

## **TOP BRANDS IN BOCCONI 2014**

### **THE NEXT RULING CLASS BRANDS**

What are the European next ruling class brand preferences?

The Research “Top Brands in Bocconi 2014” managed by Innova et Bella, a strategic consulting firm, investigated Bocconi students’ tastes to know their favourite brands.

Why do we love a brand? In the Big Data era we can finally begin to study and measure the mysterious links between humans and brands. A students group from Bocconi, the prestigious european business school, is a perfect sample for a dedicated research.

By logging on BrandMemo.com (or by downloading BrandMemo App from the App Store), students gave their preferences on more than 400 markets considering more than 5.000 brands. In the range of “Top Brands in Bocconi 2014” research have been recorded, on the 21th of May, the favourite brands of a Bocconi students sample in the market of pasta, cocktails, champagne, prêt-à-porter, watches (luxury), cars, city, toothpaste, social network, university (mba), internet banking, philanthropists.

On BrandMemo one can order up to 10 brands, according to one’s own brand preferences. Bocconi students, participating the research, had the chance to list not only their first brand choice, but also the second and third one. By adding up the participants’ brand preferences, for each brand in each market, it has been possible to settle the brand rankings.

The results? Here below are the 2014 winner brands, listed for each market:

Barilla, Pasta  
Dom Pérignon, Champagne  
Mojito, Cocktails  
Giorgio Armani, Prêt-à-Porter  
Rolex, Watches (Luxury)  
Audi, Cars  
New York, City  
Colgate, Toothpaste  
Facebook, Social Network  
Harvard, University Mba  
Ing Direct, Internet Banking  
Bill & Melinda Gates, Philanthropists

The amount of data recorded by BrandMemo allows actually a deep and structured observation on Bocconi students’ preferences. Comparing each brand score with the most voted one we have, for each market, a global x-ray of the gap between the two brands.

In succession, the recorded rankings for the first ten brands of each market:

- ❖ **Pasta** 1.Barilla pt.1000, 2.De Cecco pt.705, 3.Garofalo pt.463, 4.Buitoni pt.250, 5.Cocco pt.164, 6.Felicetti pt.159, 7.Agnesi pt.151, 8.Voiello pt.141, 9.Da Vinci pt.102, 10.Martelli pt.101.
- ❖ **Champagne** 1.Dom Pérignon pt.1000, 2.Moët & Chandon pt.904, 3.Cristal pt.636, 4.Veuve Clicquot pt.544, 5.Krug pt.488, 6.Mumm pt.315, 7.Armand de Brignac pt.230, 8.Laurent Perrier pt.206, 9.Bollinger pt.158, 10.Lindauer pt.148.
- ❖ **Cocktails** 1.Mojito pt.1000, 2.Long Island pt.595, 3.Spritz pt.546, 4.Gin Tonic pt.383, 5.Caipirinha pt.368, 6.Daiquiri pt.357, 7.Cosmopolitan pt.334, 8.Piña Colada pt.312, 9.Bellini pt.286, 10.Cuba Libre pt.259.
- ❖ **Prêt-à-Porter** 1.Giorgio Armani pt.1000, 2.Calvin Klein pt.832, 3.Prada pt.784, 4.Ralph Lauren pt.741, 5.Marc Jacobs pt.696, 6.Burberry pt.588, 7.Stella McCartney pt.505, 8.Céline pt.490, 9.Hugo Boss pt.371, 10.Michael Kors pt.322.
- ❖ **Luxury Watches** 1.Rolex pt.1000, 2.Cartier pt.939, 3.Omega pt.502, 4.Patek Philippe pt.433, 5.Baume & Mercier pt.230, 6.Tag Heuer pt.192, 7.lwc pt.192, 8.Jaeger-LeCoultre pt.165, 9.Vacheron Constantin pt.153, 10.Breitling pt.151.
- ❖ **Cars** 1.Audi pt.1000, 2.Bmw pt.620, 3.Mercedes-Benz pt.615, 4.Ferrari pt.583, 5.Porsche pt.474, 6.Volkswagen pt.218, 7.Fiat pt.213, 8.Rolls-Royce pt.197, 9.Lexus pt.115, 10.Alfa Romeo pt.96.
- ❖ **Cities** 1.New York, US pt.1000, 2.Rome, IT pt.887, 3.Barcelona, ES pt.613, 4.London, GB pt.586, 5.Paris, FR pt.516, 6.Milan, IT pt.444, 7.Berlin, DE pt.357, 8.Rio de Janeiro, BR pt.305, 9.Florence, IT pt.286, 10.Los Angeles, US pt.217.
- ❖ **Toothpaste** 1.Colgate pt.1000, 2.Oral-B pt.719, 3.Sensodyne pt.486, 4.Mentadent pt.461, 5.Elmex pt.346, 6.Aquafresh pt.331, 7.Listerine pt.324, 8.Az pt.236, 9.Crest pt.220, 10.Antica Erboristeria pt.185.
- ❖ **Social Networks** 1.Facebook pt.1000, 2.Youtube pt.564, 3.Instagram pt.522, 4.Twitter pt.248, 5.Pinterest pt.202, 6.Google+ pt.178, 7.Tumblr pt.144, 8.Flickr pt.97, 9.Foursquare pt.79, 10.Vimeo pt.51.
- ❖ **Universities (Mba)** 1.Harvard, Boston pt.1000, 2.London Business School, London pt.420, 3.Sda Bocconi, Milan pt.400, 4.Columbia Business School, New York pt.310, 5.Stanford Graduate School of Business, Stanford pt.290, 6.Hec, Paris pt.241, 7.Wharton, Philadelphia pt.209, 8.Esade, Barcelona pt.192, 9.Booth, Chicago pt.95, 10.Haas School of Business, Berkeley pt.76.
- ❖ **Online Banks** 1.Ing Direct pt.1000, 2.Barclays pt.714, 3.Hsbc pt.503, 4.CheBanca! pt.421, 5.Citi pt.393, 6.Hello Bank pt.233, 7.Bank of Internet pt.130, 8.Capital One pt.129, 9.Standard Chartered pt.115, 10.ActivoBank pt.114.
- ❖ **Philanthropists** 1.Bill & Melinda Gates pt.1000, 2.Warren Buffett pt.675, 3.Michael Bloomberg pt.330, 4.Mark Zuckerberg pt.282, 5.Azim Premji pt.212, 6.Paul Allen pt.150, 7.Michael & Susan Dell pt.125, 8.Sergey Brin and Anne Wojcicki pt.117, 9.Carlos Slim pt.112, 10.Larry Ellison pt.102.



