

A man and a woman are sitting at a table outdoors, laughing and smiling. The woman is on the left, wearing a white top and a scarf, with sunglasses on her head. The man is on the right, wearing a white shirt and sunglasses, with his hand on his forehead. There are wine glasses on the table.

REASSURINGLY EXPENSIVE THE HIDDEN CONSUMER MOTIVATIONS DRIVING PREMIUM PERCEPTIONS

PRIVATE AND CONFIDENTIAL

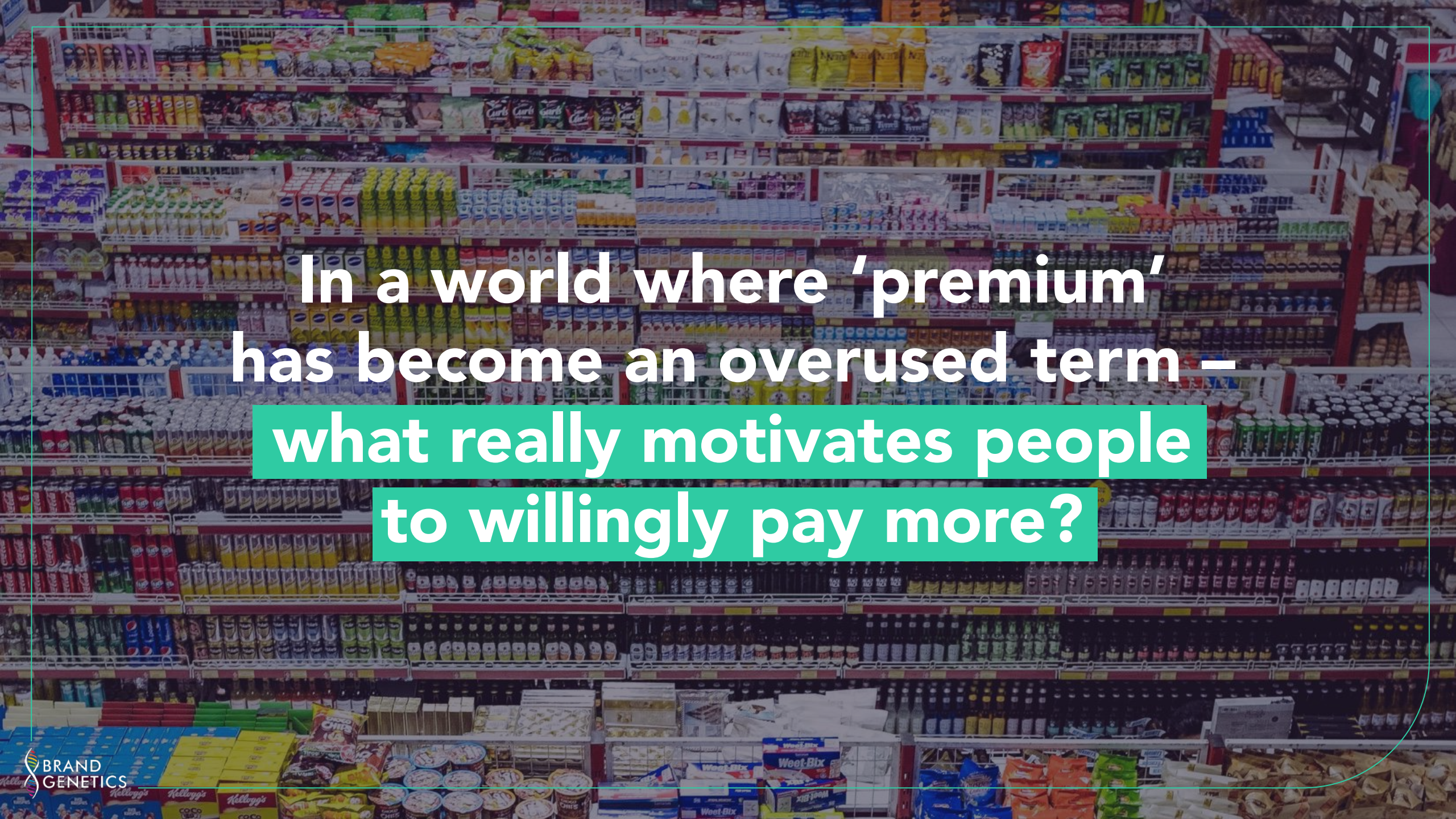
BRAND GENETICS IS A BRAND GROWTH CONSULTANCY

We specialize in front-end insight, strategy and innovation for businesses that want to **put the consumer at the heart of their decision making**





Only when you know
why somebody is behaving a certain way
can you hope to influence that behaviour



In a world where 'premium' has become an overused term – what really motivates people to willingly pay more?

