



The Giving Page
A meal donated to Food Banks Canada for every site visit



NO HOMOPHOBIA
NO VIOLENCE
NO RACISM
NO SEXISM



THE QUARTER POUNDER.
CANADIAN BEEF.
NOW SUSTAINABLY SOURCED.*

IMI NEXTWAVE™ CONTENT SERIES

Fueling Brand Growth: The Performance of 'Feeling Good'

Presented by Vanessa Toperczer, SVP, IMI International



Apple Pay
Your watch is your wallet.

Share a Coke with...



ASK OUR ATHLETES
In-store experts to raise your game



If they think your dreams are crazy, show them what crazy dreams can do.

IMI NEXTWAVE™

FUELING BRAND GROWTH

INTERESTED IN A LIVE PRESENTATION?

There is much more insight behind this that we are happy to share. Interested in learning more – reach out:

[Click Here to Email Vanessa Toperczer, SVP IMI International](#)



IMI International Overview

SINCE 1971 OUR CORE PURPOSE

INSIGHT DRIVING PROFIT

150+
CLIENT PARTNERS

FROM 45+
COUNTRIES



MONTHLY INSIGHT **X18** COUNTRIES
OFFICES ON FOUR CONTINENTS



50,000+
CASE STUDIES



PERFORMANCE VS.
IN-MARKET
BENCHMARKS

FACT-BASED GUIDANCE FOR EVERY STEP OF THE WAY



DISCOVER

UNCOVER
GENUINE
OPPORTUNITY



CONFIRM

FACT BASED RELATIVE TO IN
MARKET ACTION STANDARD
/ BENCHMARKS*



OPTIMIZE

MAKE THE MOST OF EVERY
DOLLAR WITH CONTINUOUS
ROI OPTIMIZATION



ABOUT THE SPEAKER

VANESSA TOPERCZER

Senior Vice President

As an insight-driven leader, Vanessa is laser focused on motivating marketers and the C-suite to make strong, fact-based decisions that accelerate their business and maximize ROI.

Fuelled by intention and curiosity, she has cultivated a 360-degree skill set in the marketing world encompassing Agency, Brand, Not-for-Profit, Social Enterprise and Consumer Insights. Her considerable expertise reaches across brand transformation and optimization, growth strategy development, communications strategy and articulation, product and innovation development, partnership and sponsorship strategy, and team leadership and empowerment.

Vanessa is inspired to help others see beyond their own vantage point, opening up opportunity before homing in on what's essential. This passion energizes her work with clients, as a sought-after speaker at events and conferences, and on board and committee roles she holds across multiple organizations.

IMI NextWave™ Content Series

INSIGHT TO BUILD YOUR BRAND – DRIVE PURCHASE – FUEL GROWTH

UNCOVERING
PURPOSE

TRUST
EXPOSED

ACCELERATING
SALES THROUGH
CUSTOMER
EXPERIENCE

THE POWER
OF BRAND

THE
PERFORMANCE
OF FEELING
GOOD



IMI NEXTWAVE™ 2024 LOOK AHEAD

Centered on the core theme of **FUELING BRAND GROWTH**, the IMI NextWave™ team will deliver actionable insights to your inbox and on your screen across a range of topics including:

- Brand Strategy
- Live Events and Sponsorship
- Content and Creative
- Not for Profit and Social Responsibility
- Multicultural and Youth Cohorts

2024 IMI NEXTWAVE™ WEBINAR SERIES FEATURING:



DON MAYO



VANESSA TOPERCZER



LAURA JANES



DAVID HUDSON



DAN HUNTER

For more insight, inspiration
and thought leadership from
IMI NextWave™

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CONTENT.CONSUULTIMI.COM

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nextwave@consultimi.com

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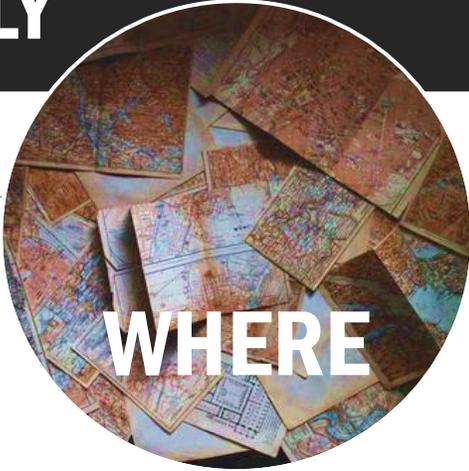
Inside The Insight Of Feeling Good

The impact and opportunity.
What makes people “feel good”.
What makes purchasing “feel good”.



