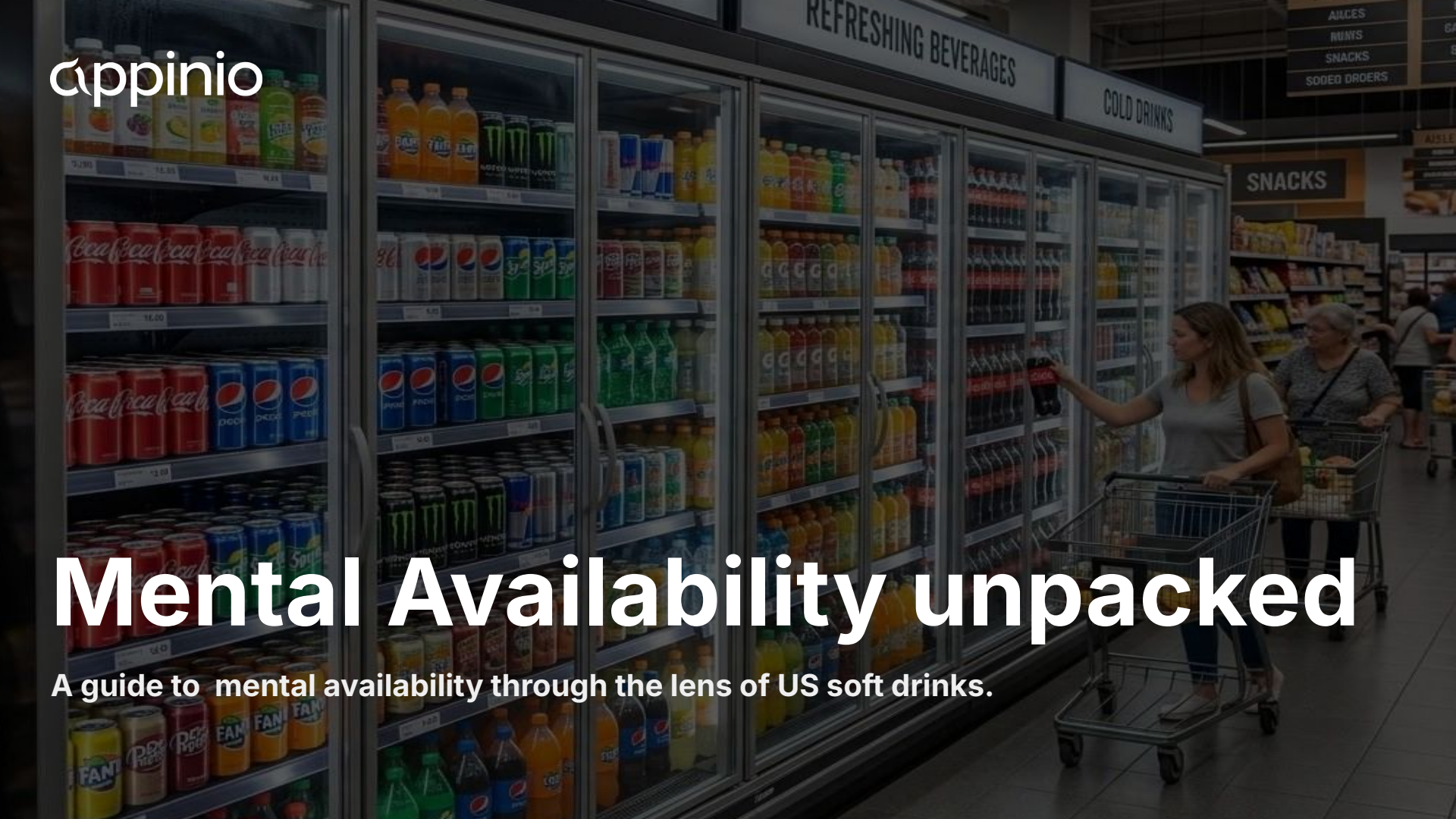




appinio

Mental Availability unpacked

A guide to mental availability through the lens of US soft drinks.

