

**BOTTLE**

**The golden ratio**

**for growth**

**for DTC brands**



There's a hidden, but valuable, strategic brand metric



that brings together **search behaviour** and **brand salience**...

It's about getting the balance right  
between your brand being...

Top of **mind**



&

Top of **find**

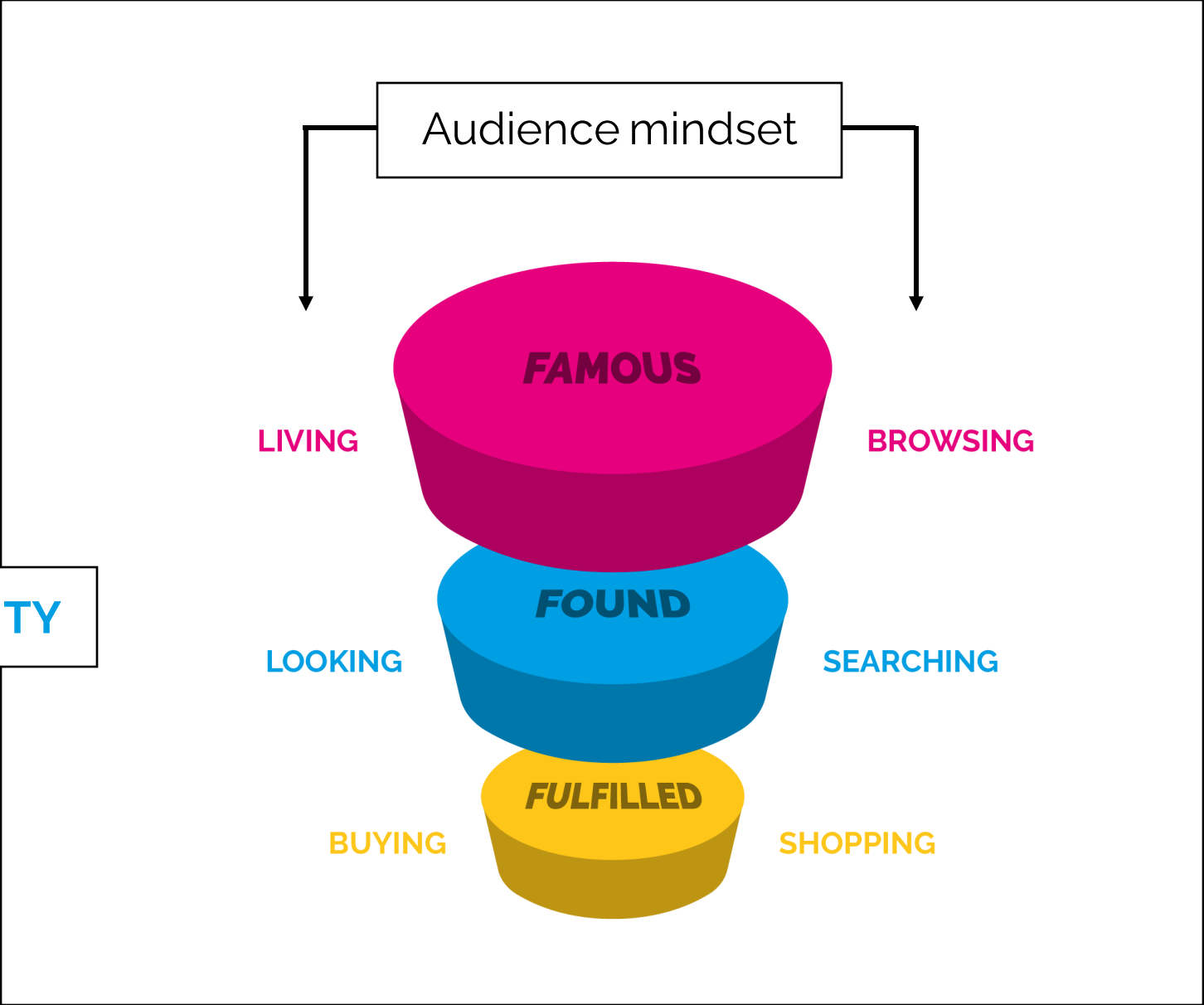


We call these

FAME

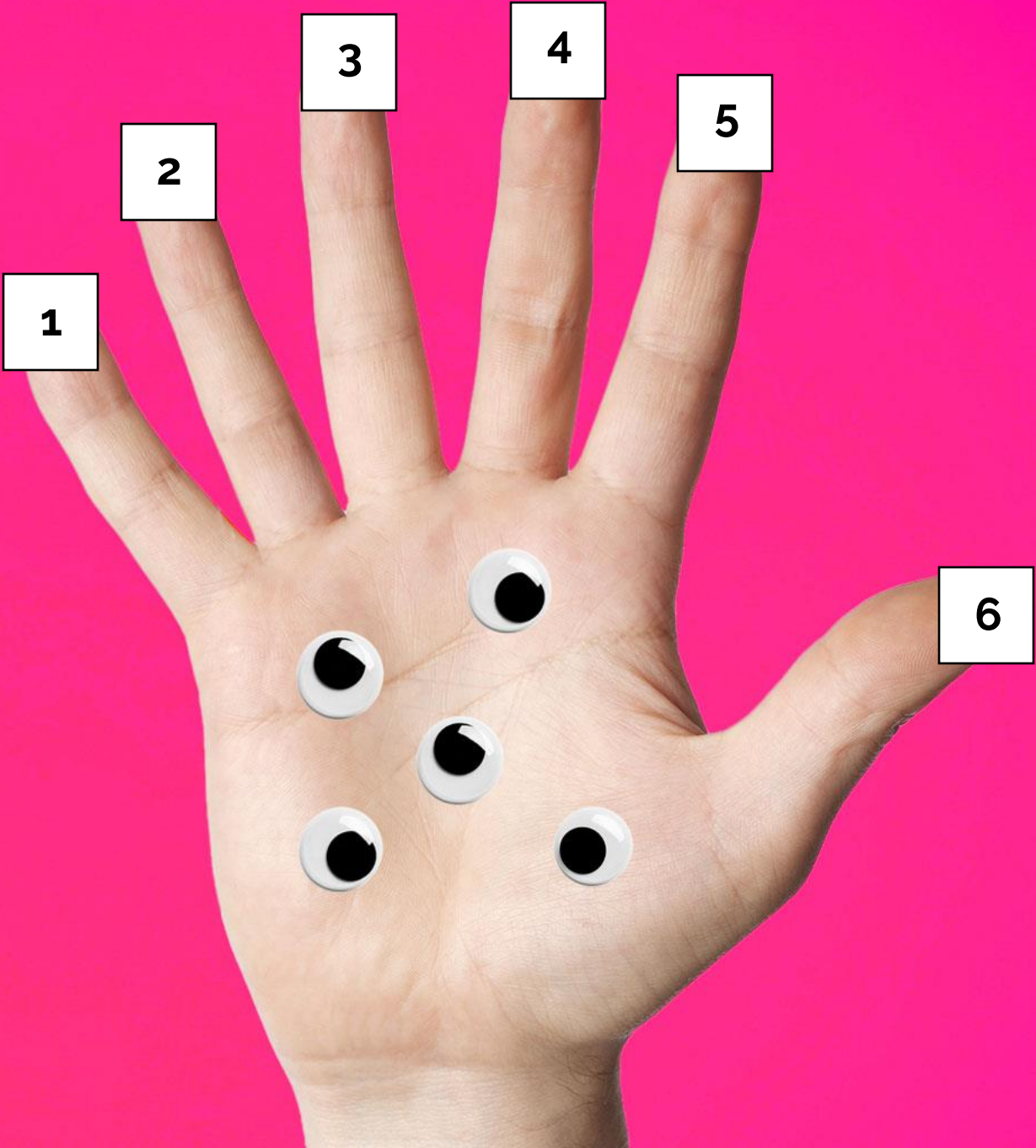
&

FINDABILITY



Here's six things

we know



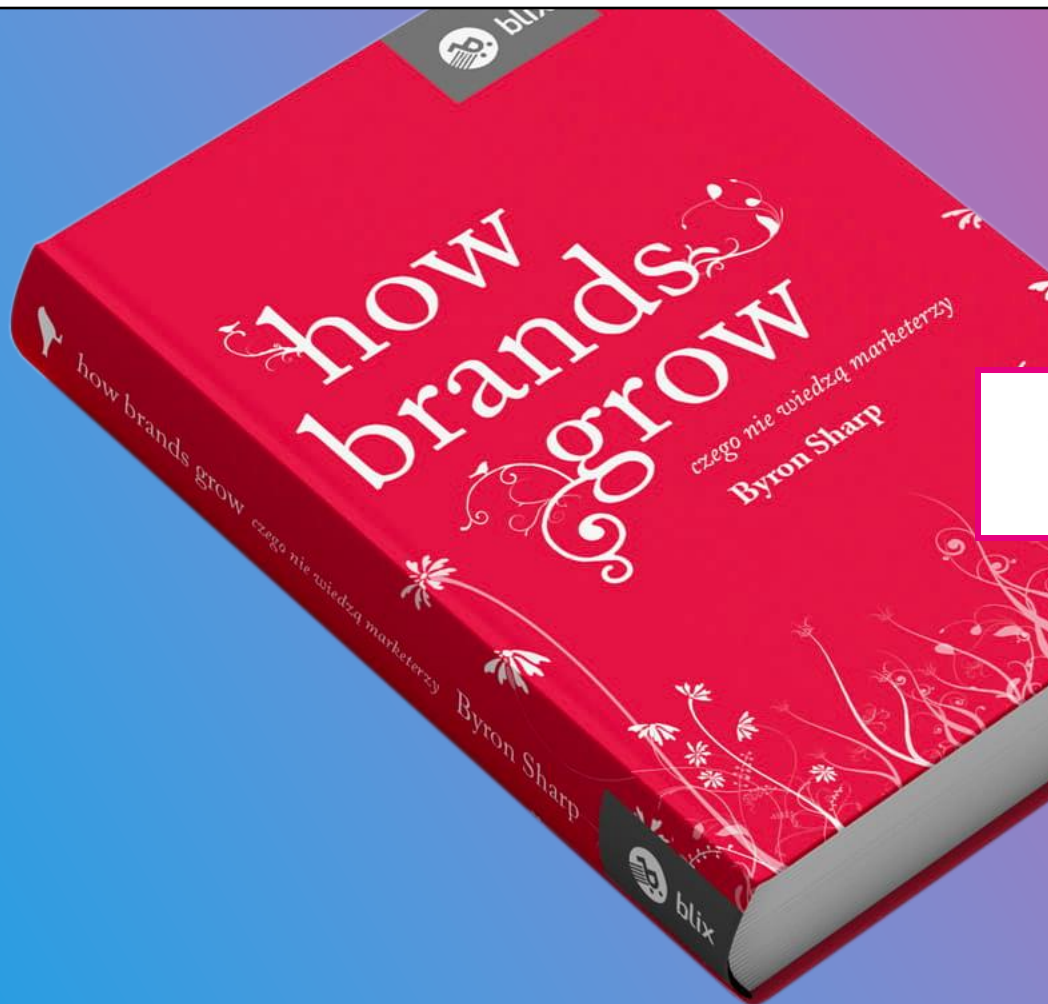
**1. Brand salience  
is a very particular  
kind of awareness**

*"the propensity of the brand  
to be noticed or come to  
mind in buying situations".*



It's more than just **'top of mind'**,  
it's **'top of mind during purchase'**.

## 2. Brand salience is important



1. **Continuously reach all buyers of the category** (communication + distribution) – don't ever be silent.
2. **Ensure the brand is easy to buy** (communicate how it fits with the user's life).
3. **Get noticed** (grab attention & focus on brand salience to prime the user's mind).