A BRIEF WORD ON WHY MOTIVATION MATTERS

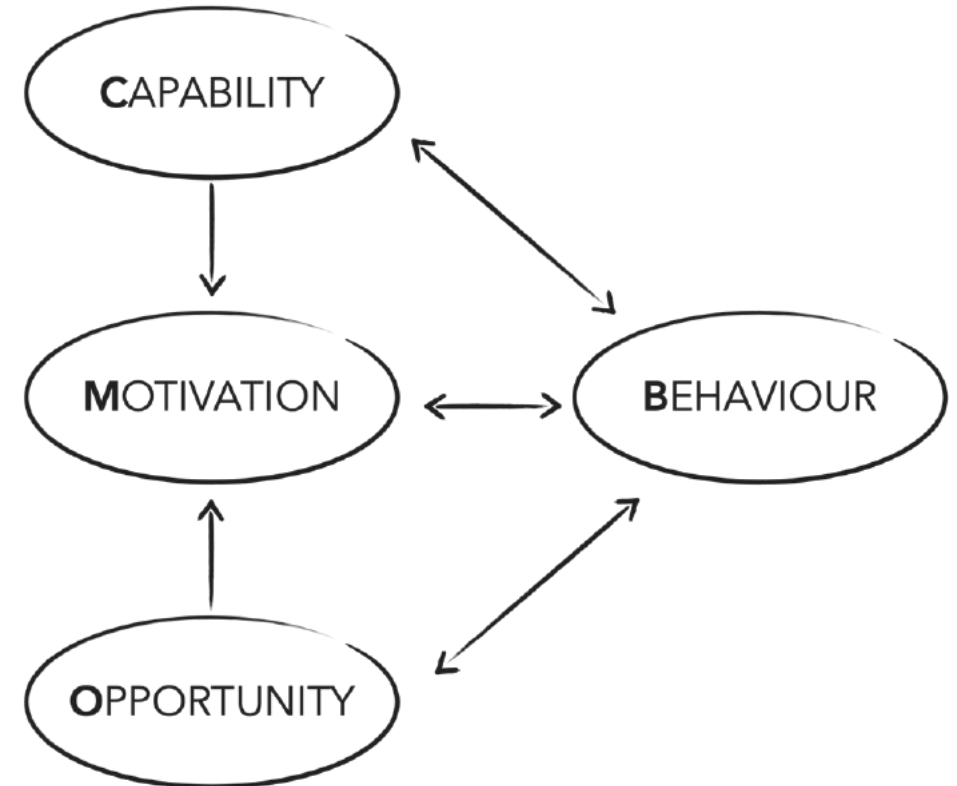
Understanding motivations – the ‘why’ behind what we buy – is like having a roadmap to the hearts and minds of your consumers.

Motivation is the inner engine that drives decision-making. It sits at the heart of the COM-B framework (the most widely cited and used behavioural science model) as a critical influence on behaviour.

When you understand – and align with – people’s (often hidden) motivations, the science shows you shift from selling to connecting with a person’s inner goals, desires or needs in a way that propels consumers **to choose your brand.**

Brand Genetics are experts in revealing the real motivations driving your target audience.

THE COM-B BEHAVIOURAL MODEL





**This report details the evidence-based*
psychological motivations behind premium
perceptions – with guidance on the
dominant & emergent cultural codes**