Growth Logic

Brand growth fundamentally depends on two important factors



Purchase Availability

= Being easy to find and buy

i.e., your brand has a wide distribution network (online/offline), sufficient shelf space, recognizable packaging, prominent in-store positioning, favorable pricing, a flawless check-out process.



Mental Availability

= Being easy to think of

i.e., consumers have an easy time retrieving your brand from memory when buying the category. Your brand easily pops up in consumers' mind in a multitude of relevant buying occasions, so called **Category Entry Points (CEPs)**

You might ask....

Why is Mental Availability important?

Well, getting your brand positioning wrong could lead to a national boycott!



Kellogg's CEO Says Poor Families Should Eat Cereal For Dinner

YouTube · The Project ·
28 Feb 2024



Sky News

<https://news.sky.com/story/kelloggs-boss-says-poor-...>

Kellogg's boss says poor people should eat cereal for dinner

28 Feb 2024 — The boss of Kellogg's has been criticised for suggesting poor people should eat cereal for dinner to save money. Chief executive Gary ... [Read more](#)



Kellogg's CEO Says Poor People Should Eat Cereal

YouTube · FunkyFrogBait ·
5 Mar 2024



Kellogg's CEO says cereal for dinner is 'on trend now'

YouTube · Guardian News ·
28 Feb 2024

Let them eat Flakes: Kellogg's CEO says poor families should consider 'cereal for dinner'

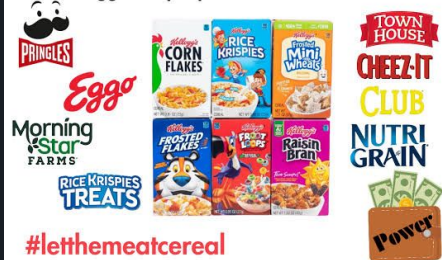
Multimillionaire Gary Pilnick was excoriated on the internet, especially as cereal prices have risen 28% over the last four years

Kellogg's BoyCott

April 1st - July 1st 2024

Kellogg's has raised their prices over 25% through a global pandemic, seeing record profits

With groceries at an all time high, Kellogg's CEO suggested people eat cereal for dinner



#letthemeatcereal

Measuring Mental Availability

The connection between CEPs and brand shows up in three KPIs



MPen

Mental Penetration

Percentage of people that connect the brand to at least one CEP. The brand's reach into the population.

MPen of 80% = 80% of people connect the brand to at least one CEP



MMS

Mental Market Share

What share does the brand hold of all CEP connections in the category?

Win-lose KPI: sums up to 100% across all brands



NS

Network Size

With how many different CEPs is the brand linked in people's minds?

NS of 25% = on average, a quarter of all CEPs are connected to the brand

Category Entry Points

CEPs are all situations, occasions and need states that turn a person from an individual into a category buyer



Locations (Where?)

e.g. when I am on vacation, When I am on the road



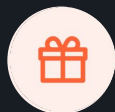
Feelings & Needs (How?)

e.g. when I want to treat myself, When I am craving something savoury



People (With / for whom?)

e.g. while in a meeting, while watching Netflix



Motivations (Why? For what?)

e.g. to celebrate a child's birthday, for a quick lunch



Timing (When? How long?)

e.g. at dinner time, during the summer



Co-purchases (With what?)

