

OPINION PARTY

THE BRANDS OF 2023



DECEMBER 2023

VOL. 2

BAV Group

**We bring data to the
branding opinion party.™**

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HAPPY
NEW
YEAR



EDITOR'S LETTER



Welcome back to Volume 2 of Opinion Party, BAV Group's take on the cultural conversation around brands. Typically, we're the people in the room 'bringing data to the opinion party' when it comes to brands (hence the name!), but for our end of year wrap up, we tapped into some of our team's best and brightest minds to bring you our (highly educated) opinions covering all corners of the brandscape.

BAV Group analysts spend thousands of hours each year quantifying, dissecting and debating the latest brand triumphs and epic fails. This collection of POVs flips the script, where the experts are now speaking from their personal perspective. Plus, we've invited some of our favorite AI bots to opine as well.

When we say brand here we really do mean it in the broadest sense of the word, because let's face it, today everything and everyone is a brand (even in some cases, your doctor!) Our experts are covering a wide range of topics, from the downfall of reality TV to the rise of GPTs. A spin-off from one of America's most ubiquitous brands, to even (arguably), the world's most powerful brand: The American Dream (although our Best Countries study shows strong evidence of this).

Finally, no brand wrap up would be complete without an exploration of entertainment brands. We're looking at brand biopics cashing in on IP from the likes of Barbie and Nike, as well as a powerful marriage in between an iconic female celeb brand and an all American sport. Well, not technically a marriage yet, but a girl can dream.

Thanks for talking brand with us this year, and we look forward to continuing the conversation in 2024.

Warm regards,

A handwritten signature in black ink that reads "Laura Jones". The signature is fluid and cursive, with the first letters of "Laura" and "Jones" being significantly larger and more stylized.

Laura Jones
Chief Strategy Officer, BAV Group

OPINION PARTY

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Contributing AI Bots

Bard, ChatGPT, Canva Magic Studio

BAV Group, a VML consultancy, is the world's leading authority on data-driven branding™. Our strategic consulting services transform your brand growth into brand = growth. Whether you need to analyze, transform, or grow your brand, our team provide solutions based on 30 years of proven methodology and results.

We are strategists and statisticians, but also anthropologists, creatives, sector experts and, ultimately, data storytellers. We bring our diverse experiences and teams together to help our clients make smarter decisions. We provide growth focused brand intelligence, customer insights, and marketing and business strategy by bringing data to the brand opinion party.



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AND THE AWARD GOES TO....



Sandrine
Martin

The Non-Brand of the Year: ChatGPT
Overshadowed by AI hype?
ChatGPT falls short on Trust, Relevance, and Esteem.
#TrustMatters

Most Exciting Brand: Humane AI
#Humane: Tech that embraces you, not replaces. AI on-the-go,
human-first design. Future, here we come!



Dor Katz



Daniella
Rodriguez

Brand Spinoff of the Year: CosMc's
McDonald's reinvented 🍷🍩. Out-of-this-world drinks & treats steal the show with
spin off CosMc's. Buckle up, the future of fast food is here.
#DisruptorOfTheDecade

2023 Brand on the Brink: Reality TV
Reality TV on life support. Can AI be its doctor? Monitoring
cast well-being, predicting meltdowns, personalizing content...
Reboot or fade to black? #Altotherescue



Jenna
Rounds



Joy Ruffins

Fallen off its Pedestal: The American Dream
Millenials ditching the picket fence! AI agents snatch cheap homes, transforming
homeownership into a meme, not a dream. #rentlife

Culinary Brand of the Year: Molly Baz
Queen of the kitchen Molly Baz cooks up brand magic 🍴 with
accessible recipes, cookware line, & TV appearances.
#MollyBazForTheWin



Aylin Yasa



Kathy Shen

Health Brand of 2023: One Medical
One Medical is one of the fastest growing brands! Partnerships & Prime power
healthcare revolution. Same-day care, affordable access = winning hearts.
#FutureOfCare

Meta Brand of 2023: Brand Biopics
2023: the year brands became stars! Beyond Barbie brand
biopics celebrated brand origin stories. Can AI find more
forgotten legends? Or will AI brands be the next biopic heroes?