3.6BN HUMANS REPRESENTED GLOBALLY

510M PEOPLE ACROSS NORTH AMERICA



December 2023. Global Study. N=17, 144 people. Representing 3.6Billion humans across the world

SIZE OF THE PRIZE - GLOBALLY

2,373,000,000

67%

Purchase because the brand makes me feel good

December 2023. Global Study. N=17, 144 people. Representing 3.6 Billion humans across the world

SIZE OF THE PRIZE - NORTH AMERICA

355,000,000

70%

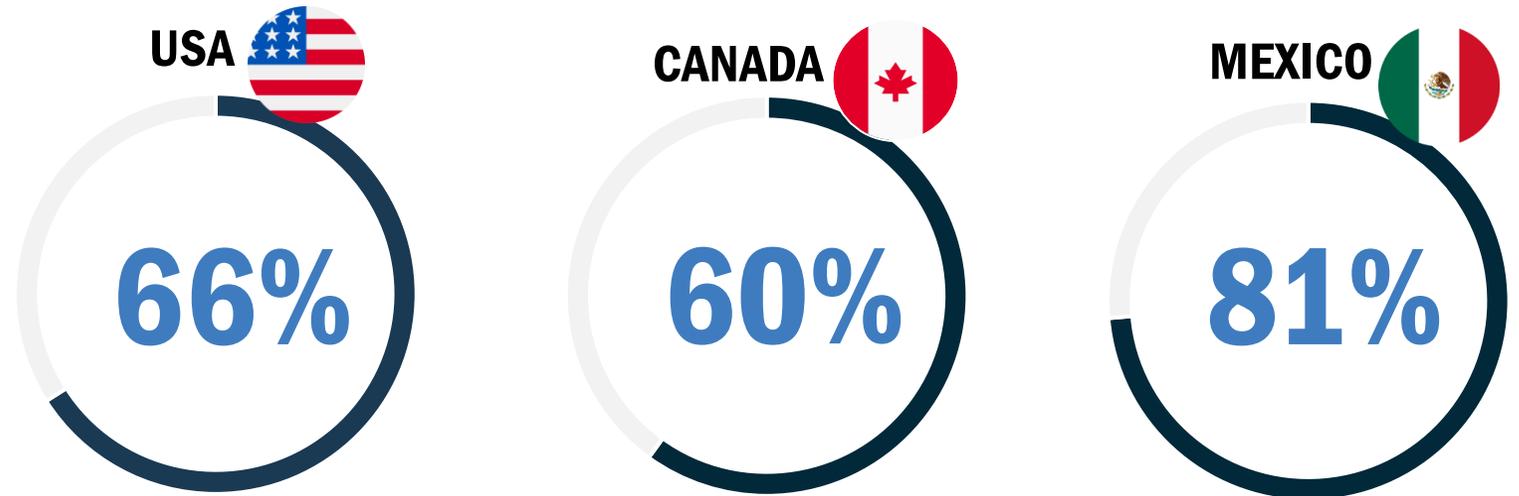
Purchase because the brand makes me feel good



70% of North Americans PURCHASE BECAUSE A BRAND MAKES THEM FEEL GOOD



% OF PEOPLE



PURCHASE BECAUSE A BRAND MAKES ME FEEL GOOD

The only purchase driver stronger than making someone feel good is TRUST

% OF PEOPLE THAT PURCHASED BECAUSE OF...



77%
Trust

BRAND THAT MAKES ME FEEL GOOD **70%**



66%
After redeeming a coupon for a discount



65%
positive review online



58%
supports the local community

The benefit of making people 'Feel Good' is Global

% OF PEOPLE THAT PURCHASED BECAUSE OF...

It's a Trusted Brand Name

The Brand Makes Me Feel Good

After Redeeming A Coupon For A Discount

I Saw Positive Consumer Review(s) Online

It Supports The Local Community



N=2,477

68%

60%

58%

55%

48%



N=2,500

75

66

67

63

55



N=2,278

84

81

68

75

70



N=2,530

67

64

65

55

41



N=2,305

69

68

69

66

56



N=2,500

75

66

67

63

55

**It is proven if a brand can
MAKE PEOPLE FEEL GOOD
it will directly
FUEL BRAND GROWTH.**

**Making people feel good is intrinsically tied to purchase
AND is directly tied to building your brand, which builds
loyalty, resilience, profitability and share price.**

= WIN / WIN

Let me show you why

**Who are these people that
purchase because
'a brand makes
me feel good?'**



They live for today!