4. **Refresh & rebuild memory structures** (respect existing associations that make the brand easy to notice & easy to buy)
5. **Create & use distinctive brand assets** (sensory cues that get noticed & stay top of mind).
6. **Be consistent** (avoid unnecessary changes, whilst keeping brand fresh & interesting).
7. **Stay Competitive** (keep the brand easy to buy & avoid giving excuses not to buy).

### 3. Brand salience is difficult to measure



When we say difficult,  
we also mean expensive.



## 4. Brand salience doesn't have to be difficult to measure

Instead of converting brand trackers, and / or conducting consumer panels

Ask a friendly SEO (or your digi PR agency...like us)

To look at your **branded searches**



## 5. Millward Brown have proved its validity

*“The long-term ‘baseline’ search trend for a brand is most strongly reflective of how salient that brand is for consumers”*

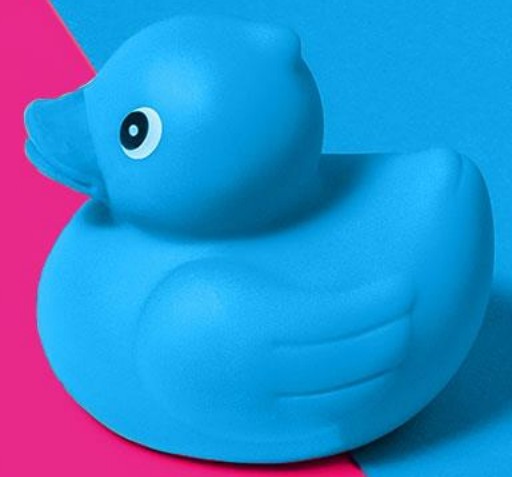
(me neither, had to look up what this meant)

