

# BRAND IS BACK

and outdoor builds brands!



The background is a dark blue gradient with faint, stylized financial charts, including a bar chart and a line graph. A large, white, outlined '63%' is centered at the top of the image.

# 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



# BRAND IS BACK AND **OUTDOOR** **BUILDS BRANDS**

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



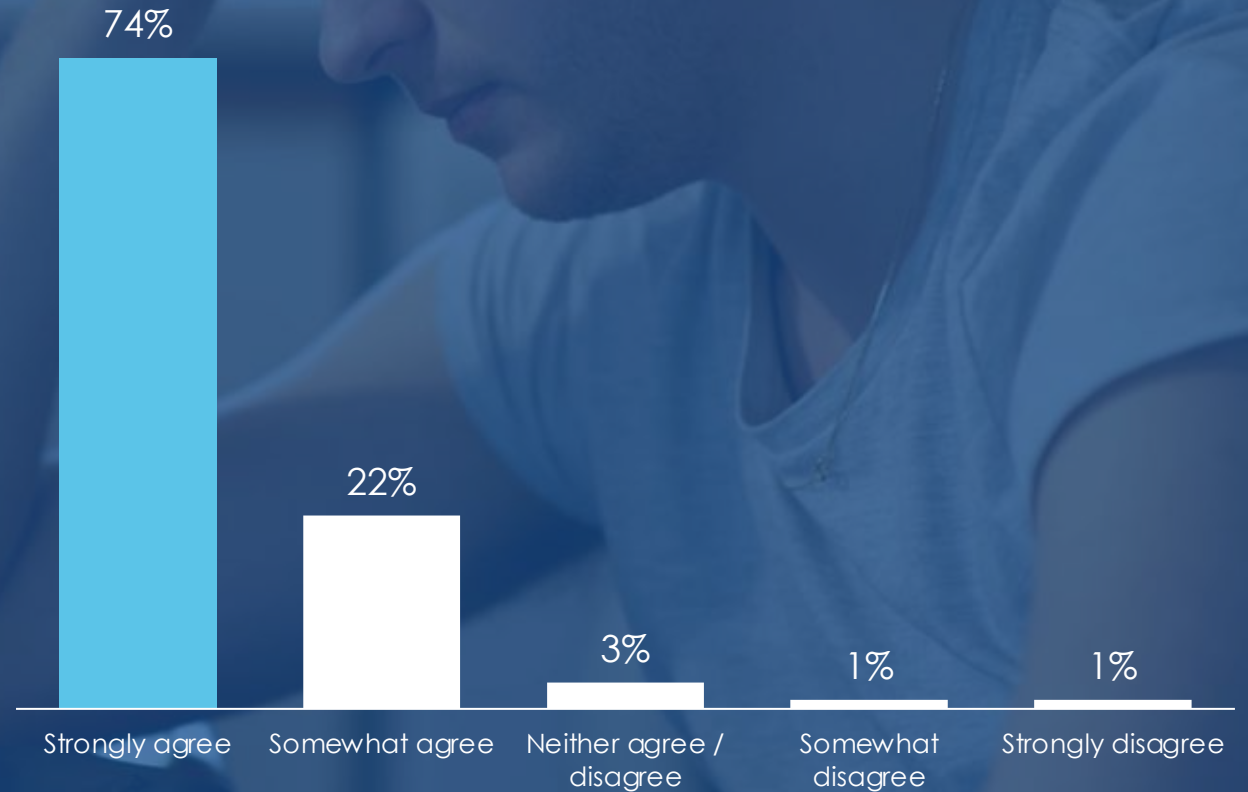
powered by



# Rising costs are causing concern and declines in spending confidence

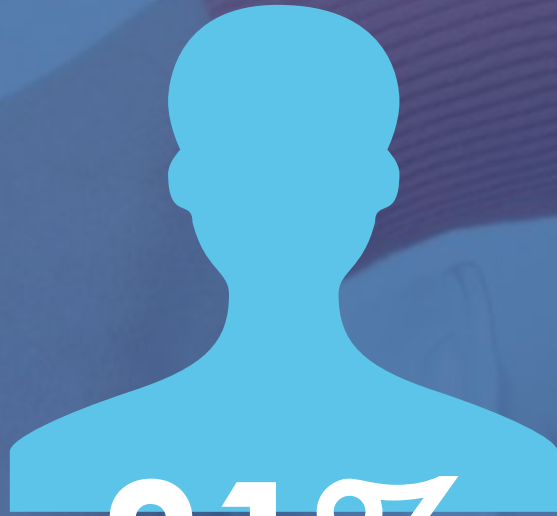