e.g. to pair with fries, to have with a cold coke

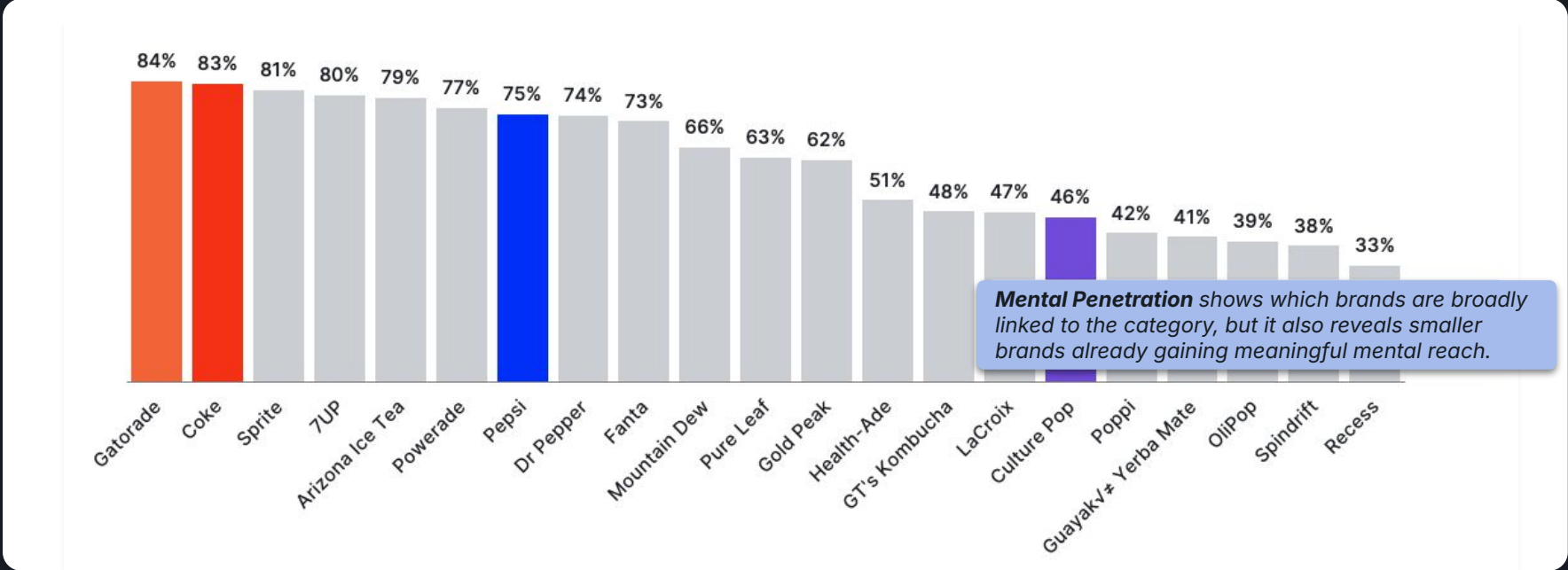


Category Entry Points

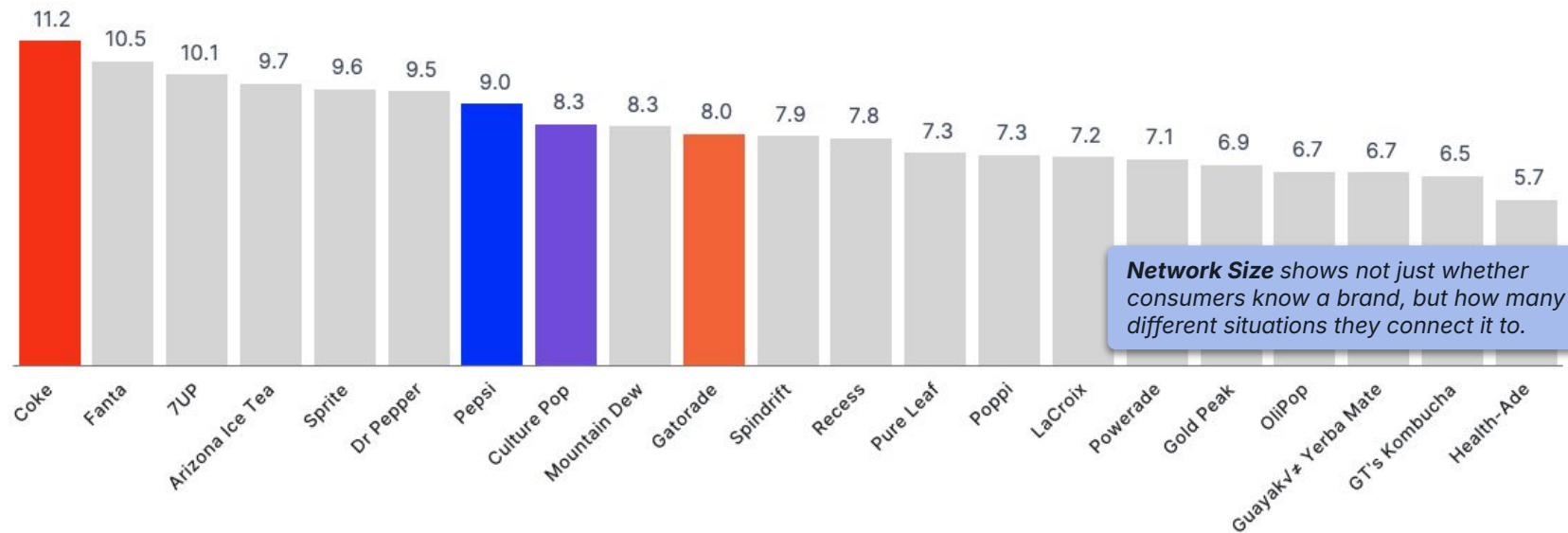
A brand you would purchase ...