**Search** is linked to how top of mind a brand is

**$R^2 = 81\%$**   
**SALIENCE**



**6. Unbranded search is yin to the yang**



**Nobody put these together, until this guy...**



**His analysis said you should  
aim for a balance of 60:40**

**60%** branded search traffic

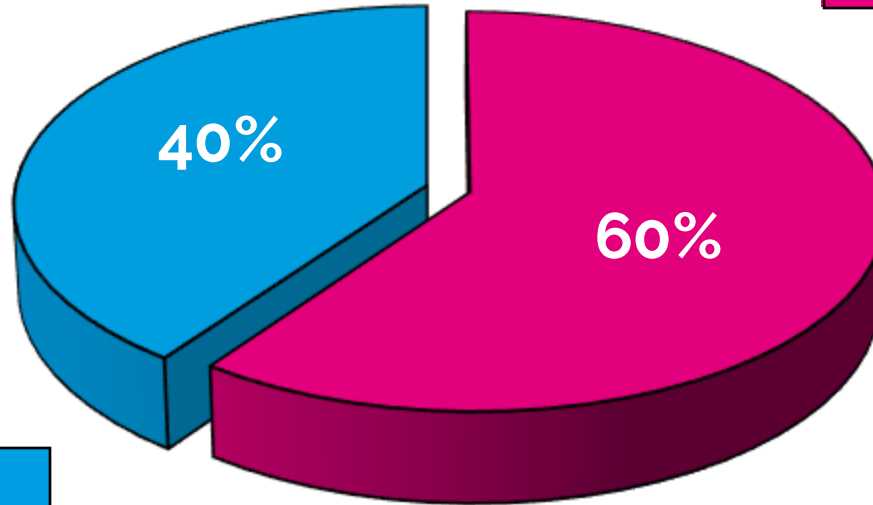
**40%** unbranded search traffic

Adam called it the 'Golden Ratio'

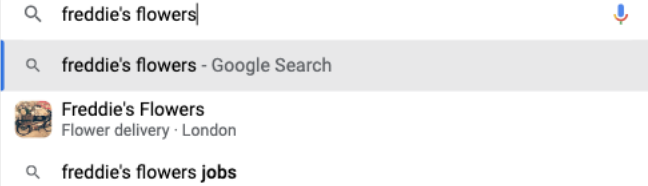
Search Traffic %

Unbranded 

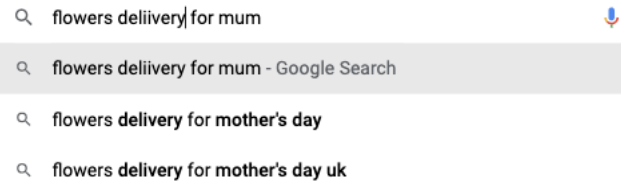
Branded 



Branded search





Unbranded search

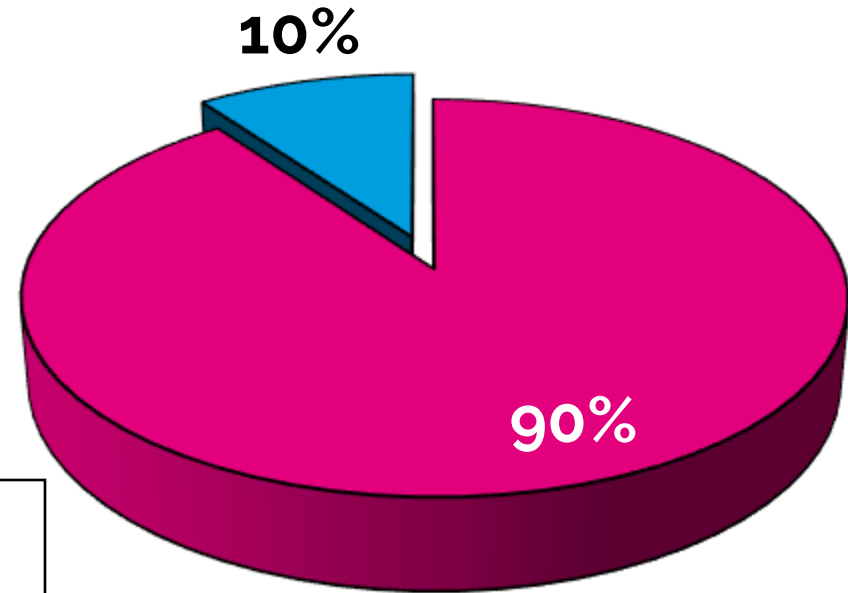


So why not 100% branded?

Well, because you want a bigger pie...

Search Traffic %

Unbranded   
Branded 



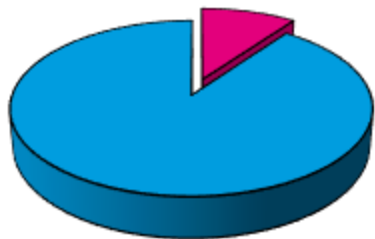
Unbranded searchers are the growth:  
plus... they could be tomorrow's  
*branded searchers*

So, it's a Goldilocks thing...

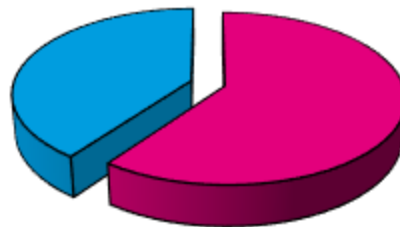


Unbranded 

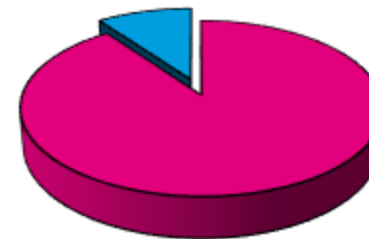
Branded 



too little

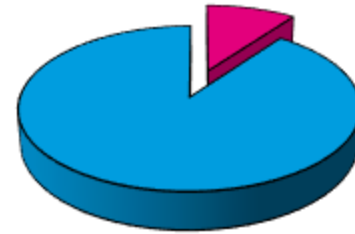


mmm, just right



too much

**These ratios will be found with the nascent, or early challengers, or unfocused brands in a category**

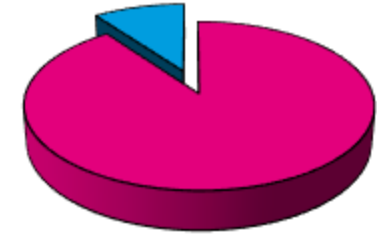


**too little**

The baseline of brand salience is too weak

Need to prioritise brand building

**FAME STRATEGY**



**too much**

Brand salience is strong, but to a smaller volume,

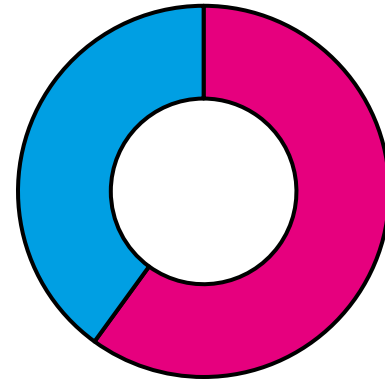
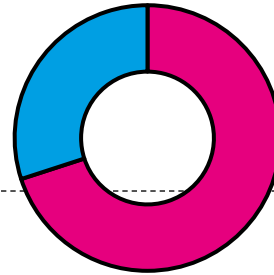
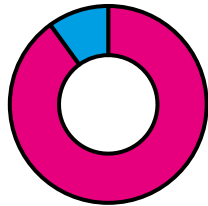
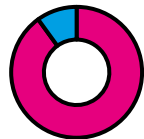
Need to prioritise new reach from unbranded searchers