**are concerned about the rising cost of living**



**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.

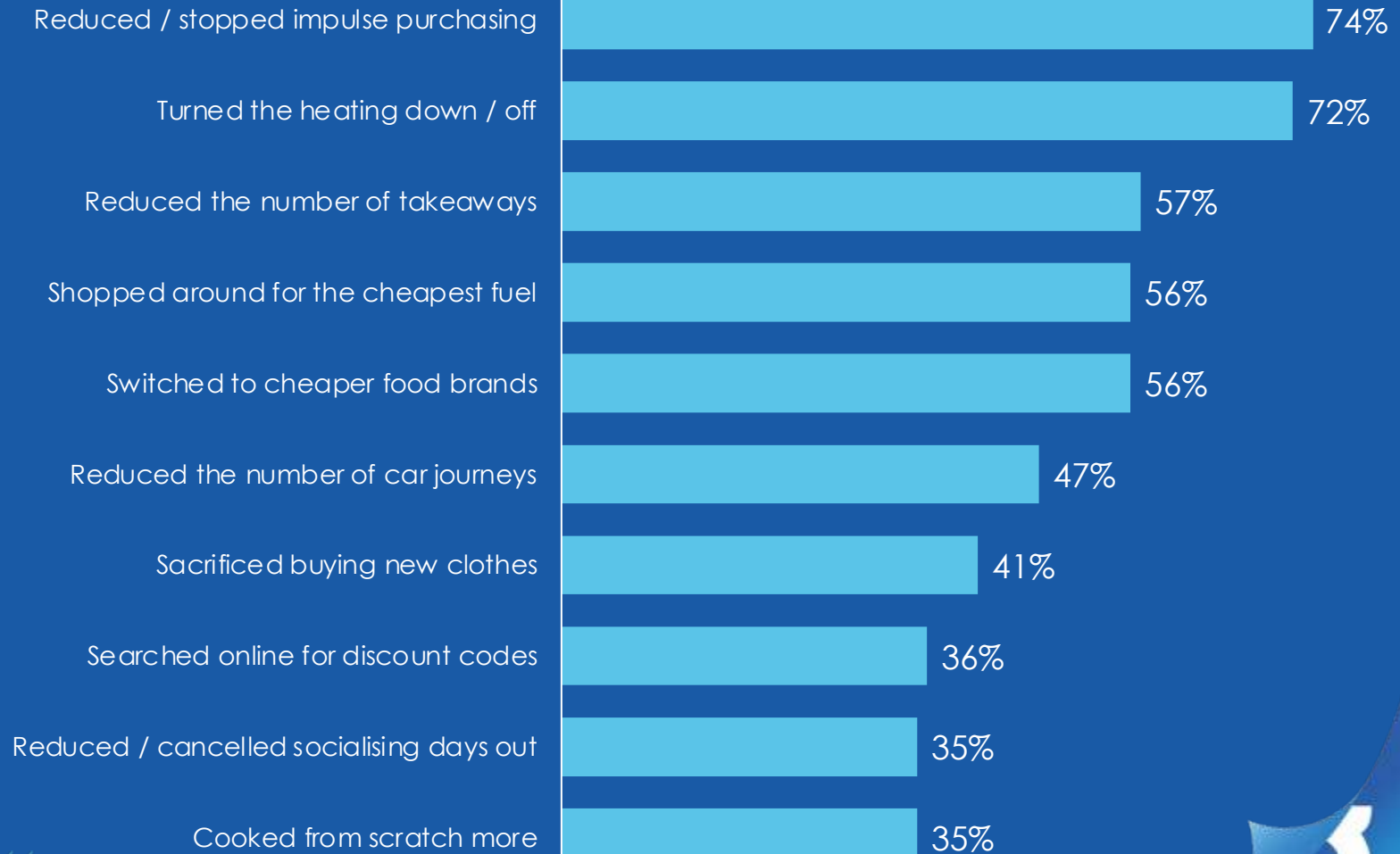


76%

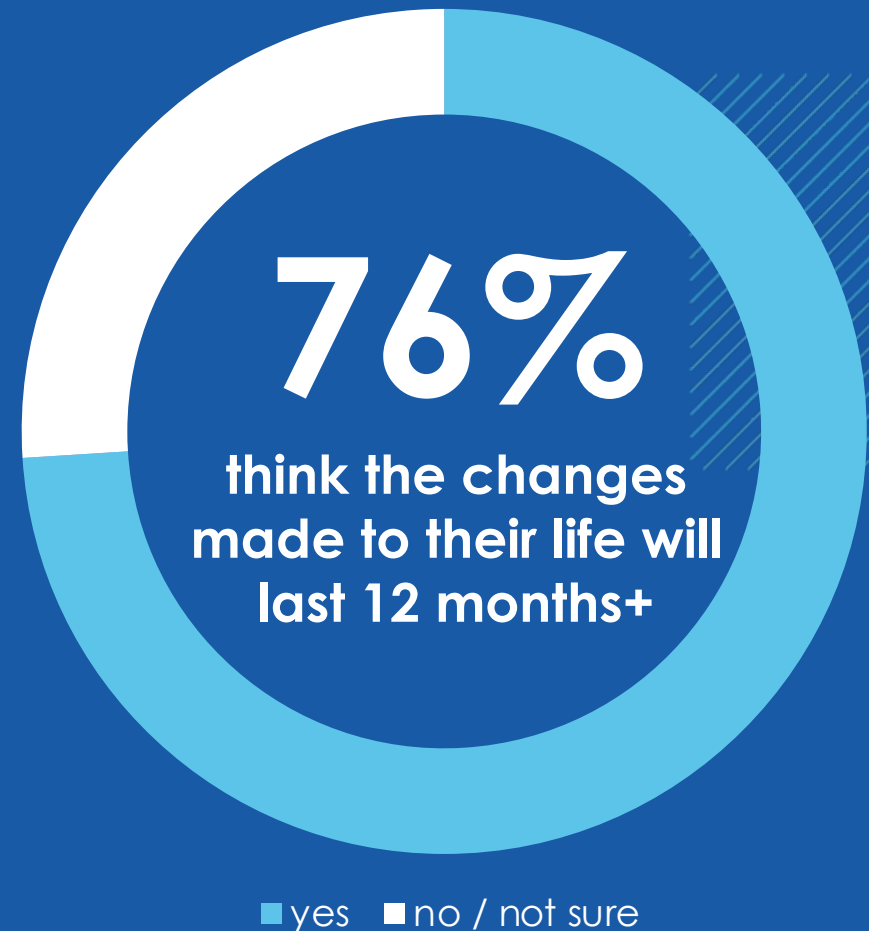
are trying to balance having fun and making up for lost time with saving money



# Top 10 cost of living changes



# People are preparing for the long term



**For the full copy of this  
research study please  
contact us at  
[belfast@global.com](mailto:belfast@global.com)**