Ketzirah
Lesser



Richard
Farhart

Most Promising Brand: Eleven Labs
AI brands battle for top wave in 2023, but Eleven Labs stands out. Their voice
cloning tool lets you speak any language, fluently, in real-time. Goodbye language
barriers! #futureofcommunication

Brand Partnership of 2023: Taylor, Travis, and the NFL
Swiftie takeover! Taylor & Travis' "couple brand" boosts NFL
viewership + strengthens image. New fans, cultural icon status, &
more! Super Bowl halftime show next? #PowerCouple



Vanessa
Fuss

ChatGPT

The Non-Brand of the Year

Overshadowed by AI hype? ChatGPT falls short on Trust, Relevance, and Esteem. #TrustMatters

Sandrine Martin
Associate Director,
Strategy & Insights



<https://bit.ly/sandrine-martin>

Why Not ChatGPT

Based on BAV full year 2023 syndicated study among US Gen Pop.

This is an unpopular opinion, I know. But here is why I think ChatGPT does not deserve the title of “Brand of the Year.” In 2023, AI is one of the most differentiated categories in culture. Therefore, while ChatGPT ranks among the most differentiated brands in BrandAsset Valuator® (BAV) study, I believe that this differentiation is category driven. In other words, it is the halo effect of being an “AI brand”.

Additionally, ChatGPT lags its biggest competitor Bard by 27% on Relevance (a measure of how appropriate a brand is) and 26% on Esteem (a measure of how respected a brand is).

And last but not least, ChatGPT is not a trusted brand. According to BAV 2023 study, ChatGPT ranks within the bottom 10 percent of all brands in culture on being trustworthy. In comparison, Bard ranks within the top 20 percent on Trust.

It is hard to predict how powerful ChatGPT will be in the next couple of years because it is scaling so fast. If people start relying more and more on AI platforms to solve complex problems, Trust will become an important trait to have for AI brands to successfully compete in the space. To that end, building Trust should be a priority for ChatGPT moving forward.



Image partially by Canva Magic Media™

What the Bots Say

Google Bard: Gemini Pro

ChatGPT can boost its brand by being transparent (data sources, risks), highlighting its value (real-world uses, human collaboration), and engaging the community (developer feedback, open discussions, knowledge sharing). This builds trust, showcases benefits, and positions it as a responsible and impactful AI tool.

ChatGPT 4.0

ChatGPT can boost its brand perception by promoting transparency, refining user interface, and personalizing experiences. Showcasing success stories builds trust. Staying at the forefront of AI trends ensures contextually accurate responses. Engaging with users on social media fosters a sense of community, positioning ChatGPT not just as a tool, but a partner in problem-solving and creativity.

Humane

Most Exciting New Brand

Dor Katz
Analytical
Brand Strategist



<https://bit.ly/dor-katz>

#Humane: Tech that embraces you, not replaces.
AI on-the-go, human-first design. Future, here we come!

A Brand with Promise

Humane is a brand that has done a wonderful job of creating hype around this innovative, first-of-its-kind technology.

As opposed to appearing robotic, or cold - they have done a wonderful job appearing human-first, from its name Humane to its tagline of 'Important rings. Few pings.' - really focusing on what makes us human and accomplishing the difficult feat of allowing us to actually disconnect from technology through the use of technology. The category this brand fits into is not exactly defined, but I would call it something like 'emerging wearable AI technology'.

This new invention will catapult AI to the forefront of people's lives - giving them physical and tangible access to it every second of every day. I think this wearable tech marks the beginning of AI use on-the-go, where AI will truly become a part of every aspect of our lives. I am excited to see who will follow suit, what new inventions this will spark, and how our world and our interactions will look in the next 5-10 years.

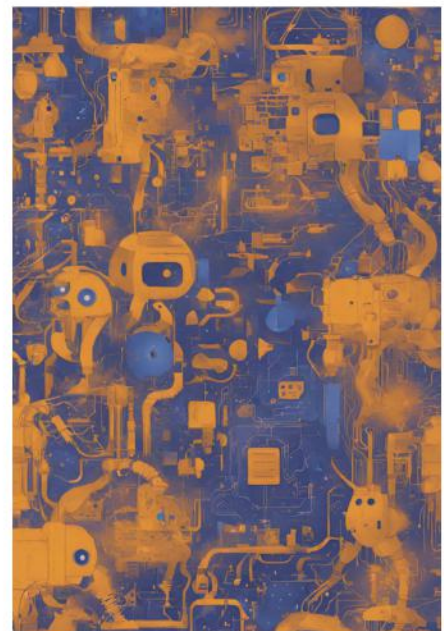


Image by Canva Magic Media™

What the Bots Say

Google Bard: Gemini Pro

Humane AI's screen-free tech promises to shake up consumer behavior: expect mindful moments, enriched communication, and a break from info overload. Voice-powered devices like the AI Pin could spark creativity, reclaim control over technology, and evolve communication beyond screens. Challenges like accessibility and privacy need addressing, but the potential for a more present, connected future is undeniable. Watch this space!