**FINDABILITY STRATEGY**

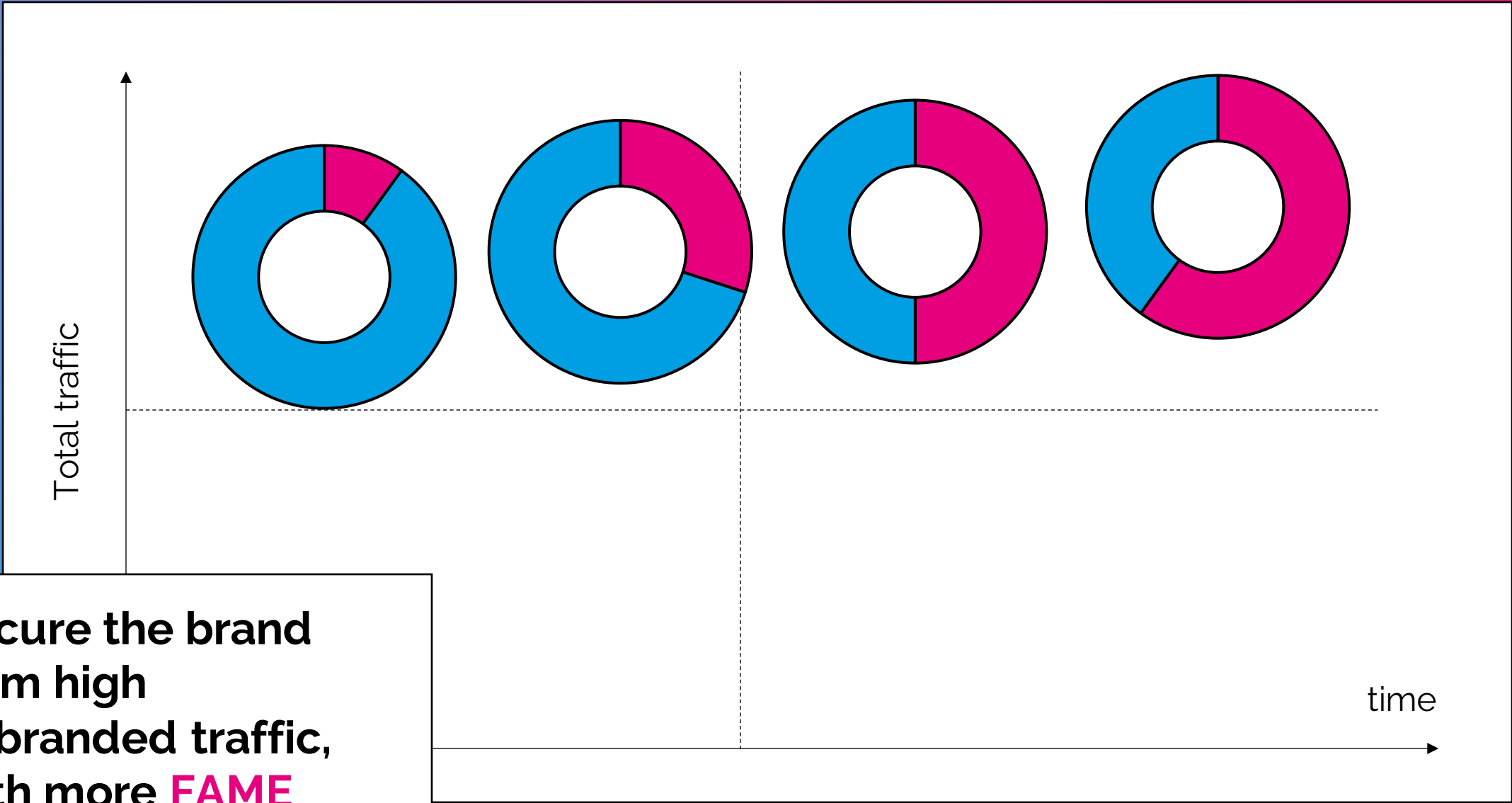


Grow from high (but narrow) salience with increased **FINDABILITY**

Total traffic



time



**Secure the brand  
from high  
unbranded traffic,  
with more **FAME****

# We took a look\* at the Golden Ratio in some DTC categories

Flowers



Shakes



Fashion