FOCUS ON LIVING TODAY TO THE MAX

USA GEN POP

PEOPLE THAT PURCHASE BECAUSE
THE BRAND MAKES ME FEEL GOOD

69%

85%

+16%

February 2024; Purchase because the brand makes me feel good N = 691

Price is important
but **quality** is the
differentiator

'BUY ON QUALITY, NOT PRICE'

USA GEN POP

PURCHASE BECAUSE THE BRAND
MAKES ME FEEL GOOD

69%

93%
+24%

Buy on price, not quality 65%

February 2024; Purchase because the brand makes me feel good N = 691



**ALONG WITH QUALITY, SERVICE IS CRUCIAL.
THEY NEED TO BE HEARD AND LISTENED TO**

84%

**+17% vs Gen Pop they want to have
a voice that people listen to**

February 2024; Purchase because the brand makes me feel good N = 691

They live through experience

	USA GEN POP	PURCHASE BECAUSE THE BRAND MAKES ME FEEL GOOD	
ATTEND A MUSIC FESTIVAL	38%	52%	+14%
DINE AT A MICHELIN STAR RESTAURANT	33%	44%	+10%
VACATION WITH FRIENDS	44%	54%	+11%



February 2024; Purchase because the brand makes me feel good N = 691

They build close friendships

HAVE CLOSE FRIENDS

USA GEN POP

76%

PEOPLE THAT PURCHASE BECAUSE THE BRAND MAKES ME FEEL GOOD

86%
+10%

February 2024; Purchase because the brand makes me feel good N = 691

They thrive on social connection with friends. How does your brand/service enable?!

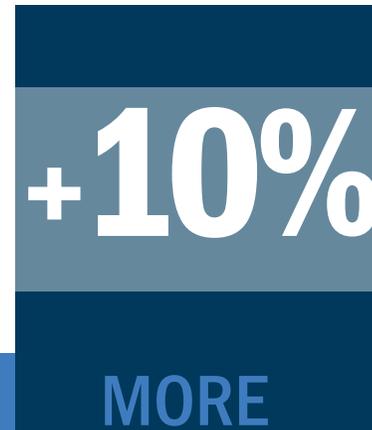
Get together to
Celebrate Friends



Talk with
Friends



Hang out
with Friends



Vacation
with Friends



They don't want to be judged...

...they want to 'feel good'



	USA GEN POP	PURCHASE BECAUSE A BRAND MAKES ME FEEL GOOD	
Drink alcohol	56%	66%	+10%
Consume THC	35%	48%	+13%
Go to Casinos	41%	45%	+4%

February 2024; Purchase because the brand makes me feel good N = 691

They are socially aware and active...

WITH MENTAL HEALTH BEING EXCEPTIONALLY IMPORTANT

	USA GEN POP	PURCHASE BECAUSE A BRAND MAKES ME FEEL GOOD	
Support Mental Health Causes	52%	77%	+25%
Buy Environmental Products	60%	70%	+10%
Donate to Fight Climate Change	36%	51%	+15%

February 2024; Purchase because the brand makes me feel good N = 691



	USA GEN POP	PEOPLE THAT PURCHASE BECAUSE A BRAND MAKES ME FEEL GOOD	
Talk about Depression	61%	73%	+12%
Talk about Mental Health	59%	77%	+16%
Talk about Anxiety	55%	71%	+16%
Talk about Bullying	49%	64%	+15%

They talk about challenges – and perhaps are close to those affected

February 2024; Purchase because the brand makes me feel good N = 691

They are rewarded by their priority to ‘feel good’ with rest and good relationships. The rest of the world also benefits by these people ‘feeling good.’

