



## ruby cha cha understands branding to the youth and young adult market

The consumer landscape is changing and younger consumers are demanding a new type of conversation, in new environments and new brand relationships.

Ruby cha cha is a boutique agency fuelled by fresh thinking and its application into commercially powerful outputs. Our senior team of qual, quant and strategic planning resources are currently focusing energies in three areas when it comes to new brand dialogues:

### 1 Understanding ubiquity

- We understand the importance of ubiquity in impulse categories, but don't believe that brand ubiquity is well managed. We focus on developing the RIGHT archetypal message at different consumer touch-points to optimise the RETURN on brand investment, not just saturating presence
- We focus on in-the-moment data capturing tools (e.g. mobile data collection) and their integration with other data collection methods (e.g. online communities) to facilitate a holistic perspective of consumers in a way that fits their world

### 2 Optimising social media investment

- Whilst popular, brand investment in social media is not always well directed – usually because we make assumptions about younger consumers and their engagement with social media
- Ruby cha cha has developed a deeper understanding of how people engage with social media based on underlying psychological motivations. These **digital personas** help us to develop smarter social media strategies for our clients
- We have also developed a smarter way to **measure the impact of social media investment**, so we can track the financial value of our initiatives and improve them over time

### 3 We develop sharper brand positioning based on new processes and insights

We have a process called **Brand Magic** which helps us to sharpen the translation of a brand's positioning across various markets, cultures or sub-cultures. This is essential to prevent the dilution of a brand's power, but also allows us to **DEFINE** the product and positioning limits of brand stretch in very concrete, yet opportunistic terms.

### 4 Why should you call us?

- Because this is just a start. We offer highly experienced seniors on your business who think differently from traditional researchers and have the credentials to prove it
- We can take on a variety of strategic projects, or simply help support you with the fast turnaround jobs
- We have prior experience in your market. We have worked globally with **Cadbury** on the development of their category **GUM AND MINT** insights bible and, more recently, with **Wrigley** on the **Eclipse Mint** on a brand definition and portfolio development challenge
- We currently don't have any relationships with Perfetti Van Melle's competitors, so it's a great time to meet us and learn more about our offers

ruby cha cha



WINNER  
EXCELLENCE AWARD



WINNER  
BEST CASE STUDY



FINALIST  
BEST METHODOLOGY



WINNER  
FERNANDA MONTI AWARD

an era of new brand dialogue