Wines

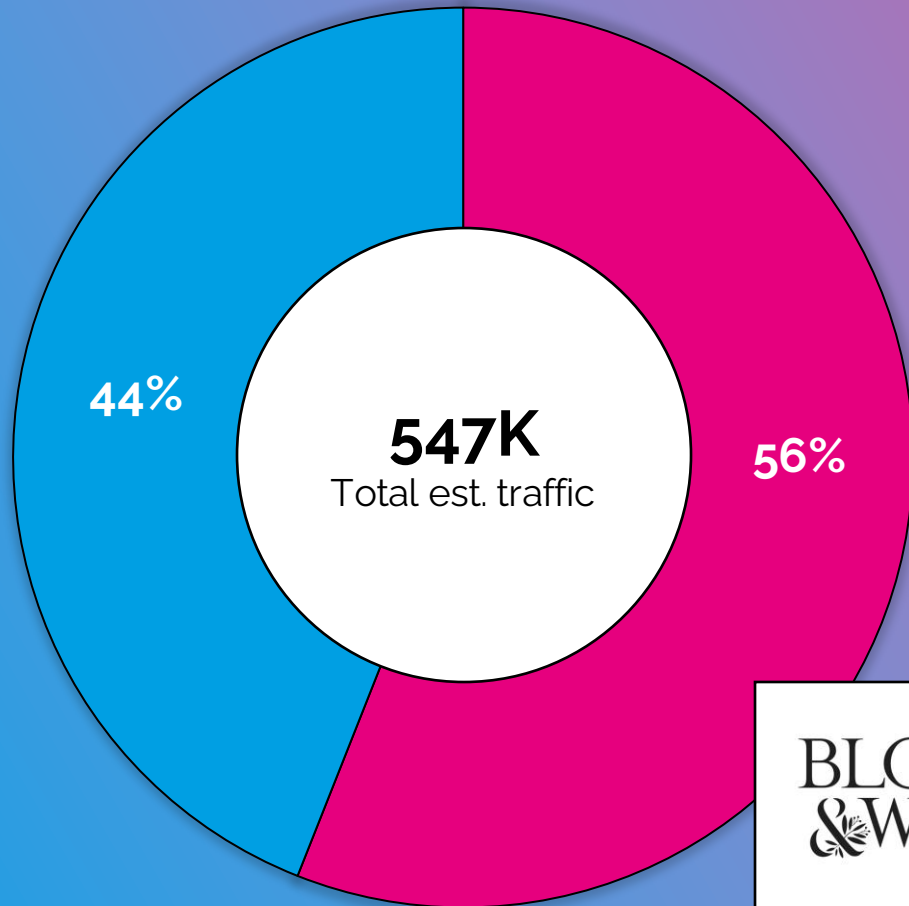


Furniture

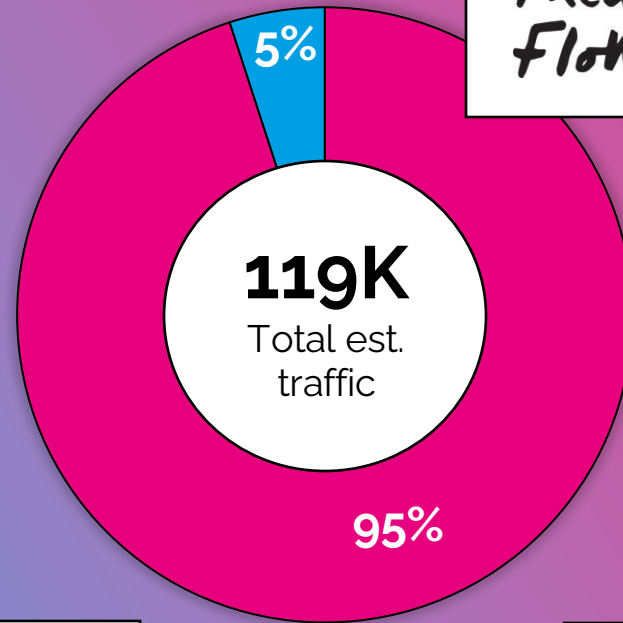


\*Data from SEMrush, UK-only monthly traffic based on 24 months to Aug '22

# Bloom & Wild have the Golden Ratio



**BLOOM  
& WILD**

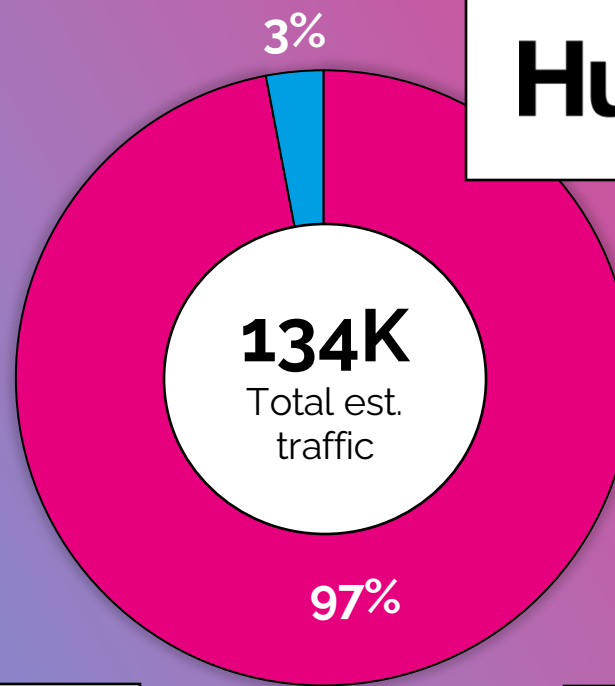
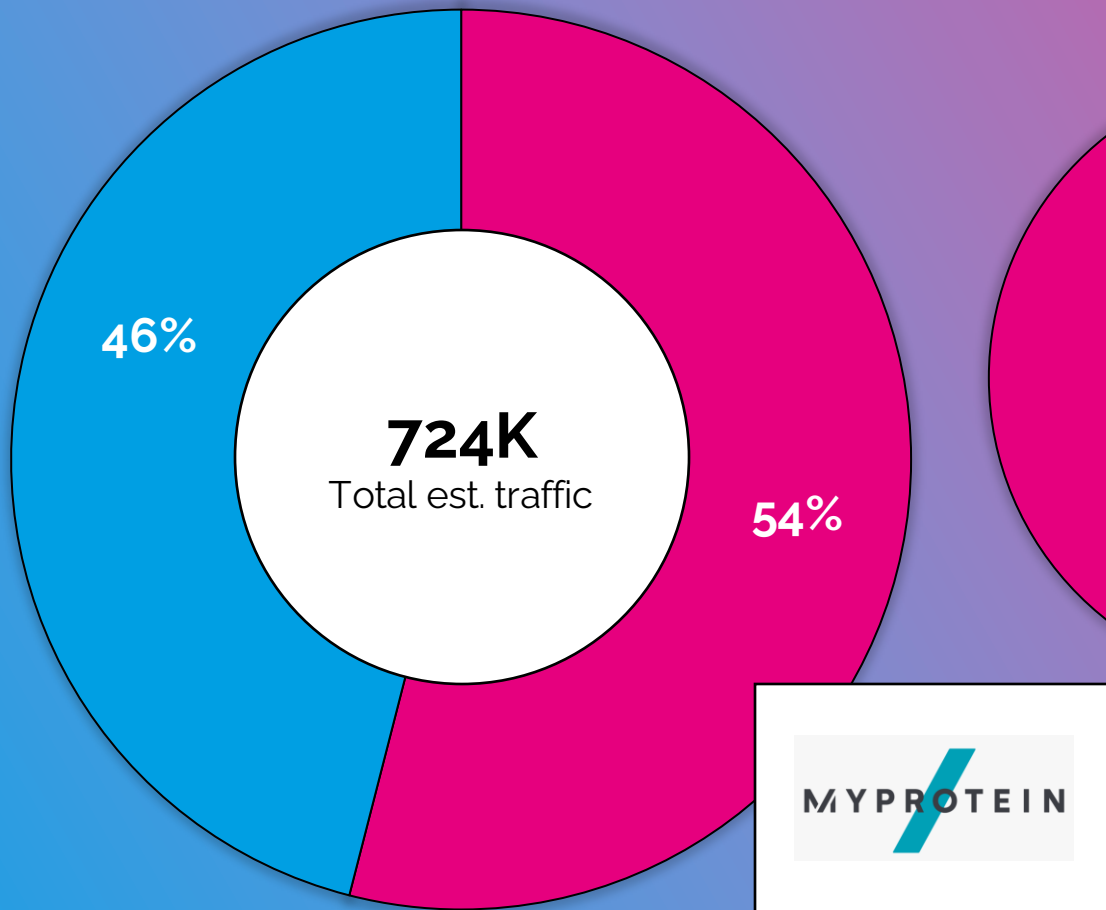