	USA GEN POP	PURCHASE BECAUSE A BRAND MAKES ME FEEL GOOD	
Have a Good Night's Sleep	83%	90%	+7%
Feel Good About my Relationships	75%	85%	+10%
Say Hi to Someone They Didn't Know	71%	82%	+11%
Help a Person They Don't Know Who is in Need	60%	69%	+9%

February 2024., Purchase because the brand makes me feel good N = 691

Consider this:

1. Opportunities to bring together – occasions to enjoy
2. Elevating your customer's experiences
3. Providing exceptional customer service
4. Integrating your brand/product into important conversations

**IF YOU DO, AND YOU MAKE PEOPLE FEEL GOOD,
THIS WILL DRIVE SHARING, TALKING ABOUT and
RECOMMENDATIONS – essential for brand growth**

What are the top brands people say make them feel good?





TOP BRANDS THAT MAKE PEOPLE FEEL GOOD? UNAIDED

TOP 11 CANADA



Nike

Apple

Amazon

Starbucks

Samsung

Tim Hortons

Coca-Cola

Adidas

Netflix

Lululemon

Sephora



TOP BRANDS THAT MAKE PEOPLE FEEL GOOD? UNAIDED

TOP 11

USA

-  **Nike**
-  **Apple**
-  **Amazon**
- Adidas**
- Walmart**
- Coca-Cola**
- McDonald's**
- Samsung**
- Target**
- Pepsi**
- Netflix**

Feb 2024: IMI GenPulse™ ; N=600 in the USA

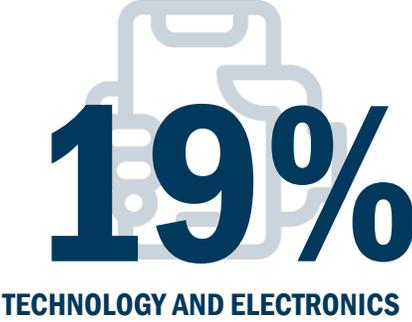


2024

Honorable Mentions

Over 1,400 Companies and Brands Mentioned

A Vast Array of Categories Can Make People Feel Good



Feb 2024: IMI GenPulse™: N= 1,200 in North America

Any category or brand can **MAKE PEOPLE FEEL GOOD**

NO EXCUSES – you can tap into this and fuel brand growth

Now let's investigate, **UNAIDED** in people's words:

- 1. What makes people feel good?**
- 2. What brands, products, services can do to make people feel good?**