- ...for recovery and refreshment after a workout
- ...to cool down during a scorching summer
- ...to complement a day of relaxation and self-care
- ...for a sunny beach getaway
- ...when feeling unwell and in need of comfort
- ...for a picnic or hike in the great outdoors
- ...when seeking digestive support
- ...to recover from a night of celebration
- ...for going to the movies and enjoying a film
- ...for a lengthy road journey
- ...for a work meeting or conference
- ...while enjoying live music at a festival
- ...to strengthen your immune system
- ...when watching a sports game
- ...on a busy day
- ...for a casual backyard barbecue with friends
- ...when dining at a hip café
- ...to pair with your favorite lunch
- ...as a mixer for cocktails
- ...for a night out when you're not drinking alcohol
- ...while playing video games
- ...to enjoy with your favorite snacks
- ...while shopping
- ...to fill into your favorite insulated cup (e.g., Stanley / Yeti)

Mental Penetration (MPen) tells you how many consumers associate your brand with at least one CEP

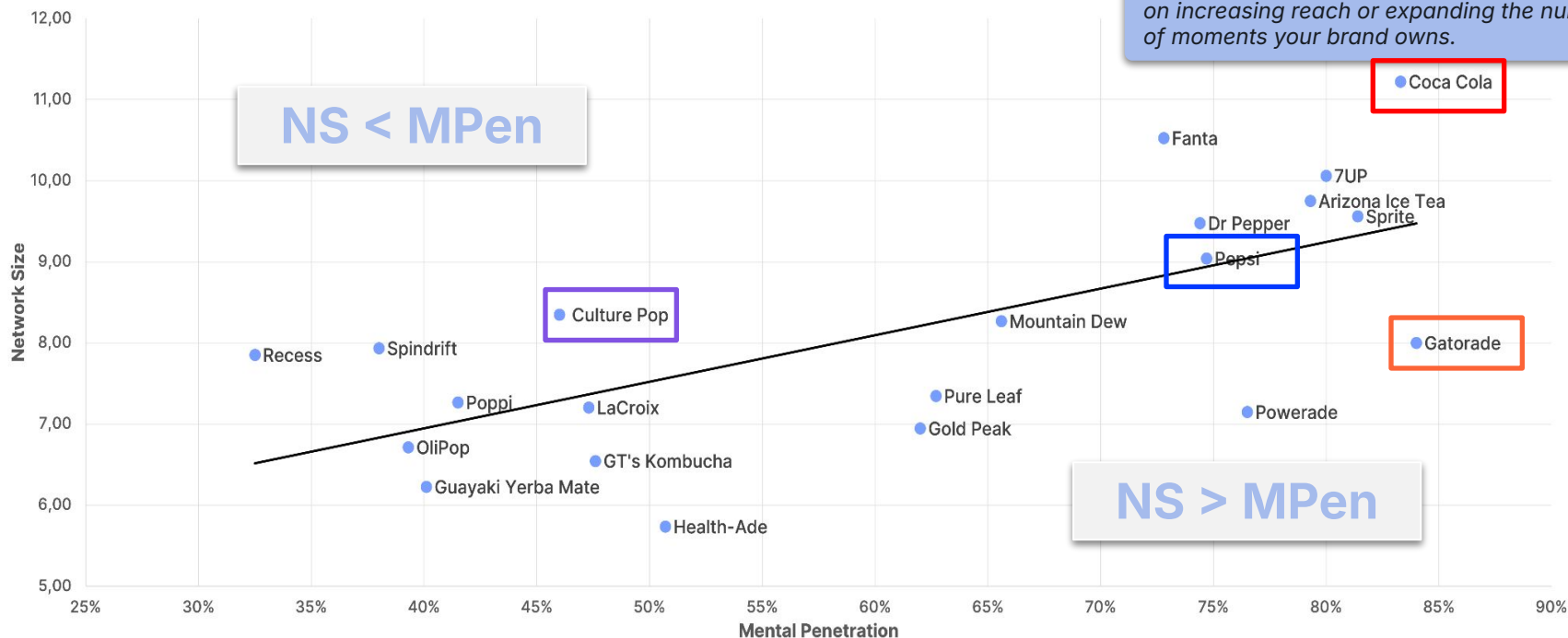


Network Size (NS) enables you to quantify the average number of CEPs your brand is connected with in consumers' minds



Mental Penetration by Network Size

There is a Double Jeopardy pattern in MPen x NS: The higher MPen, the higher NS.