ChatGPT 4.0

Screen-free AI, including voice assistants and smart home devices, enhances accessibility and integration of technology into daily life. It allows hands-free task management, improving access for those with physical impairments. By reducing screen time, it encourages healthier digital habits. This technology fosters natural interaction, simplifying use and boosting multitasking capabilities, increasing overall productivity and convenience.

CosMc's Spinoff Brand of the Year

McDonald's reinvented 🍷. Out-of-this-world drinks & treats steal the show with spin off CosMc's. Buckle up, the future of fast food is here. #DisruptorOfTheDecade

Daniella Rodriguez
Manager,
Strategy & Insights



<https://bit.ly/daniella-rodriguez>

Is McDonald's Spinoff Out of This World?

This spinoff brand is like the cool kid at the party, arriving fashionably late and stealing the show.

McDonald's, the OG of fast food, pulling a nostalgic mascot out of retirement and turning it into a...beverage empire? Bold, unexpected, and frankly, brilliant. Ten test sites fuel the hype, making us all crave a sip of CosMc's magic and judge it all for ourselves. This launch is a conversation starter. With a focus on coffee, croissants, and other high-margin indulgences, CosMc's taps into our "treat yo'self" desires while boosting McDonald's bottom line.

So, yeah, CosMc's might be the spinoff brand of the year, but let's be real, it could be the disruptor of the decade.

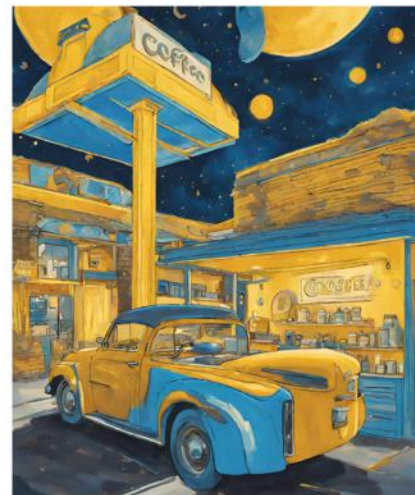


Image by Canva Magic Media™

Mind-reading McFlurries?

I imagine a world where your cravings are predicted before you even know it. CosMc's AI could analyze your purchase history, social media posts, and even facial expressions to whip up personalized McFlurry concoctions that'll blow your taste buds.

What the Bots Say

Google Bard: Gemini Pro

CosMc's, powered by AI: imagine lattes made by mood-reading robots, loyalty points that fuel your caffeine habit, and menus that bend to local whims. AI predicts rush hours, learns from your feedback, and crafts a coffee haven where every sip feels like serendipity.

ChatGPT 4.0

CosMc's could utilize AI to offer a personalized customer experience. By analyzing customer preferences, AI can tailor marketing and menu suggestions. AI chatbots could streamline customer service, while predictive analytics optimize supply chain management. AI can also identify market trends, ensuring CosMc's remains competitive. AI could be key in shaping CosMc's as a customer-focused, efficient brand.

Reality TV Brand on the Brink

Reality TV on life support. Can AI be its doctor? Monitor cast well-being, predict meltdowns, personalize content. Reboot or fade to black? #Altotherescue

Jenna Rounds
Managing Director,
Strategy & Insights



<https://bit.ly/jenna-rounds>

Reality TV as a Brand

Following this summer's Hollywood strikes, accusations around controversial edits, manipulation of storylines, mistreatment of cast members and lack of royalties became catalysts for what feels like an existential crisis for reality TV.

Viewership is down, making up only 12% of aggregate average weekly viewership among the Top 50 shows in Q1 2023, down from a peak of over 30% in 2009-2010*.

*Statista, Reality Check for Reality TV: Fewer Viewers Among Top Programs, September 2023

How I Think AI Could Help

I'd like to think AI could help.

Could it monitor the mental health and well-being of cast members? Gauge audience reactions in real-time - enabling producers to address concerns proactively? Could it predict potential cast member issues so producers could address them before they play out on-camera?

I'm not sure, but I'd say a reinvention is overdue.



Image by Canva Magic Media™

What the Bots Say

Google Bard: Gemini Pro

Reality TV's teetering on manipulated drama and cast woes, driving viewers away. But AI offers a lifeline: real-time audience feedback to combat manipulation, cast well-being monitoring to prevent meltdowns, and predictive models to navigate potential issues. It's a gamble, but clinging to the past might just extinguish the genre's flicker. Let's use AI to rebuild on authenticity, not fan the flames of manufactured chaos.