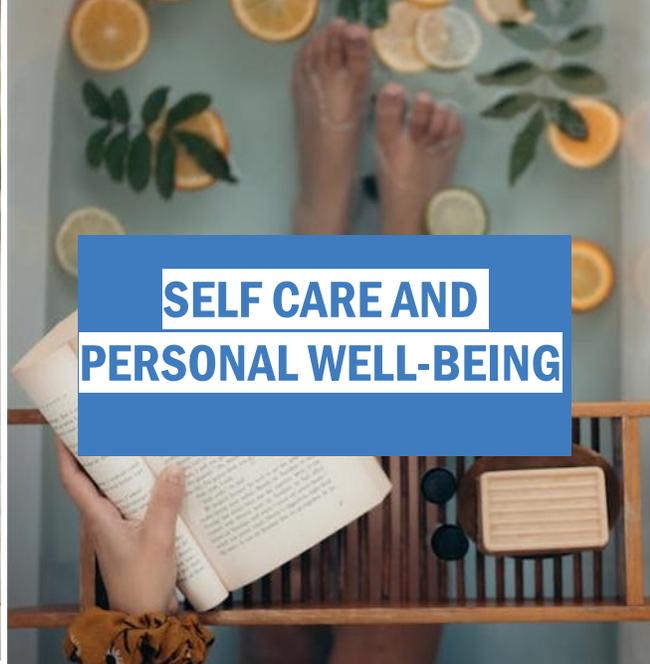


UNAIDED

**What do PEOPLE say
makes them feel good?**



**PHYSICAL ACTIVITY
AND EXERCISE**



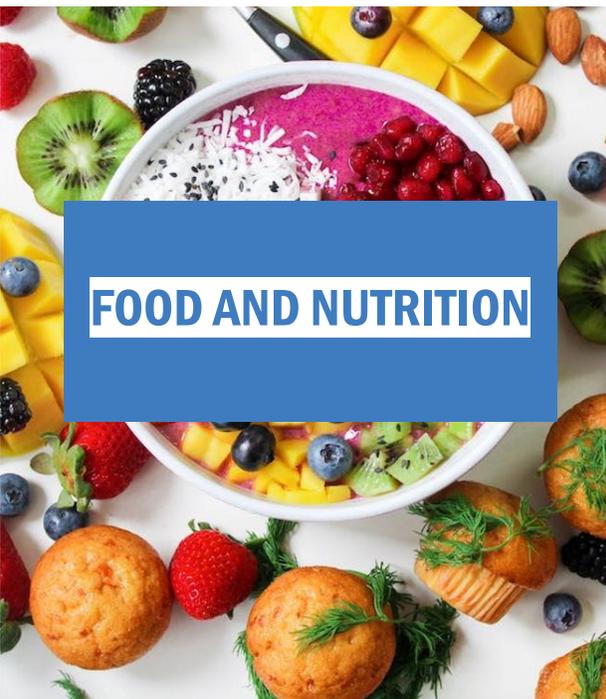
**SELF CARE AND
PERSONAL WELL-BEING**



**LEISURE AND
ENTERTAINMENT**



**FAMILY, SOCIAL
INTERACTION AND
RELATONSHIPS**



FOOD AND NUTRITION



**RELAXATION AND
STRESS RELIEF**



**SPIRITUALITY AND
MINDFULNESS**



**WORK AND
PRODUCTIVITY**

So many opportunities to bring to life through experiences, events, services, new ideas, promotions.

FUELING BRAND GROWTH



UNAIDED

**What do PEOPLE say
COMPANIES can do to
make them feel good?**

What can companies do to make people FEEL GOOD? In consumers' words....

**Quality and
Reliability**

**Customer
Experience and
Engagement**

**Social
Responsibility
and Ethics**

**Price/
Discounts/
Specials**



February 2024; What companies can do to make people feel good N = 691

LEARNING FROM TOP BRANDS – DRIVING FEELING GOOD AND PURCHASE



CUSTOMER EXPERIENCE

44%



ETHICS AND SUSTAINABILITY

Feb 2024: IMI Certainty Light™: N= 1,200 in North America

LEARNING FROM TOP BRANDS – DRIVING FEELING GOOD AND PURCHASE



CUSTOMER EXPERIENCE



PRICE AND PROMOTION

Feb 2024: IMI Certainty Light™: N= 1,200 in North America

What can companies do to make people FEEL GOOD? In consumers' words....

**Quality and
Reliability**

**Customer
Experience and
Engagement**

**Social
Responsibility
and Ethics**

**Price/
Discounts/
Specials**

**Wellness and
Self-Care**

**Personalization
and
Customization**

**Community
and
Connection**

**Innovation and
Creativity**



February 2024; What companies can do to make people feel good N = 691

LEARNING FROM TOP BRANDS – DRIVING FEELING GOOD AND PURCHASE

The screenshot displays several personalized recommendation tiles on an Amazon homepage:

- Pick up where you left off:** Shows home decor items like French doors and blackout curtains.
- Buy again:** Recommends everyday essentials like makeup and cleaning supplies.
- Categories to explore:** Suggests area rugs, women's boots, curtain poles, and throw pillow covers.
- Looking for a gift?:** Promotes personalized gift ideas, featuring Oral-B iO Gentle Care Replacement Brush Heads.
- Prime Video: Recommended for you:** Shows a video recommendation for the movie 'Normal People'.
- Shop our Kitchen store:** Displays kitchenware such as a pitcher, cutting board, and mallet.
- Fashion Deals:** Features a collection of yellow shoes and accessories.

PERSONALIZATION AND CUSTOMIZATION



PERSONALIZATION AND CUSTOMIZATION

Feb 2024: IMI Certainty Light™: N= 1,200 in North America

LEARNING FROM TOP BRANDS – DRIVING FEELING GOOD AND PURCHASE



COMMUNITY AND CONNECTION



**PAY WITH LOVE
VALENTINES
PROMOTION**

COMMUNITY AND CONNECTION

Feb 2024: IMI Certainty Light™: N= 1,200 in North America

Making people FEEL GOOD isn't only about EMOTION



- IT'S ALSO TIED TO FUNCTION



The reality is that you can make people feel good at multiple touchpoints – small and large.