*Freddie's  
Flowers*

**Freddie's priority  
should be to  
grow unbranded  
search traffic**

Unbranded search traffic ■  
Branded search traffic ■

# Same story with myprotein vs Huel



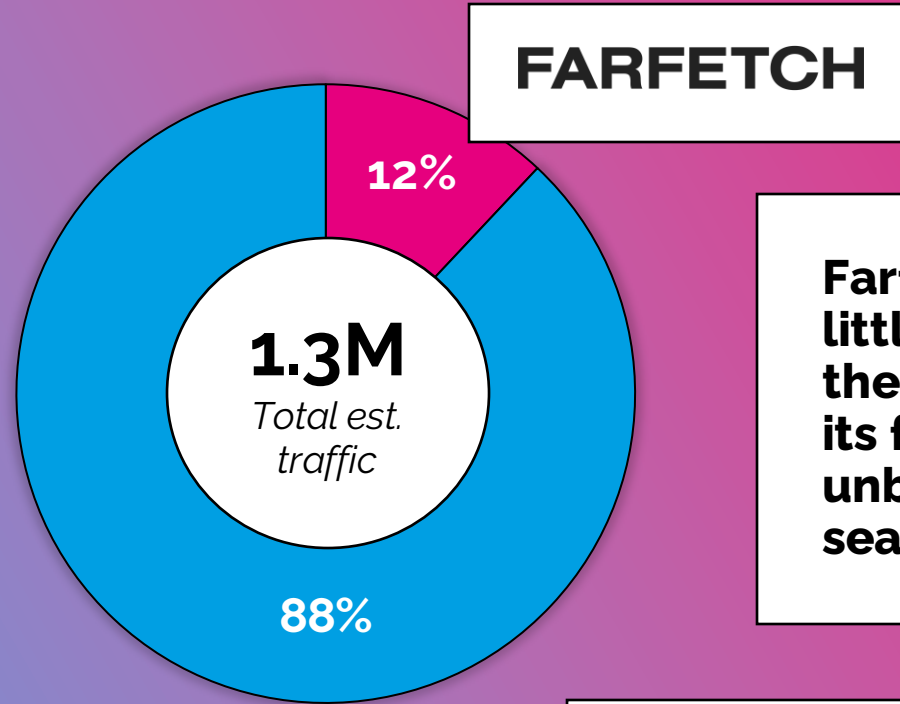
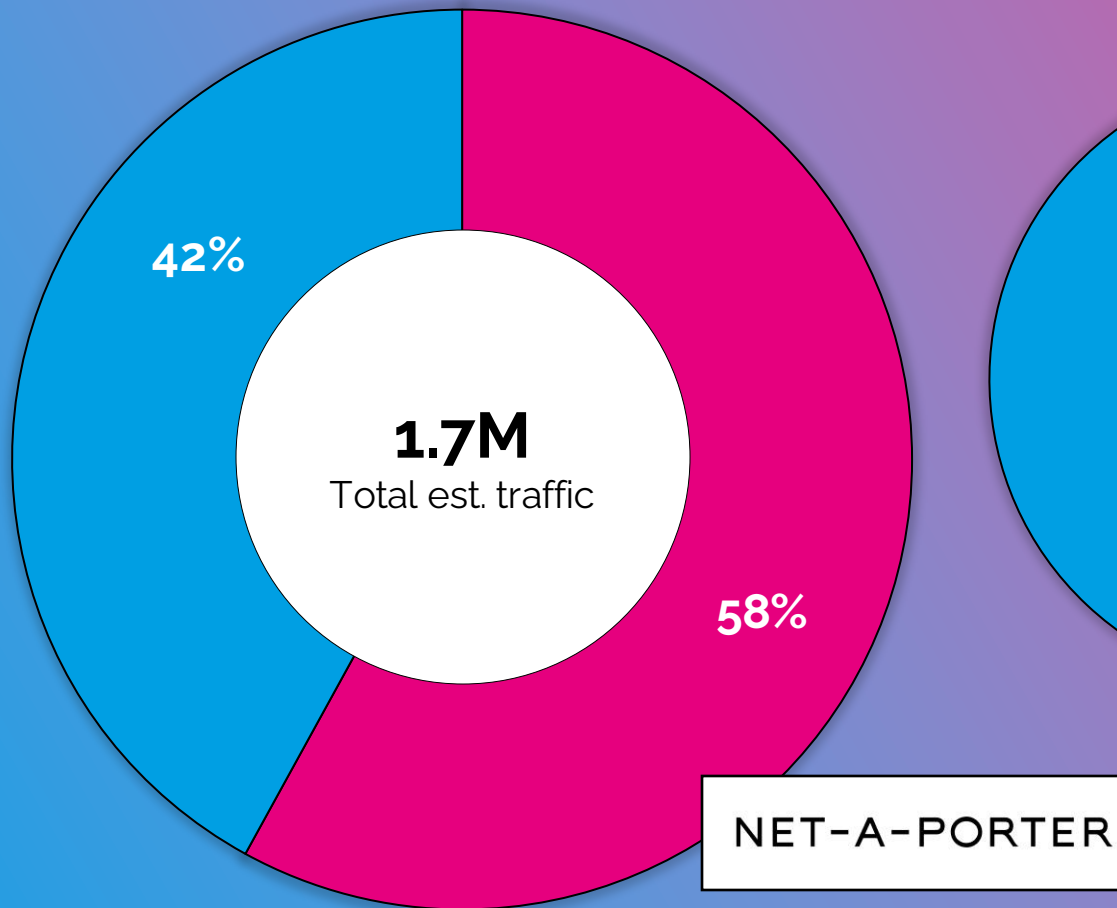
Huel might need a shake:

Their brand saliency is high, but to a smaller volume than myprotein.

Which might mean a priority to grow unbranded search traffic?