**Use them to create premium propositions
that truly shift audience behaviour**

THE FIVE PREMIUM PERCEPTIONS & THEIR PSYCHOLOGICAL MOTIVATIONS



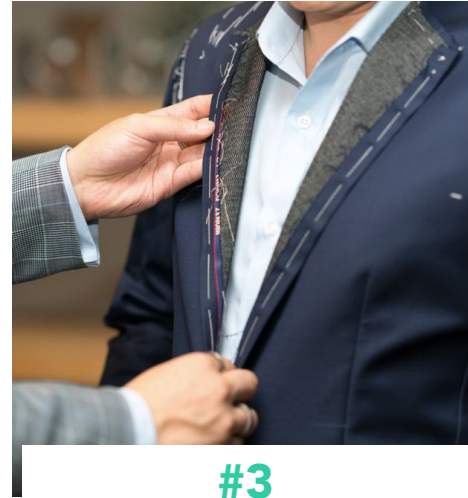
#1 CONSPICUOUS

Motivated by the desire to signal high status and impress others



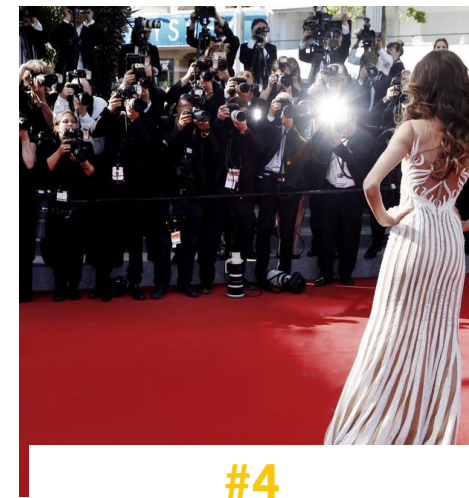
#2 UNIQUENESS

Motivated by the desire to stand out from the crowd and enhance self image



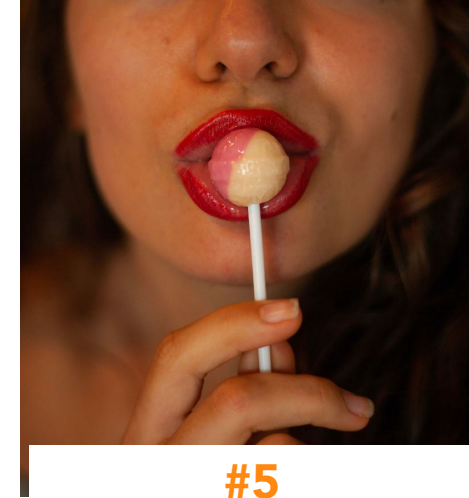
#3 QUALITY

Motivated by the desire for superior products that fit personal standards



#4 EXTENDED SELF

Motivated by the desire to conform with an aspirational group or lifestyle



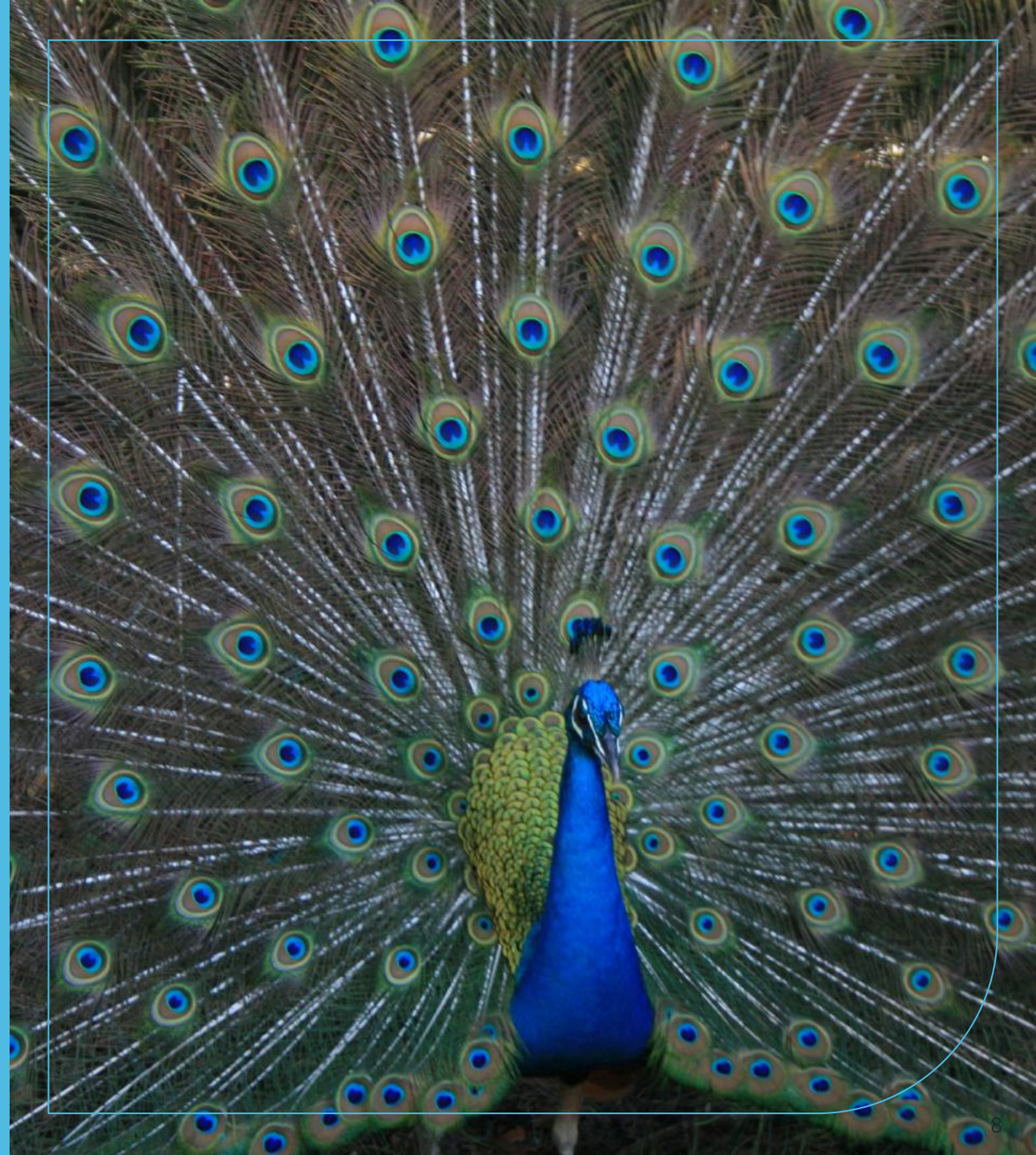
#5 HEDONISM

Motivated by the desire for personal satisfaction and intrinsic joy

1 PERCEIVED AS CONSPICUOUS

Perceived conspicuousness plays a significant role driving premium value when the brand is purchased and / or consumed in a social setting.

This is driven by the **Veblenian motive**: the drive to impress others and signal high status, often to gain social approval or admiration.



Dominant Code: **Conspicuous Wealth**

Brands & products that exhibit status via wealth because they are expensive (and known to be so). For example, a bottle of *Don Julio 1942* – the first ‘unicorn tequila bottle’ – is a status symbol in bars and clubs around the world.

CULTURAL CODES

Emergent Code: **Conspicuous Care**

The shift is to showcasing status via brands that demonstrate commitment to positive causes. For example, wearing *Patagonia* signals care thanks to the brand’s promise to donate all profits to saving the planet.



Earth is now
our only
shareholder.

2 PERCEIVED UNIQUENESS

The perception a brand is exclusive, rare, and difficult to obtain increases desirability and premium value.

This is motivated by individuals' **desire to stand out from the masses**, and enjoy a sense of prestige from the exclusivity of owning something rare or unique to enhance self-image (referred to as the 'Snob' motive).



Dominant Code: **Owning Uniqueness**

Purchase and ownership of unique items is today's dominant code – with limited editions often used to add value. For example, the Supreme x Oreo limited edition packs retailed for \$8 but were on eBay for over \$91,000!