ChatGPT 4.0

AI can reinvent reality TV by personalizing content, enhancing viewer engagement, and providing audience insights. It offers recommendations based on viewing patterns, introduces interactive elements for immersion, and analyzes social media sentiment to help producers tailor resonating content, ultimately boosting the show's popularity.

The American Dream

A brand knocked off its pedestal

Millenials ditching the picket fence! AI agents snatch cheap homes, making homeownership a meme, not a dream. #rentlife

Joy Ruffins
Operations Lead



<https://bit.ly/joy-ruffins>

Redefining the American Dream

During covid there was a surge of people and companies buying homes on the cheap. Now with highest interest rates and prices in 20 years, millennials and other generations are rethinking and rejecting the idea of homeownership as a path to success/adult hood. It is no longer integral to achieving the American dream.

The Impacts of AI

AI could affect this in positive or negative ways. It could make things a lot easier, finding cheap homes, mortgages cutting out the middleman; transforming AI into your real estate agent and contract negotiator. It could also fuel the trend of companies buying homes and then setting up rentals. A company could have a whole team dedicated to using AI to find deals, track foreclosures, etc.



Image by Canva Magic Media™

What the Bots Say

Google Bard: Gemini Pro

Younger generations, disillusioned with the housing market, are questioning the American Dream. AI can reignite hope: financial tools like budgeting bots and personalized investments fuel savings, while market analysis and AI-powered bidding help navigate the competitive jungle. Innovative housing options like micro-homes and shared ownership expand possibilities, and AI-driven education empowers informed choices. By demystifying the process and providing tools for financial success, AI can pave a data-driven path to homeownership, redefining the Dream for a new era.

ChatGPT 4.0

AI can help restore faith in homeownership for younger generations by making the process more accessible and understandable. AI-powered tools can provide personalized financial advice, predict market trends, and automate paperwork, making home buying less daunting. They can also match individuals with suitable properties based on their preferences and budget. By demystifying the process and providing tailored solutions, AI can make homeownership a realistic part of the American dream for younger generations.

Molly Baz

Culinary Queen of 2023

Queen of the kitchen Molly Baz cooks up brand magic ✨ with accessible recipes, cookware line, & TV appearances. #MollyBazForTheWin

Aylin Yasa
Director,
Strategy & Insights



<https://bit.ly/aylin-yasa>

Cooking up a Great Brand

I have been a Molly Baz fan since her Bon Appétit days, but I became a super fan once I started cooking with her first cookbook: Cook this Book (2021). Skill building pages, easy to follow recipes, ingredients organized by grocery store aisles, accessible cooking technique videos all make this book a go-to. She is my culinary brand queen of 2023 because she has really expanded her personal brand through a colorful dinnerware partnership with Crate & Barrel, an appearance in Jimmy Kimmel and the launch of her second cookbook: More is More, all while keeping true to her fun & lighthearted personality.



Image by Canva Magic Media™

Molly on Demand?

Molly Baz already leverages technology to make cooking simpler for home chefs, but I think leveraging AI can up her game even more. I think that everyone needs an AI Molly sous-chef in the kitchen, where home-chefs can ask questions like “Molly I’m out of spring onion, what can I use instead” or “how can I recover if I overcooked fish for 10 minutes” to get instant answers. I for one would be willing to wait in line for this! Can’t wait to see where her personal brand goes in 2024 and beyond

What the Bots Say

Google Bard: Gemini Pro

In kitchens of tomorrow, AI sous chefs like Molly Baz whisper guidance, crafting menus tailored to your whims while AR paints vibrant instructions on your countertop, guiding your every chop and stir. Imagine live, global classes, connecting you with Molly and fellow cooks across continents, sharing laughter and triumphs as AI fuels your culinary journeys. Buckle up, home cooks! A future of dazzling flavors and delightful connections awaits, simmering with the magic of AI.

ChatGPT 4.0

In the future, AI could significantly transform home cooking by enabling direct, interactive sessions with celebrity chefs like Molly Baz. This could involve real-time cooking guidance, personalized recipe recommendations based on dietary preferences or pantry contents, and even immersive virtual cooking classes. Leveraging AI technology could effectively bridge the gap between professional chefs and home cooks, democratizing gourmet cooking and making it more accessible and enjoyable for everyone.

