

BRAND IS BACK

and outdoor builds brands!



63%

say that due to the rising cost of living,
value for money is more important to
them nowadays

Source: work.shop.play. NI July 2022



Branding is back on the agenda

campaign

Investing in brand works,
and the importance of
brand has increased

 **Nielsen**

Brand awareness remains
global marketers' top priority
for the year ahead

Mediatel_

Talk to the whole market,
all of the time

campaign

Advertising remains at the
core of building brands



SMART NEW LOOK, SAME CLASS TASTE.

Drink Responsibly
drinkaware.co.uk
for the facts

BRAND IS BACK AND OUTDOOR BUILDS BRANDS



“ The impact of the rising cost of living on
behaviour & implications for brands ”



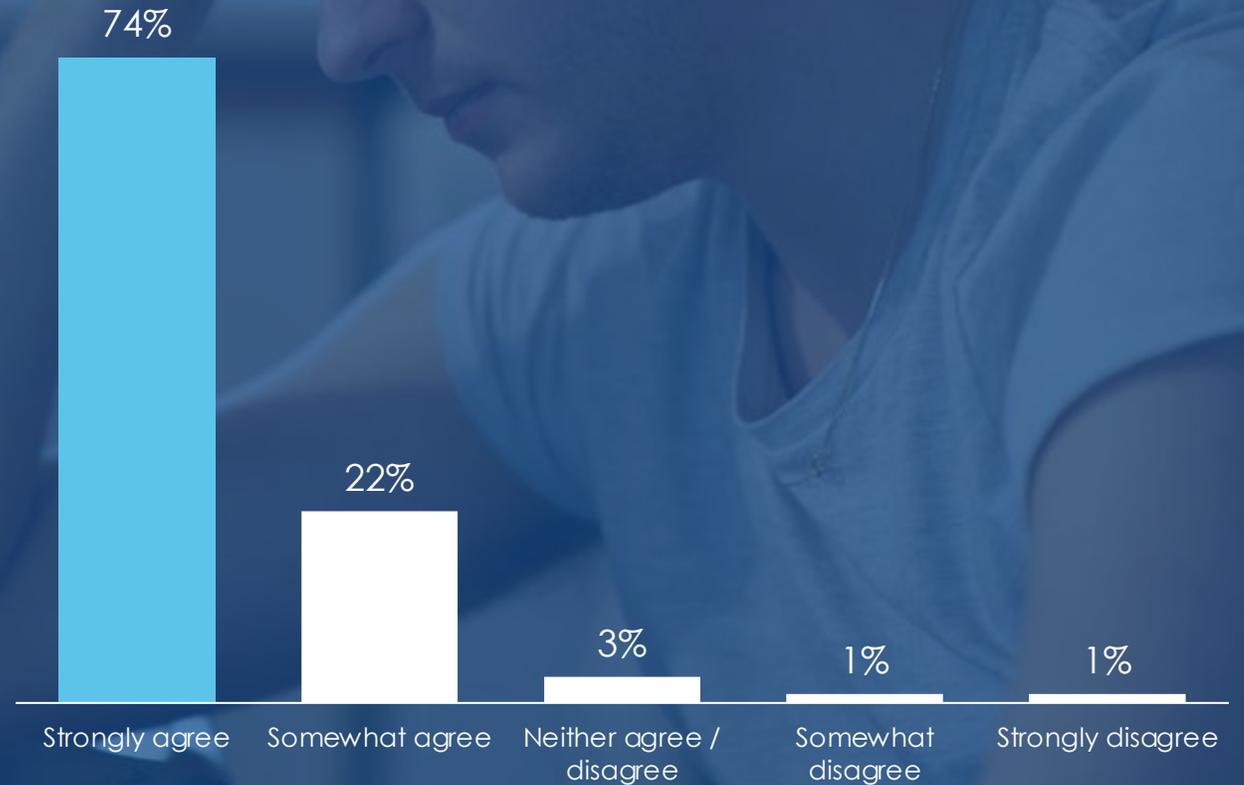
powered by



Rising costs are causing concern and declines in spending confidence

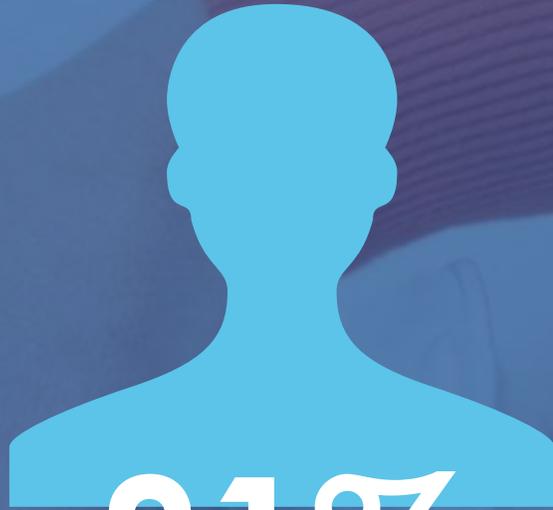


are concerned about the rising cost of living



74% strongly agree with the statement "I am concerned about the rising cost of living"

A battle between the head and the heart



81%

have already made changes to their lives as a result of rising costs

Vs.