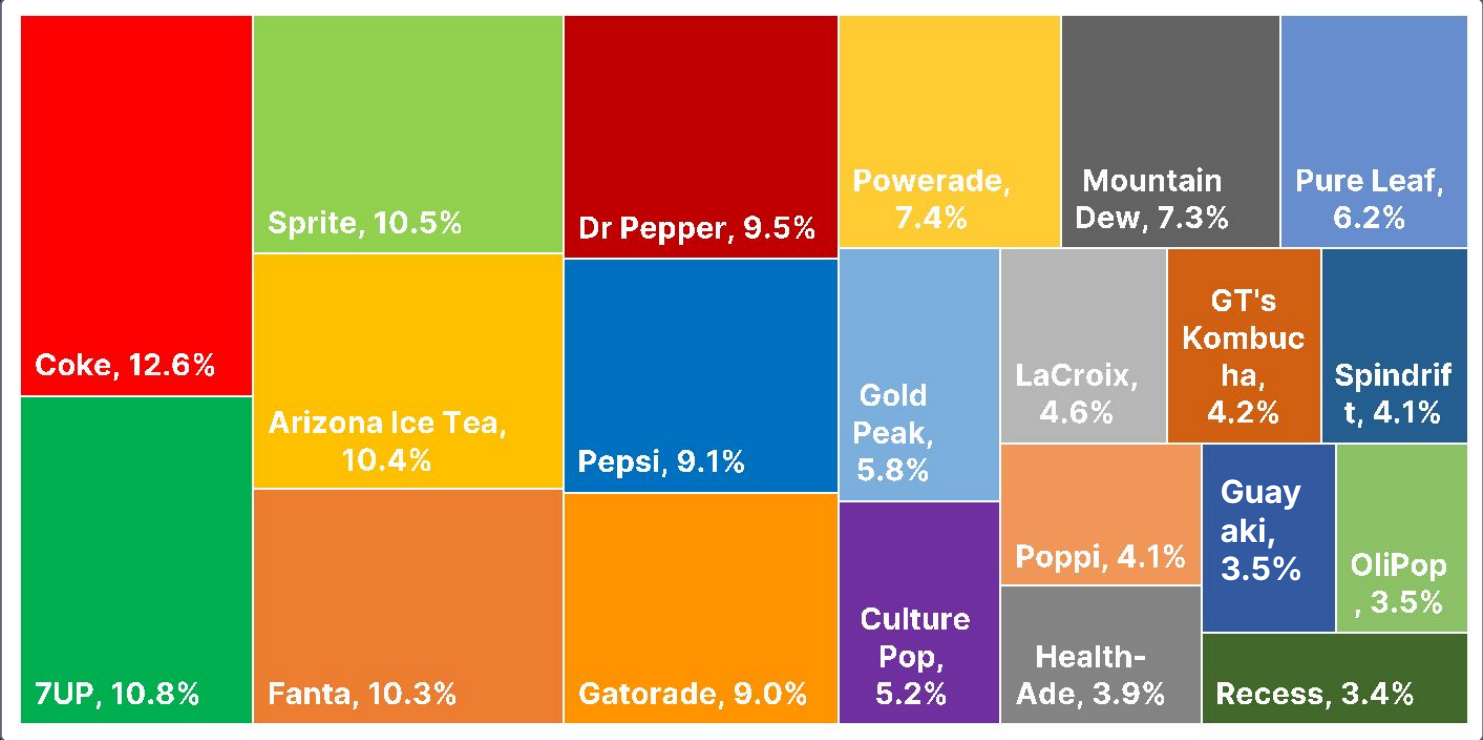


Mental Advantage gives you a clear overview of the CEPs that are already connected to your brands