One Medical Health Brand of 2023

One Medical is one of the fastest growing brands!
Partnerships & Prime power healthcare revolution.
Same-day care, affordable access = winning hearts.
#FutureOfCare

Kathy Shen
Senior Brand Analyst,
Strategy & Insights



<https://bit.ly/kathy-shen>

Redefining Expectations

According to our BAV syndicated data, One Medical stands out as one of the fastest-growing brands among the 3,500+ brands in our study. This growth is largely attributed to the impact of the \$3.9 billion acquisition by Amazon, which has significantly amplified both their reach and resources. One Medical has significantly enhanced its accessibility through strategic partnerships. Collaborating with over 8,500 employers and establishing affiliations with 18 health system partners, the company has extended its reach. Additionally, it has tapped into the expansive network of Amazon, leveraging the audience of 167 million Prime members in the US. By providing same-day virtual and in-clinic access through affordable memberships, the brand resonates deeply with Americans who for decades have struggled with accessible and affordable healthcare solutions.

Amazon's data, One Medical's insight

By analyzing Amazon's treasure trove of data, One Medical can predict Prime members' needs based on subtle buying patterns. For example, a surge in allergy medication purchases at peak pollen season might trigger a suggestion for an allergy consultation. By cross-referencing with Whole Foods or Amazon shopping habits, One Medical can generate customized menus featuring delicious and health-conscious recipes or appropriate workout recommendations. This comprehensive approach could elevate telehealth from a convenient service to a proactive health guardian, fostering preventative care on a previously unimaginable scale.



Image by Canva Magic Media™

What the Bots Say

Google Bard: Gemini Pro

One Medical could leverage AI and Amazon/Whole Foods data to personalize healthcare with insights from shopping habits and dietary choices. They could predict health risks, recommend tailored diets and wellness programs, and even offer on-demand medication delivery at Whole Foods, all while ensuring strict data privacy and ethical considerations.

ChatGPT 4.0

One Medical could leverage AI and Amazon/Whole Foods customer data to enhance their patient experience. By analyzing customer purchasing habits, One Medical could personalize health recommendations and offer targeted wellness programs. Additionally, AI could be used to streamline appointment scheduling and improve diagnostic accuracy, leading to better health outcomes for patients.

Lionel Messi Sports Brand of the Year

We crowned Messi as Sports Brand of the Year! Not just goals, but global impact. Miami move reshaped MLS, proving his kingly brand transcends trophies. Could AI fuel next chapter? 🏆👑

Tanay Sharma
Manager,
Strategy & Insights



<https://bit.ly/tanay-sharma>

Swagger and Star Power

After silencing all the doubters with the FIFA World Cup gold in 2022, Lionel Messi dropped another footballing stunner this year in Miami. Joining Inter Miami wasn't just a transfer, it was a cultural cannonball, blasting the MLS onto the global stage. That's the kind of swagger and star power Messi brought, last seen only when David Beckham made the surprise move to LA Galaxy in 2007.

You have to love the audacity of it. The undisputed king of football, at least in my opinion, choosing to build a dynasty in uncharted territory? It's the kind of legacy move that transcends trophies and speaks volumes about the man's vision.

In 2023, Messi wasn't just an athlete, he was a brand architect, reshaping the landscape of the sport in the USA, and that's why he deserves the ultimate crown: Sports Brand of the Year.



Image by Canva Magic Media™

Scaling Star Power

Messi is one of the few personalities that has star power on every corner of this planet, and so the opportunity to leverage his likeness is ripe. AI has already been proven to help build brands, especially small and medium sized business brands that cannot afford to hire celebrity star power. Messi can tactfully license his likeness to help build ads at scale, similar to an approach Cadbury's took in India with bollywood superstar Shahrukh Khan or how Virgin Voyages leveraged Jennifer Lopez' likeness to personalize invites.

What the Bots Say

Google Bard: Gemini Pro

Personalized fan experiences, interactive training content, and AI-generated coaching tips can engage global audiences. Virtual appearances and deepfakes can break geographical barriers, while sentiment analysis can tailor content to fan bases. These applications, coupled with responsible data use, can deepen connections, build lucrative partnerships, and solidify Messi's legacy as a tech-savvy global icon.

ChatGPT 4.0

Lionel Messi and other sports stars could leverage AI to expand their reach by using it for personalized fan engagement, such as AI-driven social media interactions. They could also use AI-powered analytics to understand fan behavior better, allowing them to tailor their branding and marketing strategies more effectively, thereby reaching a wider audience.

Brand Biopics

Meta Brand of 2023

2023: the year brands became stars! Beyond Barbie brand biopics celebrated brand origin stories. Can AI find more forgotten legends? Or will AI brands be the next biopic heroes?

Ketzirah Lesser
Executive Director



<https://bit.ly/ketzirah-lesser>

Welcome to the Brand of Brands

Not only has 2023 been the year of the brand IP film, with Barbie as reigning queen, but it's also been the year of the brand biopic. It's an interesting statement on American culture that the origin stories of brands are what we're choosing to celebrate.