76%

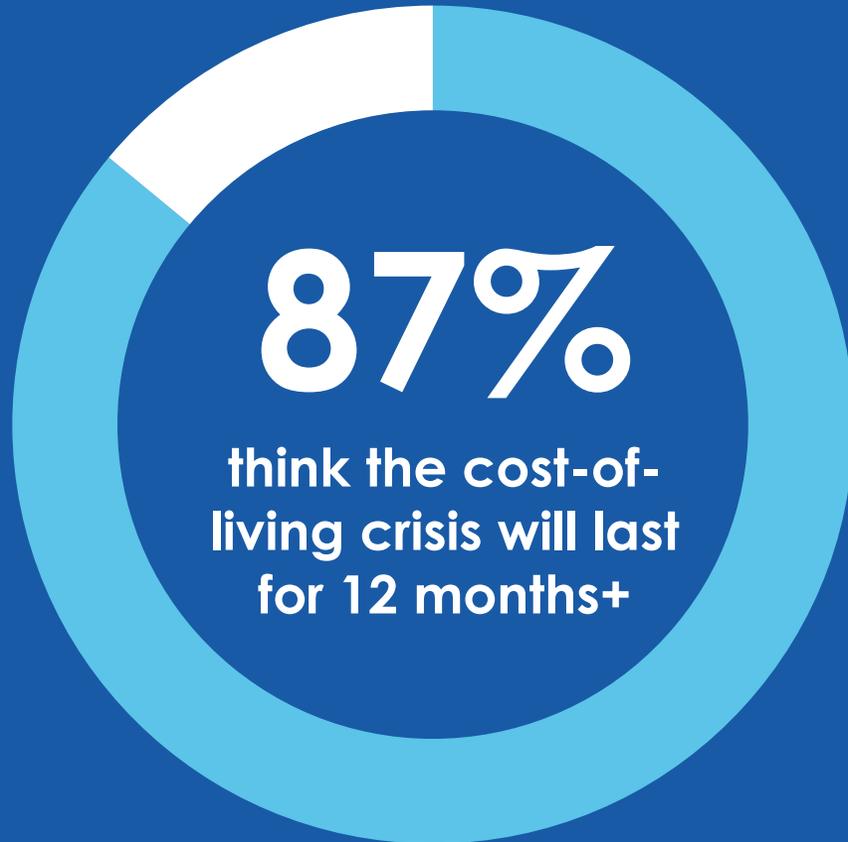
are trying to balance having fun and making up for lost time with saving money



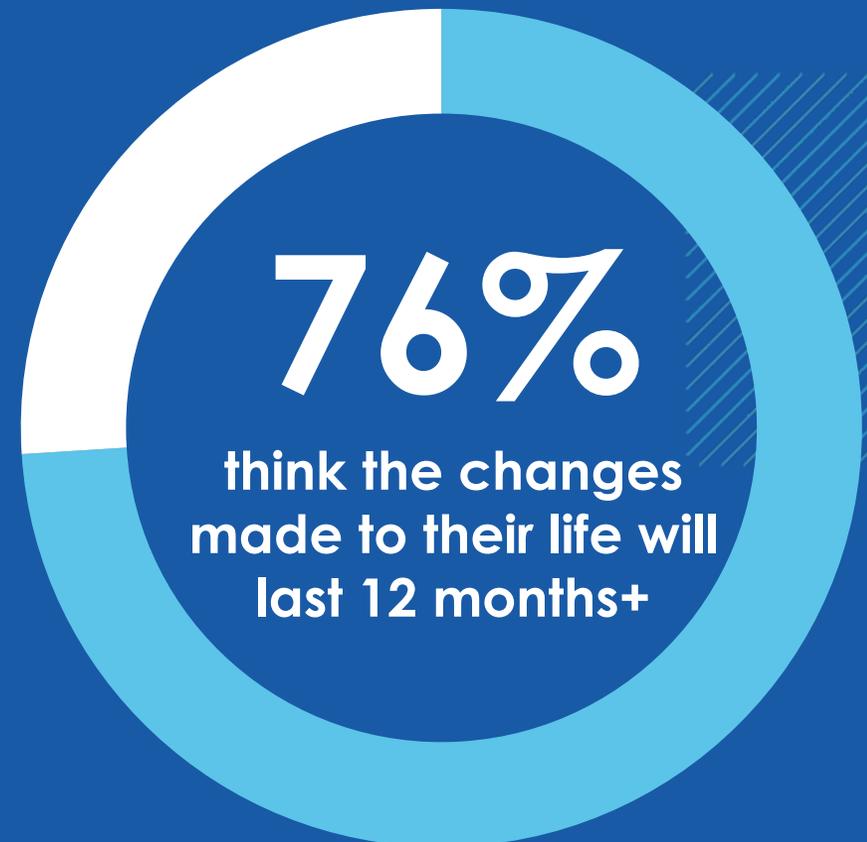
Top 10 cost of living changes



People are preparing for the long term



■ yes ■ no / not sure



■ yes ■ no / not sure

**For the full copy of this
research study please
contact us at
belfast@global.com**