CEP (Top 20)	Importance	Coca Cola	Fanta	Sprite	Powerade	Gold Peak	Pepsi	Mountain Dew	Gatorade	Pure Leaf	Dr Pepper	7UP	Arizona	Guayaki	Culture Pop	Onipop	Poppi	GT's	Health-Ade	Recess	Spindrift
...to cool down during a scorching summer	54%	-8,7%	-3,6%	-1,8%	9,9%	3,8%	-2,1%	0,1%	12,3%	4,3%	-4,3%	-4,5%	11,0%	-2,2%	-2,7%	-0,6%	-2,0%	-3,4%	-2,1%	-1,6%	-1,8%
...to enjoy with your favorite snacks	52%	8,0%	4,4%	2,5%	-6,6%	-1,8%	4,6%	1,2%	-8,1%	-1,3%	7,1%	1,4%	-1,4%	-2,4%	-0,7%	-0,7%	-0,5%	-2,5%	-3,8%	-0,7%	0,4%
...to pair with your favorite lunch	51%	6,6%	4,6%	1,5%	-5,6%	0,8%	5,5%	0,9%	-8,3%	0,6%	4,4%	-2,2%	0,2%	-2,4%	-1,4%	-0,1%	0,0%	-0,6%	-2,2%	-0,3%	-0,5%
...for going to the movies and enjoying a film	46%	12,3%	6,6%	3,5%	-8,8%	-4,1%	11,0%	4,5%	-9,0%	-4,3%	10,1%	0,6%	-7,8%	-1,1%	-1,7%	-1,2%	-0,6%	-2,8%	-3,2%	0,3%	-1,1%
...to purchase on a busy day	46%	2,3%	0,4%	-3,7%	-0,8%	1,6%	0,5%	0,9%	-1,2%	1,8%	2,4%	-1,3%	1,8%	-0,5%	0,8%	-0,5%	-0,7%	-1,4%	-1,3%	0,1%	-0,2%
...for a work meeting or conference	42%	-1,5%	-1,2%	-1,7%	-2,8%	2,8%	-0,8%	0,1%	-3,6%	3,0%	-1,6%	-2,0%	3,9%	-0,5%	1,3%	0,4%	-0,4%	0,2%	-1,0%	1,6%	0,9%
...for recovery and refreshment after a workout	41%	-11,9%	-6,1%	-7,1%	24,5%	-2,3%	-4,9%	-4,9%	29,6%	-1,5%	-8,7%	-4,0%	-2,1%	0,2%	-1,6%	0,6%	-0,6%	0,6%	2,9%	-0,1%	-0,2%
...to complement a day of relaxation and self-care	41%	-4,6%	-0,8%	-3,5%	-2,1%	3,6%	-0,1%	0,2%	-4,4%	3,4%	-0,1%	-4,4%	5,4%	1,2%	0,1%	1,1%	1,7%	2,1%	-0,4%	0,4%	0,8%
...when seeking digestive support	39%	-9,9%	-4,9%	-0,7%	-1,2%	-1,8%	-8,1%	-4,4%	-0,1%	-1,0%	-5,5%	2,8%	-5,5%	6,1%	3,9%	3,1%	2,9%	12,3%	11,3%	1,2%	-0,7%
...to drink while playing videogames	38%	5,8%	4,9%	0,6%	-3,3%	0,1%	2,7%	4,7%	-4,1%	-2,8%	5,1%	0,3%	-2,0%	-1,2%	0,3%	-0,8%	-1,6%	-3,2%	-2,9%	0,2%	-1,6%