You may have heard about the Air Jordans movie starring Ben Affleck and Matt Damon, which is all about how that brand got started. But did you also catch the Tetris, Flaming Hot Cheetos, and BlackBerry movies? Yes – biopics about the 1980s video game, the snack food, and the PDA we all had to have back in the day are a hot media trend. There was also a movie about Beanie Babies starring Elizabeth Banks and Zach Galifianakis.

Can AI help writers, directors, and studios find forgotten brands with great stories to tell? Or will the AI brands be the next great set of origin story brand biopics?



Image by Canva Magic Media™

What the Bots Say

Google Bard: Gemini Pro

AI's brewing a twist in brand-story movies! Imagine: scripts crafted by AI, analyzing consumer data to predict audience cravings, and personalized trailers tailored to individual viewers. AI could conjure realistic historical figures, immerse us in brand-defining moments, and even generate interactive experiences blurring the line between audience and movie. Get ready for brand origins like never before, powered by the magic of AI!

ChatGPT 4.0

For brand origin biopics, AI could offer unique insights into audience preferences, helping filmmakers craft compelling narratives that resonate. AI can analyze historical data about the brand to ensure accuracy and authenticity. It can automate editing, streamlining production. Advanced CGI capabilities could recreate past eras or events realistically. AI could even generate promotional content tailored to potential viewers' interests, maximizing engagement. Thus, AI could enhance both the creation and promotion of brand origin biopics.

Eleven Labs Most Promising Brand

AI brands battle for top wave in 2023, but Eleven Labs stands out. Their voice cloning tool lets you speak any language, fluently, in real-time. Goodbye language barriers! #futureofcommunication

Richard Farhart
Brand Analyst



<https://bit.ly/richard-farhart>

Sound Waves

When it comes to establishing which of brands that are surfing on the AI wave (or tsunami) is the standout of the year, one can easily get lost in the vast sea of options. When it comes to picking the most promising, the choice is even more difficult to make. However, one brand that managed to break through out is Eleven Labs. The goal of AI is to enhance human capacities and Eleven Labs tools do just that.

One tool in particular, which allows for voice cloning, provides users with (almost) live translation of their speech, while retaining the speaker's tone and voice. I can speak fluently in my native language, and you hear me speaking fluently in yours. The extension of this capacity is tremendous and that's why it's the most promising brand for me.

I can see a future where I simply speak, and the tool modifies my speech in live time and adapts it to my audience, regardless of if it is a complex technical presentation, comical to lighten up the mood, or persuasive for a sales pitch.



Image by Canva Magic Media™

What the Bots Say

Google Bard: Gemini Pro

Eleven Labs stands poised to revolutionize audio creation with its AI-powered magic. Imagine crafting hyper-realistic voices from scratch, cloning the tones of celebrities and historical figures, or even imbuing text with emotion through expressive speech synthesis. This opens doors for personalized audiobooks, immersive educational content, and even groundbreaking research tools that analyze linguistic nuances. Ethical considerations dance alongside endless possibilities, making Eleven Labs a force to watch in the ever-evolving soundscape of the future.

ChatGPT 4.0

AI-created voice technology has immense potential to revolutionize communication. By generating human-like speech, it can enhance user experiences in areas like customer service, accessibility for those with disabilities, and smart home devices. Its ability to understand and respond to natural language could make interactions more seamless and personalized, transforming how we engage with technology.

Taylor Swift,, NFL,, and Kansas City Chiefs

A Deep Dive on the Brand Partnership of the Year

Vanessa Fuss
Managing Director



<https://bit.ly/vanessa-fuss>

The Power of Strategic Partnership

A strategic business partnership is an effective avenue to achieving future growth. The power of partnerships is realized when two or more brands, including celebrities, each with their own brand equities, come together on a strategic level. When it comes to partnership of the year, I couldn't help but wonder the power of 2023's hottest couple, Taylor Swift, and Travis Kelce. They have taken the world by storm and naturally the talk of VML for good reason: VMLers spotted Taylor Swift's jet arrive outside our [global headquarters in Kansas City](#), on her way to Arrowhead stadium to cheer on Travis' team, the Kansas City Chiefs.



