

# The Case for Mentor Branding



## Make Your Brand More Meaningful to Customers

While brands have traditionally been differentiated based on their functional, experience or image benefits,<sup>1</sup> mentor branding presents an opportunity for brands to create stronger bonds with customers by inspiring them, advocating on their behalf or providing value-added information.

Research has shown that brands that rate high on mentorship characteristics enjoy faster revenue growth.<sup>2</sup> In addition, a recent survey demonstrates that consumers feel strongly that brands should behave more like mentors.<sup>3</sup>

### The Four Brand Types



#### Functional

benefits involve superior performance, efficiency or economy. Examples of functional brands include Gillette® razors and GEICO® insurance.



#### Experience

benefits involve a unique and engaging experience. Examples of experience brands include American Girl® stores and Starbucks® coffee shops.



#### Image

benefits convey something desirable about the user to other people. Examples of image brands include Tiffany & Co.® jewelry and Harley-Davidson® motorcycles.



#### Mentor

benefits involve providing value-added information, inspiration or customer advocacy. Examples of mentor brands include Nike® athletic apparel and The Home Depot® stores.

<sup>1</sup>Kellogg on Marketing

<sup>2</sup>2014 Meyocks Consumer Survey and Revenue Analysis

<sup>3</sup>2018 Meyocks Branding Survey

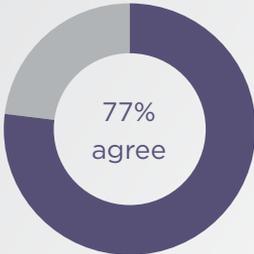
Meyocks surveyed consumers to gain insight into their beliefs about the value of brands providing mentorship. Their responses indicate clear agreement that brands should be engaging in mentor activities – and make a strong argument for the differentiating value of mentor branding.



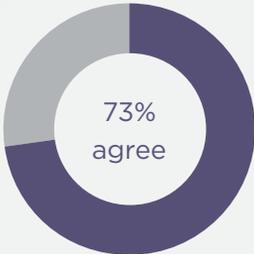
Nearly 90% of consumers state that brands **should provide valued-added information** to their customers.

**This group of consumers said that brands should offer:**

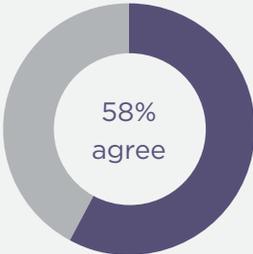
Information on how to get the most out of the product



Instruction on different ways to use the product



Tools to help customers make better choices

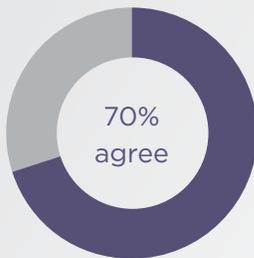




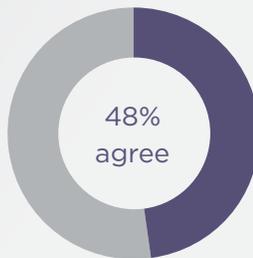
Nearly **77%** of consumers believe that brands **should work to inspire** customers.

This group of consumers said that brands should help customers to:

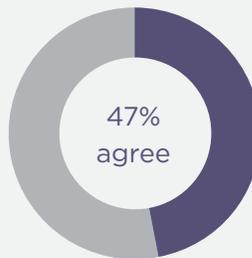
Be better in their personal lives



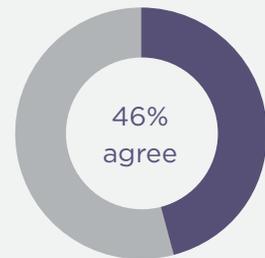
Be more involved in environmental issues



Be more involved in helping others



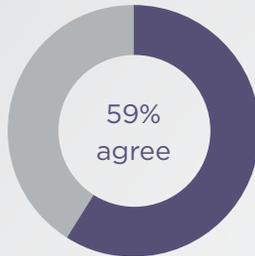
Play stronger roles in their families



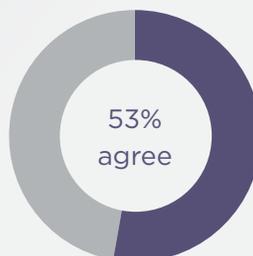
Nearly **72%** of consumers think that brands **should advocate** for their customers.

This group of consumers said that brands should show support for:

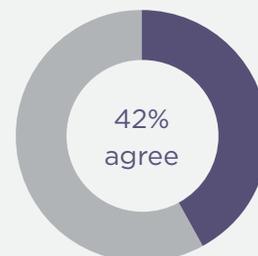
Environmental issues



Social issues



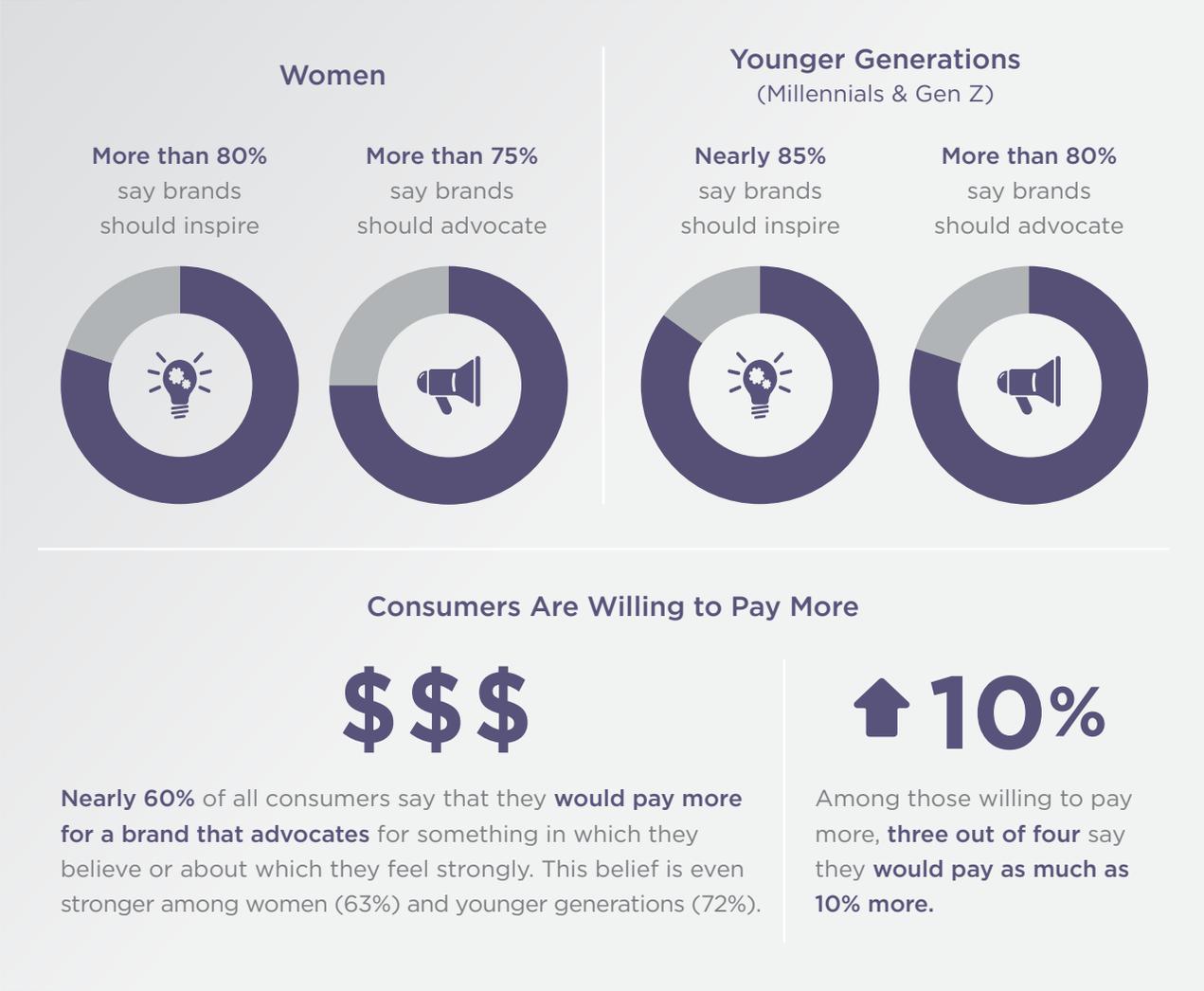
Local organizations



More than **60%** of all consumers said they **will stop buying** or boycott a brand that does not align with their beliefs and values.

# Mentor Branding Means Even More to Coveted Target Markets

According to survey results, there are several demographic populations that are even more predisposed than the average consumer to expect mentor branding – including **women, Millennials** and members of **Generation Z**. With women taking responsibility for more purchase decisions and younger generations forming their brand loyalties, mentor branding represents a distinct way to appeal to members of these critical target markets.



All statistics sourced from 2018 Meyocks Branding Survey.

Start exploring the mentor branding opportunities for your brand now. Ask yourself the following questions to discover some of the ways you might differentiate your brand from competitors.

## Inform

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- What value-added information do you provide customers today?
- What information could you provide to help customers make choices in the category?
- What advice, guidance or connections can you offer to help customers solve problems?

## Inspire

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- How do you inspire customers today?
- How could you offer encouragement for customers to improve themselves?
- How could you help build customers' self-confidence?

## Advocate

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- How do you advocate for customers today?
- How could you advocate for causes or interests that are important to your customers?
- How could you enable customers to engage in these causes or interests?



For more thought exercises like this, try our Marketplace Meaning Guide — which includes worksheets and tools you can use to explore ways to make your brand mean more.

To request a free copy or to learn more about mentor branding, please visit [meyocks.com](https://meyocks.com) or contact Doug Jeske at **515-327-3429** or [dougjeske@meyocks.com](mailto:dougjeske@meyocks.com).

**Meyocks is a full-service branding and advertising agency that focuses on food, agriculture, health and mentor brands. Our clients nourish and nurture the world — playing meaningful roles in customers' lives.**

