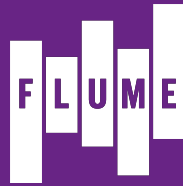


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### Welcome to November's Flumeletter!

In this issue we discuss the importance of tracking not only your comms, but also your whole brand, touch on a couple of our own achievements, and highlight the exciting return of beer with your meal deal, among other interesting things.

Enjoy!

### What we've been up to



### We've been busy bees over the past few weeks...

Debbie, has been busy recording the new AQR 'Qualversations' podcast. Designed to bring attention to women in leadership positions, the first episode drops today.

Debbie talks to Jill Pay, the first female Sergeant at Arms at the Houses of Parliament – a glass ceiling it took 700 years to break! You can give it a listen

[here](#).

Debbie and Rebecca were also on stage at MRS conferences recently, Debbie at the Owners and Leaders Summit and Rebecca at the Financial Services conference, talking about using qual research in financial services with our friends from Solomon.

Meanwhile, we're setting up a big continuous tracking study for one of the UK's best-known retail groups, have been supporting a client with some exploratory research ahead of their plans to expand their offer in an FMCG category and setting up a pilot for a global product testing programme.

If you're interested in knowing any more about any of that, give us a shout at [hello@flume.group](mailto:hello@flume.group)!



## Track your whole brand, not just your comms

If you've worked with us before you'll probably know that one of our agency principles is that the full mix matters.

When you're building a brand, communications is of course a hugely influential part of the mix – particularly in terms of making sure your brand comes to mind easily in all of the places it might be bought or used. If you're not easy to think of, you're pretty unlikely to be chosen.

That's what most brand tracking studies measure – how easily your brand comes to mind. They should also measure whether they do that in the right contexts (they do that more often these days, but still not always!)

But coming to mind easily is only part of the battle. You also need to be easy to buy. This includes being widely available and distinctive enough to find easily, but also being at a price you're willing to pay, not being swayed by the power of habit, or dissuaded by a lack of proof points.

And if your brand is going to be successful in the long-term, your product also needs to be good enough to meet people's expectations, easy to use, and easy to dispose of.

Many tracking studies only focus on the first bit, but we believe that true brand success relies on being easy to think of, buy *and* use. All three matter, so we

measure all three.

### Interesting things:

- **Beer at lunch is back!** – But it's not a return to the 1980s, it's non-alcoholic this time. [Lucky Saint is now part of Sainsbury's lunchtime meal deal](#)
- **Making data beautiful** – the best examples of sexy data presentation are out with [the nominees](#) for this year's Information is Beautiful Awards released. As suckers for craft, we particularly like "[The Joy of Painting Data](#)".
- **Entertainment = credibility** – [a study has shown](#) that one of the reasons people believe conspiracy theories is simply that they are entertaining, the more entertaining they are, the more they believe them. Perhaps there might be a lesson for advertisers in this?

## AQR shortlist

We're thrilled to announce that we have been shortlisted for the "[AQR Qualitative Excellence Award 2023](#)" again this year, this time alongside our good friends at Greene King for our work with them on successfully launching a premium pub proposition even in very challenging times. Finalists will be revealed in a few weeks time, and then the winner in December...stay tuned!



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