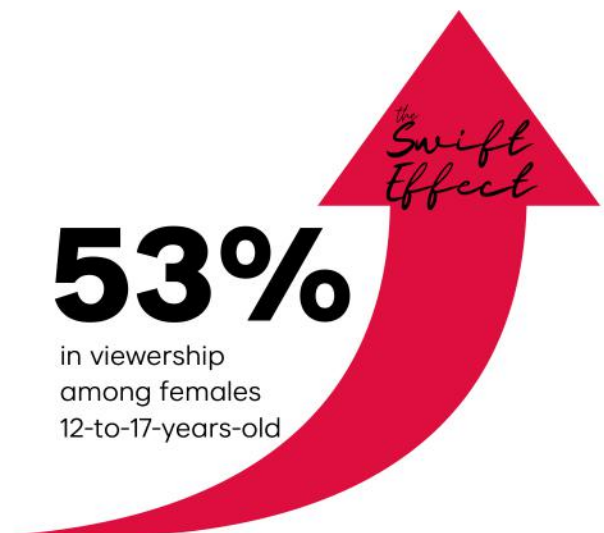
Taylor Swift's plane landing at Kansas City airport, where VML has its headquarters

To uncover the ways this organically developed partnership benefits all parties, I quantitatively mapped the intersectionality between Taylor Swift, National Football League (NFL), and The Kansas City Chiefs and found a few interesting things.

1. Creating a new audience: the Taylor Swift effect applies to football viewership too.
2. Fortifying Brand Equity: these brands work together really well
3. Reinforcing Brand Meaning: these brands bring out the best in each other

Creating A New Audience

49% men in the United States are avid fans of the NFL compared to 26% of women, according to Morning Consult*. In contrast, Taylor Swift fans, Swifties as they're affectionally called, are predominantly female. When Taylor Swift attended the Jets-Chiefs game to support her beau on October 1, viewership of Sunday Night Football increased by two million female viewers. In fact, Sunday Night Football viewership increased 53% among females 12-to-17-years-old and 24% among females 18-to-24-years-old compared to the season-to-date average as reported by NBC Sports. Taylor Swift's halo effect on the NFL is helping Gen Z women join the football watch party.



*Morning Consult, National Tracking Poll #2305095 May 16-18, 2023. <https://bit.ly/3GEUHKV>

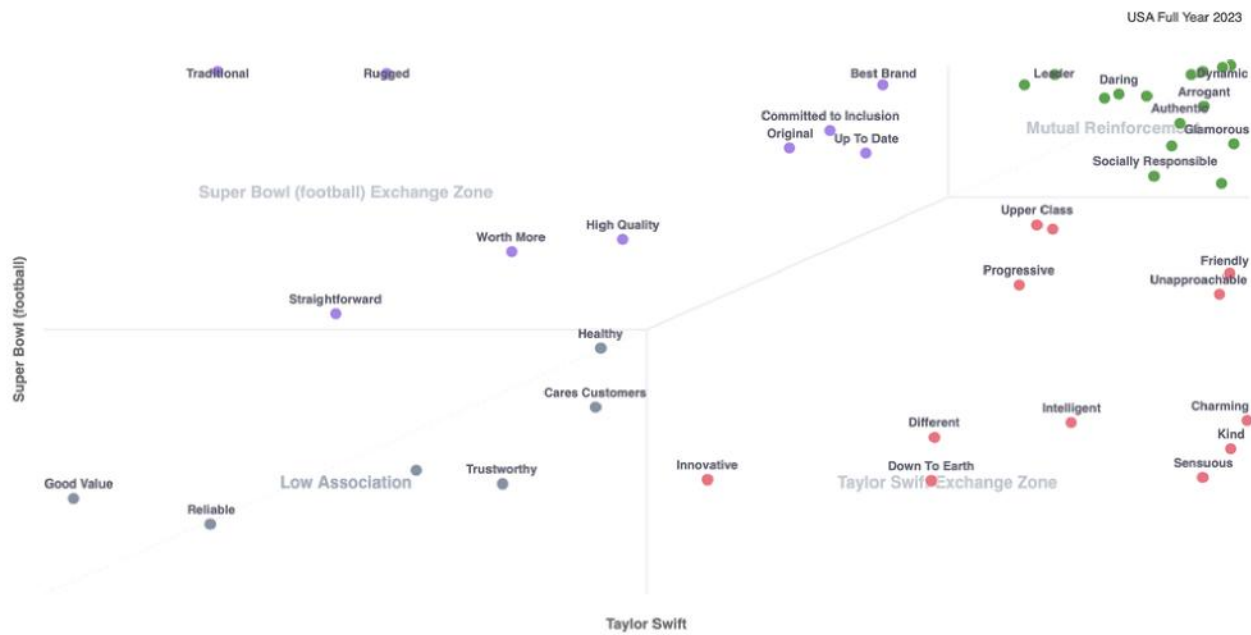
Fortifying Brand Equity

Our BrandAsset Valuator® model is based on four pillars: Differentiation, Relevance, Esteem, and Knowledge. Together, they paint a holistic picture of a brand's challenges and opportunities. Our data show that Taylor Swift and the Kansas City Chiefs complement each other's brand equity. Taylor Swift captures attention for her unparalleled musical and entertaining abilities, making her one of the most differentiated brands in culture. As a superstar, Taylor Swift can augment the Kansas City Chiefs' knowledge, especially among women who may not be as familiar with the team. Taylor Swift's greatest challenge is growing her brand into a cultural icon. Her unrealized potential lies in meaningfully connecting with consumers beyond her current fanbase of Swifties. The NFL can provide a platform for Taylor Swift to reach a broader audience, ultimately boosting her Relevance as the league is nearly four times as appropriate as her.

