Strengths of Wall's  
In UK, the table below highlights drivers where Wall's significantly outperforms the category, representing its strengths.  
Driver Equity Score Category Benchmark  
Available in right sizes 92 36  
Makes me happy 88 44  
Fresh 86 45  
Brand for youngsters 77 43  
Environment friendly 74 41  
Qualitative data indicates that Wall's performs strongly due to its product attributes. The availability of various sizes resonates well with consumers, offering convenience and portion control. The brand's ability to evoke happiness is evident in consumer experiences, with many viewing Wall's ice cream as a delightful treat. The perception of freshness further enhances the brand's appeal, reinforcing its position as a satisfying and enjoyable option for consumers seeking a quick and tasty indulgence.  
Weaknesses of Wall's  
In UK, the table below highlights drivers where Wall's significantly under-performs compared to the category, revealing its weaknesses.  
Driver Equity Score Category Benchmark  
Great taste 16 37  
Suitable for family 20 40  
Great packaging 22 43  
Ethical brand 25 39  
Great variety 26 36  
Brand Performance on Category Drivers  
Of the top 10 category drivers in 2024, below are the ones where Wall's is showcasing significant shifts when compared to 2023.  
Driver Driver Score Equity Score  
Fresh 62 86 (Sig +)  
Good ingredients 69 57 (Sig +)  
Brand i trust 68 49 (Sig -)  
Innovative brand 90 48 (Sig +)  
Trendsetter/cool brand 63 32 (Sig -)  
Brand i trust: Wall's exhibits potential for improvement in brand trust, a key driver with a category importance of 68. Strengthening consumer relationships through consistent messaging and reliable product quality could help rebuild trust.  
Trendsetter/cool brand: Wall's demonstrates decreased strength as a trendsetter, an important driver scoring 63 in category importance. Focusing on innovative marketing campaigns and strategic partnerships could enhance brand perception.  
Marketing Funnel Analysis  
The table below presents an analysis of key parameters from the marketing funnel, highlighting areas where Wall's performs statistically significantly above or below the overall category.  
Parameter % Respondents  
Aided awareness 55% (Sig +)  
Unaided awareness 49% (Sig +)  
Top of mind awareness 13% (Sig -)  
Preference 8% (Sig -)  
Used past 12 months 21% (Sig -)  
Used most often 9% (Sig -)  
Top of the Funnel  
Aided awareness, Unaided awareness: Shows strong performance, suggesting opportunities to further strengthen current successful initiatives.  
Top of mind awareness: Presents opportunities for enhancement through strategic media optimization and focused communication efforts.  
Conversion/Bottom of Funnel  
Preference, Used past 12 months: Differentiate on key category drivers to increase preference/usage.  
Loyalty  
Used most often: Presents opportunities to strengthen consumer loyalty through enhanced brand experience and targeted retention initiatives.  
Purchase Barriers  
Here are key purchase barriers in the ice cream category where Wall's faces a statistically significant disadvantage compared to the overall category, along with recommended actions to address them.  
Purchase Barriers % Respondents  
Not available 9.5% (Sig +)  
By addressing these key barriers, Wall's can improve its market position, consumer satisfaction, and overall sales performance.