Oreo x Supreme Limited Edition

CULTURAL CODES

THE ICE CREAM PROJECT – BY ANYA HINDMARSH



Emergent Code: **Experiencing Uniqueness**

The emergent code is a shift to experiencing one-offs. For example, *The Ice Cream Project* summer pop-up offered people the chance to try Anya Hindmarch's favourite cult food brands as unique ice cream flavours.

3 PERCEIVED QUALITY

The perception a brand has superior quality, craft & performance compared to mainstream brands drives premium.

Motivated by a *desire for 'Perfectionism'* – it is driven not merely by showing off, but rather an individual's genuine desire for superior products that fit their own high standards and expectations.



Dominant Code: Established Criteria

Established criteria are the widely known cues and norms that guide categories. For example, age in whisky – where we expect an 18yr old Yamazaki to be superior to the 12 yr old variant.

CULTURAL CODES

GOOP X HERETIC
SCENTED CANDLES



YAMAZAKI 18YR
OLD WHISKY



Emergent Code: Distinctive Criteria

We see an emerging desire for distinctive, innovative quality codes that break with the established norms. For example, Goop x Heretic's \$80 scented candles feature 'disruptive' scents that challenge tradition.

4 PERCEIVED EXTENDED SELF

The perception a brand is desirable within certain aspirational social circles adds premium appeal.

It is rooted in the *'Bandwagon' motive* – the desire to enhance self esteem by conforming to a prestigious, often 'affluent' group or lifestyle (and / or to distinguish yourself from less aspirational lifestyles).



Dominant Code: **Celebrity Selves**

The cult of celebrity created and endorsed brands has proved hugely successful. For example, Kylie Cosmetics was founded by Kylie Jenner, with members of her family (the Kardashians) often acting as models. The company achieved a \$1.2bil valuation.

KYLIE
KYLIE JENNER



**CULTURAL
CODES**

BLUE SKINCARE -
CELEBRATE SKIN



BRAND
GENETICS



Goop x Heretic
Scented Candles

Emergent Code: **Authentic Selves**

The emerging 'bandwagon' is celebrating diverse individuality and the imperfections that go with it. For example, Blume used models with acne & skin conditions, not perfect complexions, to inspire people to embrace their skin whatever it looks like.