THE SMALL THINGS CAN MAKE A BIG DIFFERENCE

Validating What Encourages Purchase



2 DIMENSIONS

170 attributes quantified based on over 2,000

Tactics that make people i) Feel Good and ii) Encourages Purchase

Top Tactics That Make People Feel Good AND Encourage Purchasing



Brand

Offer high-quality products

Is a brand I have been aware of for decades

Create memorable experiences



Equity and Experience

Ensure accessibility for all customers

Promote healthy lifestyle choices

Support community initiatives



Reviews & Recommendations

Has a consumer review of 4.8

Provides reliable customer reviews and testimonials

Was recommended by people I met



Product Trial and Promotion

Offers a free trial at my convenience

Offered a free trial in store

Offers a promotion where I can win \$1 Billion



Shipping

Offers same-day delivery

Offers free shipping for orders for over \$15

Offers next day delivery

BRAND

TACTICS THAT MAKE PEOPLE FEEL GOOD

BRAND PERCEPTION

Offer high-quality products



ENCOURAGE PURCHASE



81%

76%

BRAND FAMILIARITY

Is a brand I have been aware of for decades

80%

71%

Is a brand I have used since childhood

67%

64%

Is a brand I have been aware of for a year

65%

61%

THE EXPERIENCE

Create memorable shopping experiences

65%

58%

CONSIDERATIONS

It starts with Quality.
Do you guarantee, no questions asked.
Are your reviews 4.2 or higher.
Costco / Amazon / IMI

The time is NOW to make them familiar
with your brand/product/service.
1 YEAR OR SINCE BIRTH ARE EQUAL.

What is your 2024-25 plan to drive
familiarity?

Elevate. Surprise and Delight. Encourage
Friends

EQUITY AND EXPERIENCE

TACTICS THAT MAKE PEOPLE FEEL GOOD

BRAND EQUITY

- Promote healthy lifestyle choices
- Support community initiatives
- Supports the environment / climate
- Support local artisans or small businesses
- Shows their commitment to ESG

THE EXPERIENCE

- Ensure accessibility for all customers



ENCOURAGE PURCHASE



64%

59%

62%

56%

62%

56%

60%

53%

45%

37%

65%

55%

CONSIDERATIONS

The options are endless, but you have to be specific. ESG is not enough.

What is your Purpose?
Is it authentic?

It starts from the top and owned by employees.

It takes 3+ years to mature, but can impact year 1

Can you accelerate and be the most accessible – best practices – innovative. It will help business!

REVIEWS + RECOMMENDATIONS

TACTICS THAT MAKE PEOPLE FEEL GOOD

		 ENCOURAGE PURCHASE	
REVIEWS	Has a consumer review of 4.8	71%	64%
	Provide reliable customer reviews and testimonials	67%	66%
	Has a consumer review of 4.2	61%	53%
	Has a consumer review of 3.8	31%	22%
RECOMMENDATIONS	Was recommended by people I met	64%	61%
	My spouse recommends it	60%	54%
	Was recommended by a medical professional	58%	56%
	Is recommended by my parents	52%	52%
	Is recommended by a sales rep	47%	37%

CONSIDERATIONS

Great consumer reviews make people 'feel good' but they better be

1. Authentic (not planted by the company/agency) and
2. 4.0 or higher.

Your reviews are a direct view into your quality and ability to make people feel good. Encourage reviews wherever you can as it is the best form of feedback.

Creating positive word of mouth and recommendations must be embraced and encouraged.

Many forms of recommendation drive impact and encourage purchase.

PRODUCT TRIAL AND PROMOTION

TACTICS THAT MAKE PEOPLE FEEL GOOD

TRIAL / EXPERIENCE

Offers a free trial at my convenience



ENCOURAGE PURCHASE



74%

69%

Offered a free trial in-store

69%

69%

PROMOTIONS

Offers a promotion where I can win \$1 Billion

58%

54%

Offers a promotion where I can win \$100,000

57%

53%

CONSIDERATIONS

Bringing the product/service to people drives impact and encourages purchase. Sampling should be encouraged and pushed for at all touch points – especially retail.

Promotions are and have been effective for 100 years. But more is rarely better. Offer enough to motivate, but offering too much makes people think – ‘no one will win.’

SHIPPING

TACTICS THAT MAKE PEOPLE FEEL GOOD

		 ENCOURAGE PURCHASE	
SHIPPING TIME	Offer same-day delivery	81%	74%
	Offers next day delivery	71%	65%
	Offers delivery within 7 days	57%	50%
SHIPPING RESTRICTIONS	Offers free shipping for orders over \$15	80%	72%
	Offers free shipping for orders over \$50	63%	61%
	FG12_10 Offers free shipping for orders over \$150	37%	30%

CONSIDERATIONS

Amazon has created expectations – as have Walmart and Costco. This is the new reality. One thing for sure – better to exceed expectations while figuring out how to accelerate the timeframe.

