick brands as loyal and passionate consumers.

Why is it important to focus on **personal connection**?

Suppose a consumer feels a strong sense of personal connection to a brand. In that case, they will often continue to choose that brand over others, even if others may be superior, which is crucial in developing brand purpose. They do so out of loyalty and belongingness.

Installing a sense of personal connection to a brand this way is a significant factor in expanding brand loyalty. These consumers will also refer others to your brand as an extension of themselves and incorporate your identity into their own. In addition, those who feel a personal connection to a brand will often wear merchandise and share glowing reviews.



A brand that can make my life easier, make my life and body healthier, saves me time, and makes me feel better because I trust the personal connection.



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SURVEY RESPONDENT



How to create a brand that feels *personal*.

Building a personal connection requires consistency and care. Brands that deliver exceptional customer service that go the extra mile and converse with their customers will uncover ways to nurture their relationships over time.

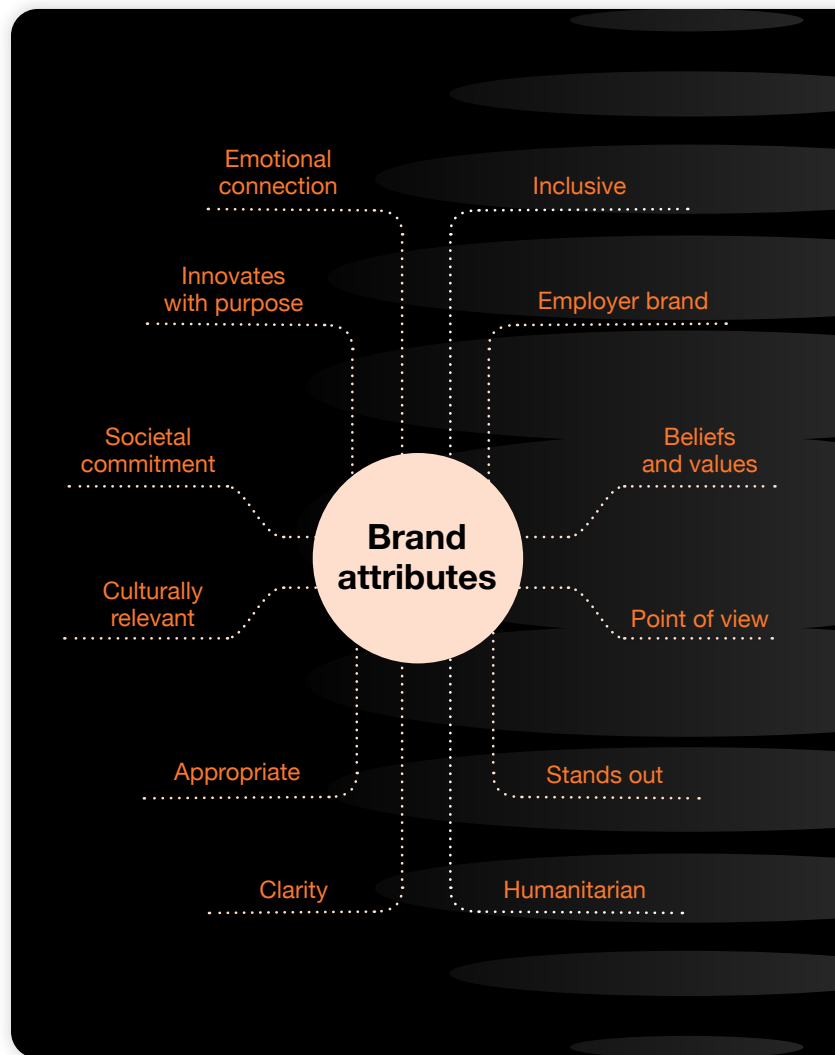
Consumers want to know that brands care deeply about their needs and desires. When you choose to build a personal connection, you validate an intrinsic human condition and can easily win over their hearts and wallets.

The personal connection must be authentic and consistent with words and actions aligning to resonate like fostering any good relationship.

Personal Connection is just one of 13 purpose 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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Brand Assessment