5 PERCEIVED HEDONISM

The perception a brand is premium because it provides sensory pleasure, gratification, and positive emotions.

The *Hedonic motive* emphasizes personal satisfaction and the intrinsic emotional joy a brand can bring; not status or functional benefits, but satisfying individual tastes, offering a distinct, pleasurable experience.



Dominant Code: Sensory Pleasure

Here the dominant code is eliciting pleasure via positive sensory impact. For example, Magnum Remix is a range of twists on much loved classics, offering multi-sensorial chocolate and flavour experiences.



MAGNUM REMIX

DISCOVER
PLEASURE
REMIXED

CULTURAL
CODES

KIN EUPHORICS – ACTUAL SUNSHINE



Emergent Code: Holistic Pleasure

The shift is to a more 'Holistic' understanding of pleasure – encompassing the mind and soul. For example, Kin Euphorics is designed to nourish drinkers' minds as well as bodies, with ingredients that 'tune mood & energy'.

SUMMARY: THE FIVE PREMIUM PERCEPTIONS & THEIR PSYCHOLOGICAL MOTIVATIONS

PRODUCT PERCEPTIONS

PERSONAL PERCEPTIONS



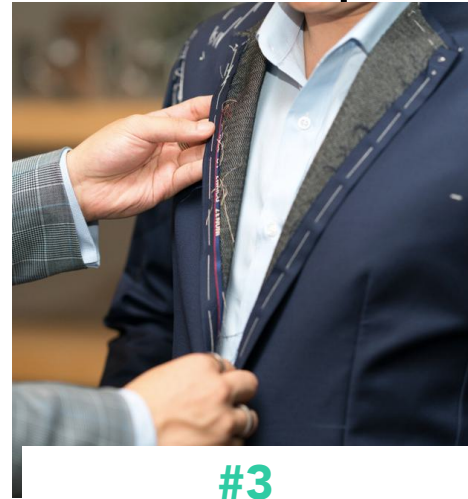
#1
CONSPICUOUS

IMPRESS OTHERS
INDICATE HIGH STATUS



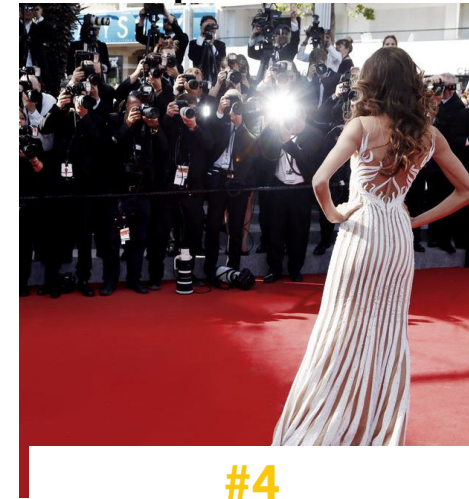
#2
UNIQUENESS

STAND-OUT
ENHANCE MY IMAGE



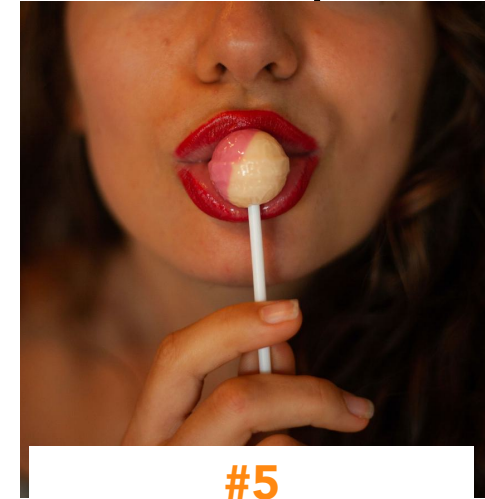
#3
QUALITY

SUPERIORITY
MEET MY EXPECTATIONS



#4
EXTENDED SELF

ENHANCE MY SELF-ESTEEM
PERSONAL & SOCIAL IDENTITY



#5
HEDONISM

EMOTIONAL BENEFIT
PERSONAL REWARD

Brand Genetics can help you build premium propositions that connect with your target audience motivations

UNDERSTAND

Define which premium perceptions and motivations are most relevant for your target audience and your brand

ENHANCE

Understand how you can enhance premium perceptions of your brand or product to win vs. competition

CREATE

Create premium propositions rooted in underlying motivations but that tap into emerging cultural codes



WE UNLOCK BRAND GROWTH THROUGH A DEEPER UNDERSTANDING OF THE HIDDEN 'WHYS' THAT DRIVE HUMAN BEHAVIOUR

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Unlocking growth
by thinking human first