Unbranded search traffic ■  
Branded search traffic ■

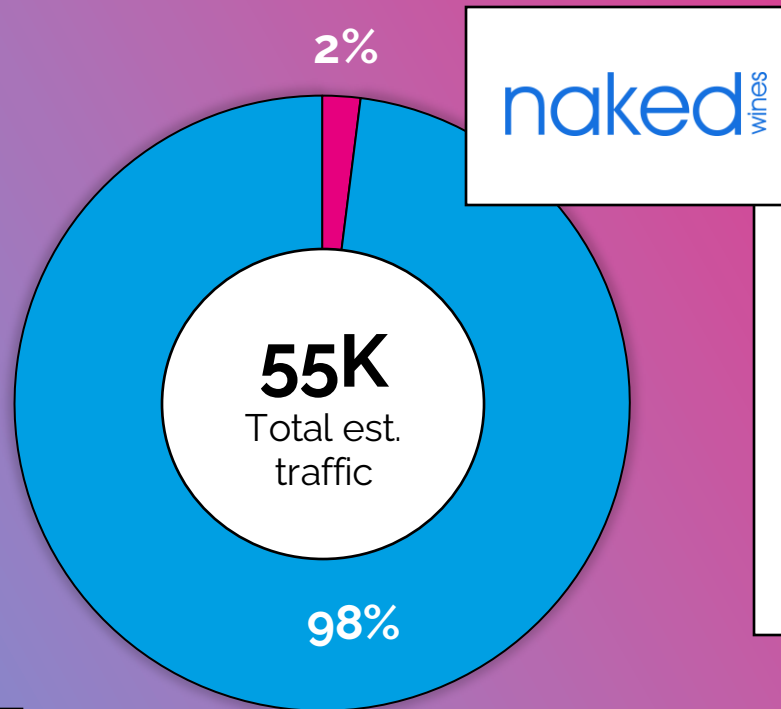
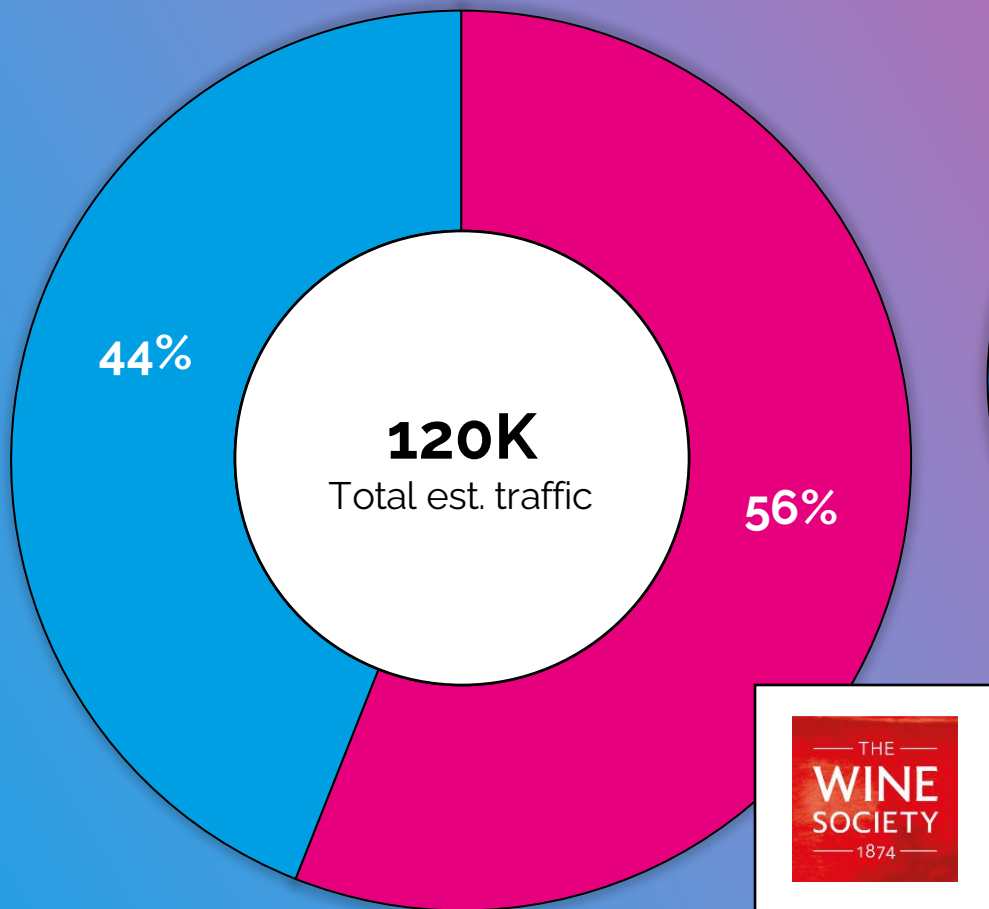
# In luxury fashion retail, Net-A-Porter are on trend