...to buy while shopping	38%	5,6%	2,2%	0,3%	-2,6%	-0,9%	1,5%	2,0%	-3,3%	0,2%	4,2%	-1,5%	-1,1%	0,0%	-0,3%	-0,9%	-0,9%	-1,5%	-2,4%	-0,6%	0,4%
...for a picnic or hike in the great outdoors	37%	-7,7%	-2,6%	-5,8%	9,4%	5,1%	-3,8%	-1,9%	12,6%	4,5%	-4,8%	-5,0%	7,7%	-1,7%	-1,6%	-0,1%	0,0%	-1,6%	-1,5%	-1,9%	0,3%
...to fill into your favorite insulated cup (e.g. Yeti)	36%	0,8%	0,5%	-2,2%	-2,2%	2,1%	-1,6%	0,1%	-3,2%	2,3%	-0,5%	-0,1%	5,0%	0,0%	1,4%	0,7%	0,2%	-1,5%	-1,6%	0,1%	-0,2%
...when watching a sports game	35%	7,4%	0,9%	1,2%	0,8%	-1,3%	4,6%	4,5%	0,7%	-3,7%	4,4%	0,9%	-6,1%	-2,6%	-0,4%	-0,8%	-0,8%	-2,1%	-3,4%	0,2%	-1,9%
...for a lengthy road journey	33%	-2,2%	-1,6%	-2,6%	2,0%	0,5%	0,7%	2,7%	3,2%	3,7%	0,2%	-3,1%	3,6%	-0,4%	-1,1%	-0,8%	-0,2%	-2,8%	-1,9%	-0,5%	-0,4%
...to strengthen your immune system	33%	-11,8%	-3,5%	-5,0%	2,2%	-1,8%	-8,7%	-7,1%	3,4%	-0,5%	-7,1%	-1,2%	-4,5%	8,3%	3,1%	1,6%	1,8%	14,1%	14,7%	1,8%	1,3%
...for a casual backyard barbecue with friends	33%	7,5%	3,5%	4,2%	-6,1%	1,6%	8,1%	5,8%	-7,5%	-1,0%	6,2%	0,1%	0,1%	-3,6%	-3,3%	-1,3%	-1,5%	-4,6%	-4,1%	-1,9%	-1,3%
...for a night out when you're not drinking alcohol	32%	6,8%	1,3%	3,9%	-5,7%	-2,8%	2,0%	0,4%	-7,9%	-2,7%	3,0%	2,9%	-2,7%	-0,2%	1,4%	0,7%	-0,4%	-0,2%	-2,1%	0,1%	1,2%
...when feeling unwell and in need of comfort	31%	-7,2%	-4,0%	5,7%	4,2%	-2,8%	-8,6%	-4,7%	5,3%	0,0%											
...to use as a mixer for cocktails	29%	10,2%	0,2%	13,7%	-6,4%	-3,4%	0,7%	-2,6%	-9,1%	-5,5%											

This is where measurement becomes action: it shows which moments already favor your brand, where competitors are stronger, and where whitespace exists.

