

U.S.-based research consultancy joins Canadian marketing firm's growing collective

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Cult Collective Ltd. announces its partnership with Brand Keys, Inc., a New York City-based brand research consultancy specializing in predictive brand equity, consumer loyalty and engagement metrics, with offices in major markets.

Brand Keys has long been recognized for its annual Customer Loyalty Engagement Index (CLEI), a syndicated study examining consumers' relationships with over 500 leading brands in some 64 categories. Brand Keys has conducted work for such brands as Microsoft, P&G, Mazda, L'Oréal, the U.S. Army, Dunkin' Donuts, ABC TV, Discover Card, Avon, AT&T, Samsung McDonald's, Turner Broadcasting, Quick Chek, Absolut, and Delta Dental of Missouri.

With the partnership, the two marketing services firms will amplify their abilities to deepen brand-to-consumer emotional engagement and customer loyalty by fusing Brand Keys' validated research-based methodology with Cult Collective's marketing implementation expertise. Ideologically, the two firms are aligned in their belief that customer engagement is what truly drives sales and long-term, sustainable growth.

"We've learned from decades of worldwide research that meaningful customer engagement has little to do with mass advertising," remarked Robert Passikoff, president of Brand Keys, Inc., and author of The Certainty Principle. "Our behavioral loyalty and emotional engagement models provide a comprehensive understanding of how customers view product categories, compare competitive offerings, and eventually make purchase decisions. Our affiliation with Cult, now allows us to help business leaders understand how to effectively optimize their marketing and media spend and actually implement our ideas with go-to-market strategies and tactics."

This announcement marks yet another alliance for Cult Collective, which has, since the firm's inception in 2012, been steadily growing their network, which includes North Carolina-based social media management firm Expion, Toronto-based creative shop Clean Sheet and New York City-based Fidelum Partners.

"We've always had case studies and industry experience to validate our belief that there are very specific things brands should be doing to create a cult following," said Chris Kneeland, CEO of Cult Collective. "But I'm excited about our Brand Keys partnership because now we have the bullet-proof, statistically sound research to add science to our art, and make our clients' brand engagement strategies much more predictive, potent and powerful."

The partnership comes on the heels of several studies that reveal a growing need for brands to focus on emotional engagement over advertising. Earlier this year, Gallup reported that, despite growing consumer confidence, consumers are more inclined than ever to buy only from businesses they feel good about. Analysis of data found that engaged customers are more loyal and profitable than average customers in good economic times and in bad, and represent an average 23% premium in terms of share of wallet, profitability, revenue, and relationship growth compared with the average customer.