**Farfetch has too little saliency, at the expense of its fight for the unbranded search volumes**

Unbranded search traffic ■  
Branded search traffic ■

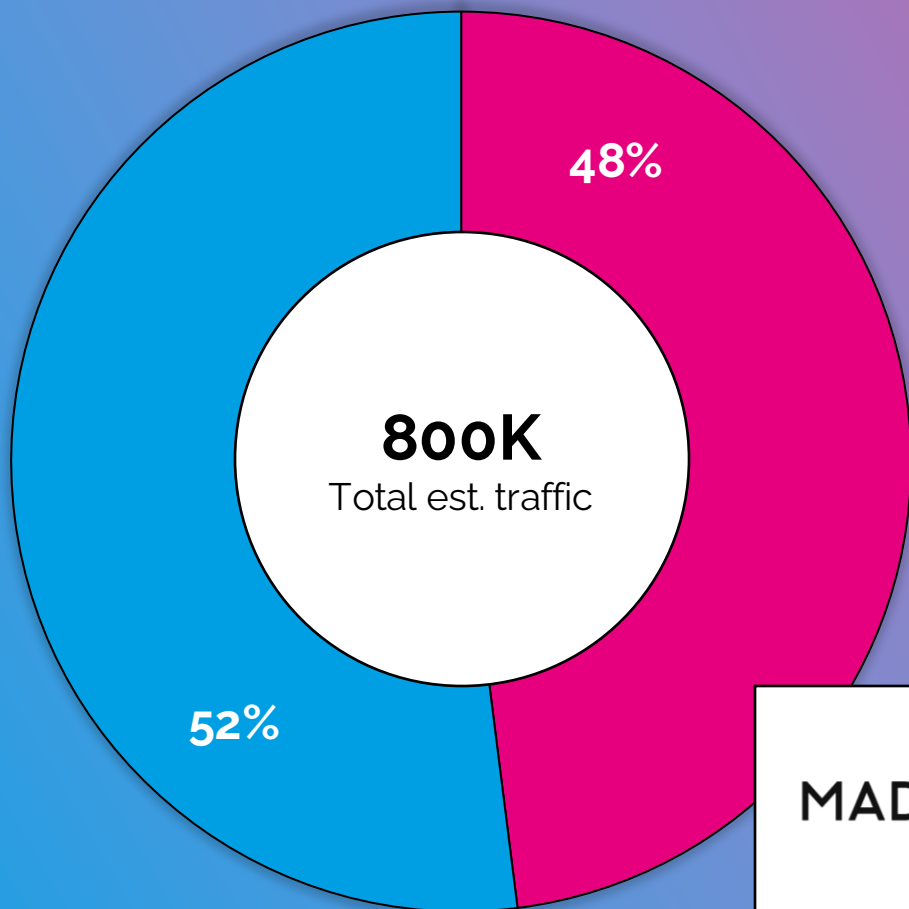
# Naked look a little under-dressed



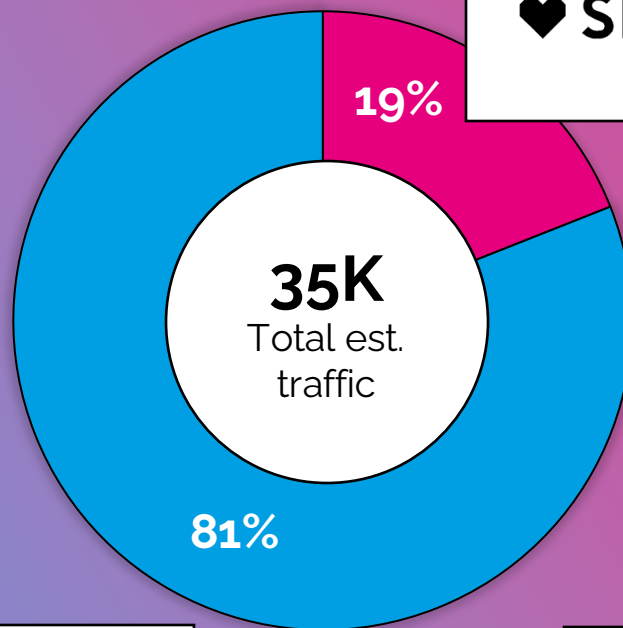
Unbranded volumes are very similar, but The Wine Society's balance and brand salience is so much greater

Unbranded search traffic ■  
Branded search traffic ■

# Made.com's getting lots of bums on seats...



MADE.COM®



♥ SKLUM

**SKLUM need to bed-in their brand on their way to growth**

Unbranded search traffic



Branded search traffic





**This isn't something to  
manage like a day trader**

Buy buy buy **salience...**  
Sell sell sell **generic  
keywords**



# We balance using the Mix of Six™ each quarter

too much



Reflecting annual strategic priorities into digi PR storyplanning

10x content  
Linkable  
story

Sweat the  
content +  
new vertical  
URDs story

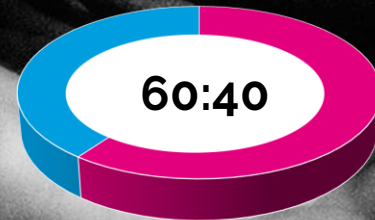
Explainer  
Linkable  
story

<keyword>  
Linkable  
Story

R&D / NPD  
Fame  
story

Brand  
Collab  
Fame story

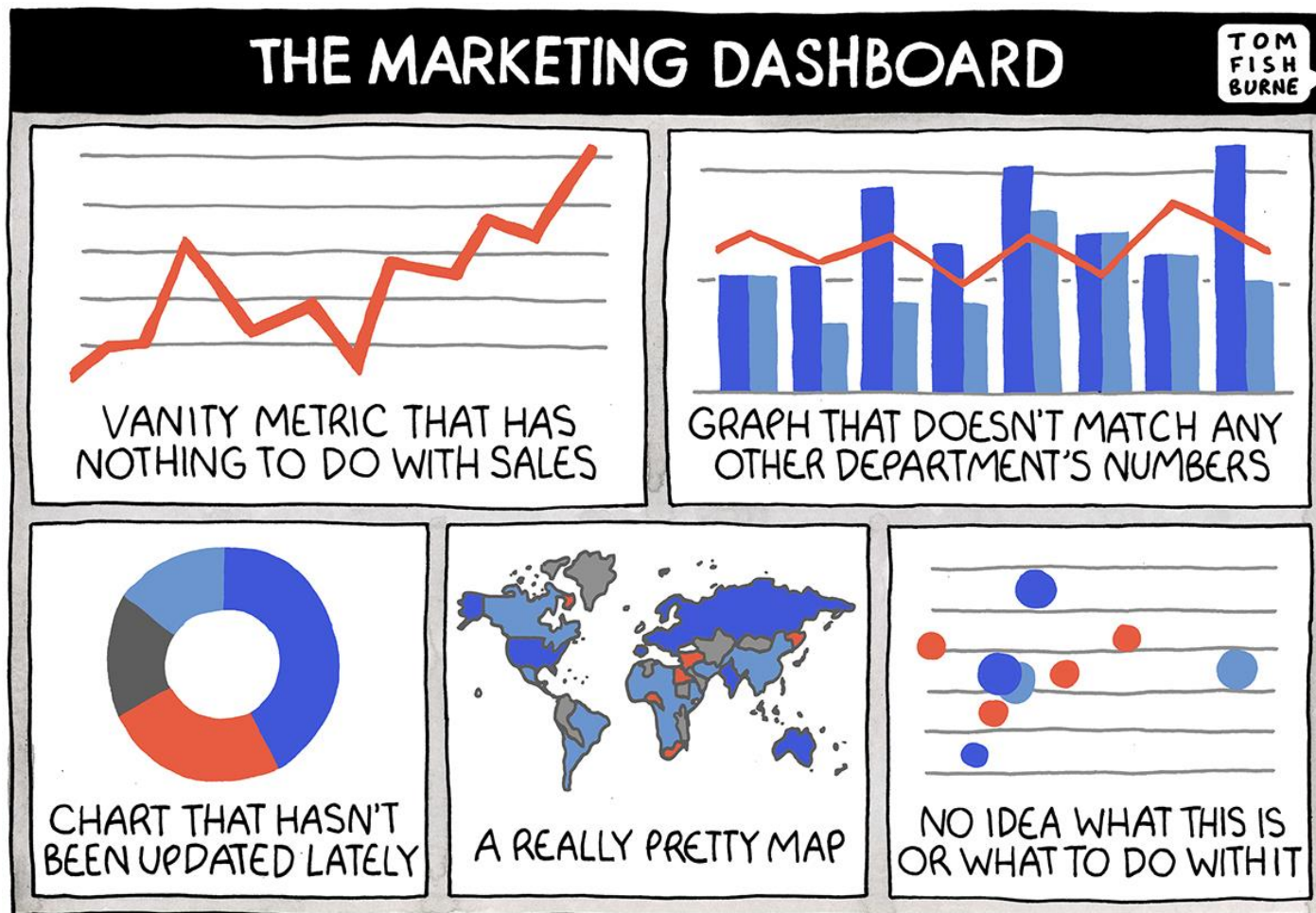
**And it's not the  
only metric or  
data point for  
your brand  
planning**



ONE RING  
TO RULE THEM ALL

But maybe it can earn its place with the other important metrics?

Maybe it could squeeze in here?



© marketoonist.com

**Thank you**

Want to explore how Bottle and Digital PR can grow the fame,  
and the findability for your brand?

Get in touch:  
[hello@wearebottle.com](mailto:hello@wearebottle.com)

**BOTTLE**