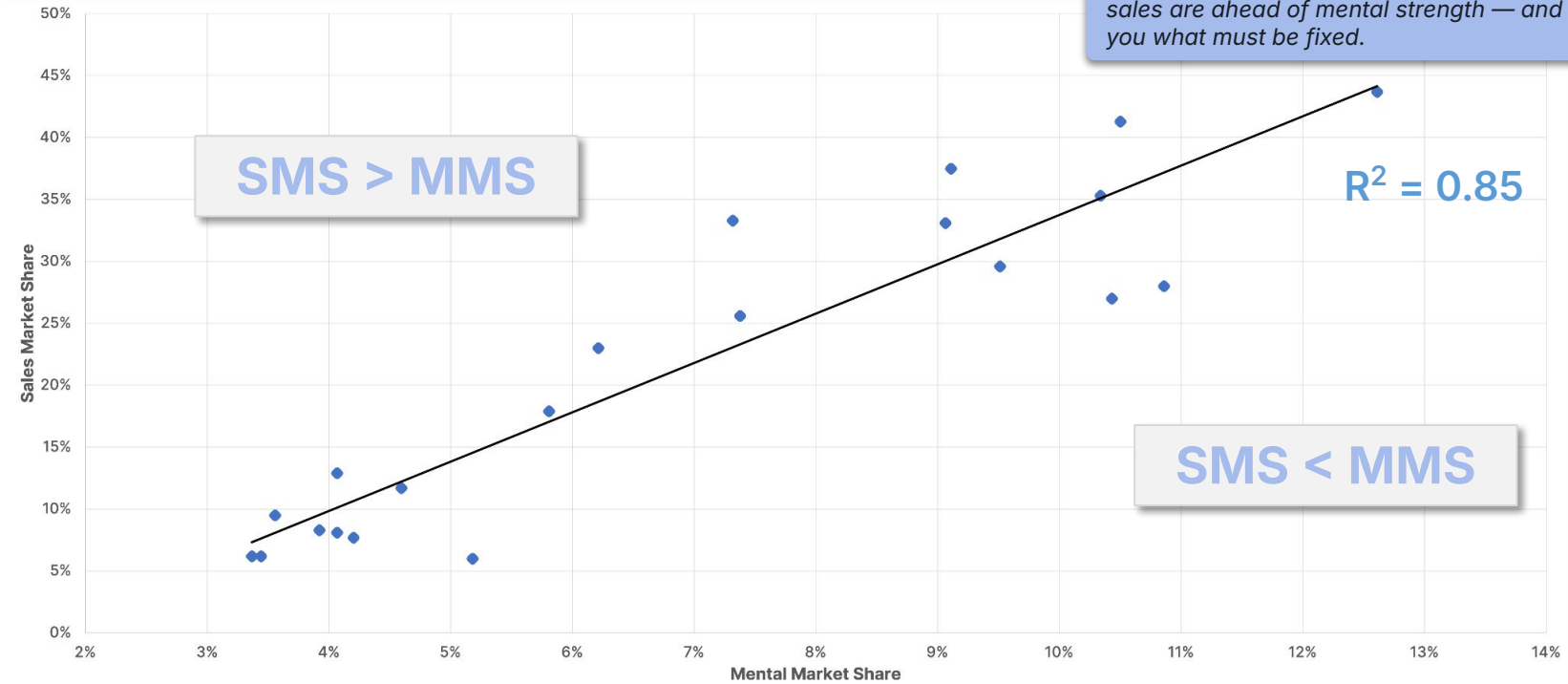
Mental Market Share (MMS) quantifies the share of each brand in the mind of consumers



Mental Market Share vs. Sales Market Share

Diagnose if your brand needs more awareness or better access

This shows whether demand is ahead of sales, or sales are ahead of mental strength — and that tells you what must be fixed.



Mental availability provides *the what*, pairing this with *the who*, Psychographic positioning, provides the solid foundation for a connected research growth system

THE WHAT

CEPs & Mental Availability

Understand category and brand: which triggers and occasions turn someone into a category buyer, and does our brand then come to mind?



THE WHO

Psychographic Positioning

Understand the consumer: what type of person is drawn to our brand, and how must we communicate so the message lands?



THE EXECUTION

Validate everything you build

Test every idea against your CEP opportunities and psychographic priority audiences, with the familiar methods, but enriched for maximum ROI.

Ad Testing

Concept Testing

Pricing Research

Packaging

Innovation

Rigorous, rapid research. Refreshingly human.

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