Set the minimum \$ value relative to your average order size – not to have shipping be a profit centre. This is the expectation, and you can expect free next day delivery for everything in the near future without exception.

There are >100 more tactics that we tested and validated based on the two dimensions:

‘FEEL GOOD’

‘ENCOURAGE PURCHASE’

If you want to walk through the detail in 30minutes – let us know

DISCOURAGE

Top 10 Actions of 170 that 'Discourage people from purchasing'

- Offers no refunds, only exchanges**
- See politicians endorse it**
- Has a consumer review of 3.8**
- Offers free shipping for orders over \$150**
- Is advertised on TikTok
- Has strong mask and Covid safety policies
- Is advertised on Facebook
- See influencers endorse it
- Offer free shipping for orders over \$50
- Offers delivery within 7 days
- Is being offered at 5% of the regular price

	 DISCOURAGE PURCHASE 	
Offers no refunds, only exchanges	-54%	-56%
See politicians endorse it	-34%	-30%
Has a consumer review of 3.8	-27%	-23%
Offers free shipping for orders over \$150	-26%	-27%
Is advertised on TikTok	-20%	-19%
Has strong mask and Covid safety policies	-17%	-13%
Is advertised on Facebook	-17%	-13%
See influencers endorse it	-17%	-17%
Offer free shipping for orders over \$50	-16%	-12%
Offers delivery within 7 days	-15%	-13%
Is being offered at 5% of the regular price	-15%	-12%

CONSIDERATIONS

1/4 to 1/2 are discouraged
 If this is your brand's proposition, you are in deep trouble

Fact: 20% of people dislike everything. TikTok, Facebook, Influencers are proven very effective with a compelling message, but they are only mediums so be prescriptive in what you do.



THE BEST PART

**You can tap into many
drivers of making people
feel good AND drive purchase.**

So, what are you going to do, how are you going to tweak how you show up to make people feel good AND drive purchase?

TODAY. TOMORROW. NEXT YEAR

EMOTIONAL





FUNCTIONAL

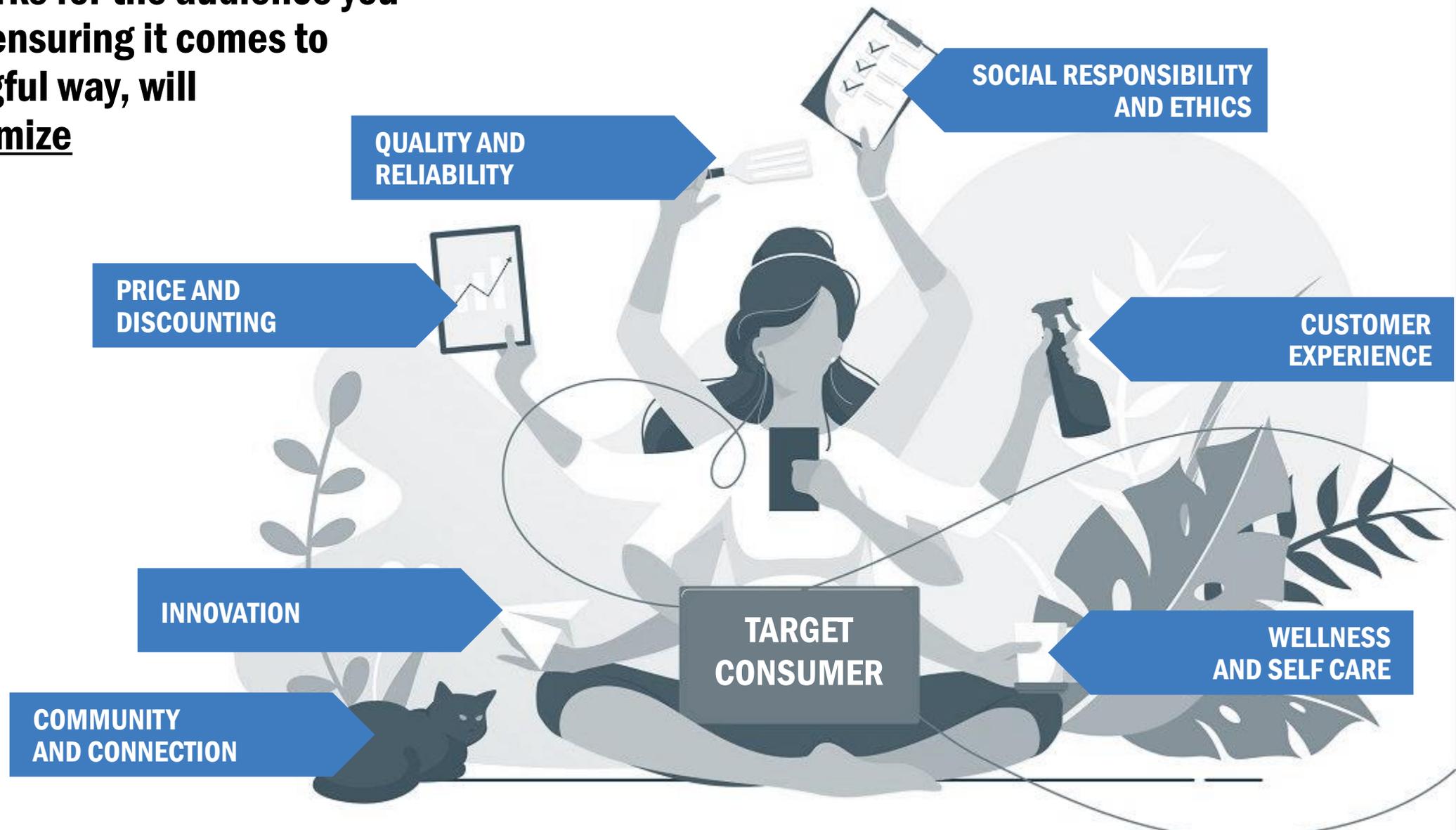
The key is to
KNOW YOUR AUDIENCE
BE CONSISTENT
BE CLEAR