The big data set collected by BrandMemo allows us to outline some “strong” preferences and some “second choices” spread in a uneven way.

The rising pattern is extremely well defined. Every single student has its own brand preferences vector, brand to brand, market to market. This way he has got a unique identity (BrandMemo Dna).

Combining the different individual profiles, we can consider the class preferences vector, this time the Bocconi students’ one, characterized by a common profile.

In summary, we can draw a very clear hypothesis about the aspirational and experiential brand preferences of the typical Bocconi student, despite the usual limits of the empirical research method.

Dressed by Armani, with a Rolex on the wrist, driving an Audi or another German luxury car, he combines the elective taste of Dom Pérignon champagne with the more popular one of pasta Barilla, appreciates a Mojito during the happy hour and connect with lot of different social networks; he manages his money through the orange bank Ing Direct, strives for an Harvard Mba and admires the philanthropic activity of Bill Gates and Warren Buffet.

Winner brands, of course, will have a great interest in nurturing the next European ruling class coming from Bocconi University, so what do we have to expect from all the other brands?

Continous competition. On top or at the bottom of the ranking, all managers, that run firms according to the market logic know that they careers depends on brand preferences. No one will give up.

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## **CONTACTS**

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## **ATTACHMENTS**

1. Research Methodology

## TOP BRANDS IN BOCCONI 2014

### RESEARCH METHODOLOGY

#### DELPHI METHOD AND ANALYSIS

RESEARCHERS: A.Bertozzi, A.Khlebtsov, D.Radice, L.Isalberti, M.Patti.

BOCCONI LEADER CLASS: The psychology of marketing: from neural networks to social networks - Prof. Zachary Chad Estes.

The “Top Brands in Bocconi 2014” Research has been conducted by Innova et Bella researchers in the context of BrandMemo research program, with the aims of studying and mapping brand preferences of every human being.

The research has been carried out with the Delphi method, a structured communication system originally developed as a systematic, interactive forecasting method that relies on a board of experts. The Delphi method quickly highlights the convergence and the significance of individual opinions on the representative samples of studied population.

For Top Brands in Bocconi 2014 Research, the panel of selected students has been invited to formalize their own brand preferences by themselves through BrandMemo.com website. The website and BrandMemo app allow users a free search and consent to manage brand preferences and share with social networks in more than 400 markets. The Top Brands in Bocconi 2014 Research considers 12 markets, (Pasta, Champagne, Cocktails, Pret-à-Porter, Watches (Luxury), Cars, City, Oral Care, University (Mba), Internet Banking, Social Networks, Philanthropists).

Each participant was asked to list, his/her own favourite brands for each market, according to his/her brand preferences. Brandmemo allows users to order up to 10 brands in every market.

The Research has been conducted in three phases: during the first one, students have been invited to express their own preferences; in the second phase, developed one week later, participants have thought out and evaluated the data recorded, while in the third and last phase, held on the 21st of May 2014, final data have been extracted.

According to the Delphi method, for each research phase, the single student acting as an expert had free access to the other students' preferences, enriching this way, the “value “ of the final preferences.

The favourite brand set represented the reference environment for each market, thorough it preference ranks, given by every student to his/her favourite brands, have been measured. A value of 1.000 has been assigned to the brand on top, a value of 500 to the second one, a value of 333 to the third one and so on proportionally according to the formula  $VB = (1000/\text{rank})$ . The amount reached by different brands has been proportionally normalized by the total value reached by the top brands, considered equal to 1.000, according to the formula  $VB = 1000 * (VB / VB \text{ max del brand n.1})$ .

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