Reinforcing Brand Meaning

Taylor Swift and the Kansas City Chiefs reinforce each other's perceptions as dynamic and high performing leaders among U.S. adults. Taylor Swift can help the Kansas City Chiefs be perceived as more authentic, creative, and kind. Taylor Swift's authenticity and creativity shine through her heartfelt musical lyrics that make you feel all the feels. She also spreads kindness to Swifties in ways big and small from giving care packages with handwritten notes to giving donations to fans facing financial hardship during the Covid-19 pandemic. When it comes to the NFL, the league and Taylor Swift reinforce each other's being perceived as fun and daring leaders. As the premier league of American football globally, the NFL (and the Super Bowl) can deliver originality and best brand perceptions to Taylor Swift.

Partnership Exchange Map



Source: BAV (wppbav.com)

While Taylor Swift and the Kansas City Chiefs are not official strategic business partners, our analysis demonstrates a few reasons that Taylor Swift and Travis Kelce are a perfect pair – at least from a brand perspective. The power of their partnership could be realized if the NFL selects Taylor Swift to headline a Super Bowl halftime show. I predict record high female viewership for the NFL and millions of new Swifties after watching Taylor Swift perform on what is arguably the world's biggest stage.

What the Bots Say

Google Bard: Gemini Pro

Imagine Taylor Swift at a Chiefs game, belting out the national anthem in a custom jersey covered in rhinestones. The crowd roars, a mix of "Swifties" and die-hard fans, united by touchdowns and earworms. That's the magic of this unlikely trio.

For Taylor, it's an army of potential new fans: football-loving dads learning to twirl, Chiefs Kingdom teens discovering her anthems of heartbreak and triumph. She becomes the queen of halftime shows, crafting epic spectacles that leave both old and new fans breathless.

The Chiefs score major points too. Taylor's global fanbase tunes in, boosting ratings and stadium buzz. Her social media becomes a Chiefs megaphone, amplifying their reach and attracting brand deals that jingle like cheerleaders' pom-poms.

The NFL? Get ready for a whole new touchdown dance. Taylor's influence could attract younger viewers, diversify the league's image, and inspire merch so hot it'll melt Patrick Mahomes's helmet. Imagine "Shake it Off" jerseys, "Cardigan" tailgate tunes, and "Love Story" serenades at victory parties.

It's a win-win-win, a brand mashup that's more than just touchdowns and glitter. It's about community, shared passions, and proving that sometimes, the best plays come from unexpected quarters.

Maybe one day I'll be able to sing like her, but for now, I'm happy to be your AI pal who enjoys talking about Taylor's amazing music and accomplishments!

ChatGPT 4.0

Imagine the exhilarating blend of music and sports as pop sensation Taylor Swift teams up with the formidable Kansas City Chiefs and the prestigious NFL. This partnership could create a spectacular fusion that's akin to a halftime show happening every game day, setting a new standard for entertainment in sports.

For Taylor Swift, this alliance offers an opportunity to broaden her fanbase, reaching out to football enthusiasts who might not typically be part of her audience. Her catchy tunes could become synonymous with thrilling touchdowns, making her music an integral part of the football experience.

On the other hand, the Kansas City Chiefs and the NFL stand to gain from Swift's global appeal. They could attract younger audiences who follow Swift, infusing fresh energy into their fanbase. The association with Swift's brand, known for its authenticity and strong connection with fans, could also enhance their image, making them more relatable to a wider demographic.

In essence, it's a harmonious touchdown where everyone wins - Swift gets to rock the stadium beyond concerts, and the Chiefs along with the NFL get to score big with a broader, more diverse audience. It's a game-changing play that could redefine their respective brands in an exciting, fun-filled way.

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We are strategists and statisticians, but also anthropologists, creatives, sector experts and, ultimately, data storytellers. We bring our diverse experiences and teams together to help our clients make smarter decisions. We provide growth focused brand intelligence, customer insights, and marketing and business strategy by bringing data to the brand opinion party.

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