**Don't just go for the 'shiny' object or jump on the bandwagon with others.
Ensure it makes sense for your brand and stick with it.**

**Remember
The small things can
make a big difference.**



Finding what works for the audience you care about and ensuring it comes to life in a meaningful way, will ensure you maximize your ROI.

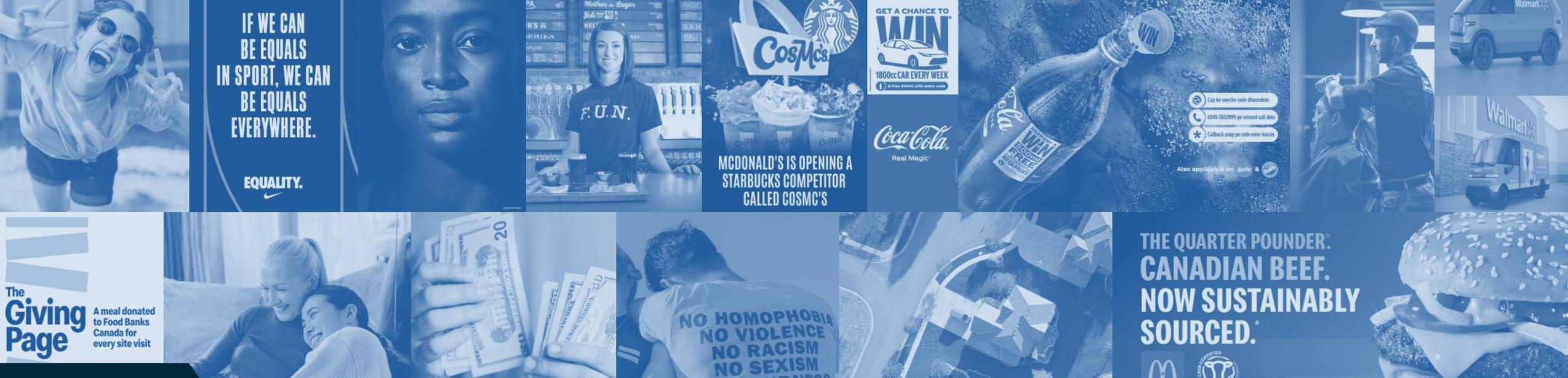




So, what are you going to do?

**TODAY
TOMORROW
NEXT YEAR...**

**to bake making people feel good into
your strategies and tactics and drive
purchase WHILE building your brand?**



The Giving Page
A meal donated to Food Banks Canada for every site visit



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