We Live Context

A point of view



A poor sort of memory

Why your brand tracker only tells you where you have been — and what to measure instead. Momentum, the meta magnetic force that unlocks brand growth.

"It's a poor sort of memory that only works backwards," the White Queen tells Alice in *Through the Looking-Glass*.

She could have been describing your brand tracker.

Right now most brands are locked into a large, recurring spend on tracking studies that do one thing well: tell you, expensively and slowly, where your brand has already been.

$2.7–4.2bn

poured into brand tracking globally, every year. And that is only the invoice.

Add the internal analyst hours, the reporting coordination and the multi-market data-cleaning, and the true cost is commonly two to five times higher.

And what do you get for it? A rear-view mirror. An accurate, well-engineered, pointed-firmly-backwards account of the past.

Ask the people who actually live with these programmes and the complaints are remarkably consistent. Five of them, over and over.

01 The flatline

You pay hundreds of thousands a year to watch 42% awareness become 42.1%. A subscription to watch grass grow.

02 No answer to “so what?”

A good tracker tells you consideration dropped three points. It rarely tells you why, and almost never what to do about it on Monday morning.

03 The lag

Script the survey, field it, clean it, build the 150-slide deck, and six to twelve weeks are gone. The data is describing a world that has already moved on.

04 The data itself

Too much of it comes from professional survey-takers clicking for reward points. Multi-million-pound decisions, built on bored respondents and the occasional bot.

05 The straitjacket

Change one question and you break years of trend data. So the survey ossifies, still asking about a way of buying that no longer exists.

Distil the mood and one chief marketing officer put it more bluntly than any slide could:

> “It's **data prison**. I can't change it, I can't use it quickly — and I'm too frightened to cancel it.”

Chief Marketing Officer, global consumer brand

And before anyone says it: yes, the best modern trackers are cleverer than they were. Mental availability, category entry points, contextual questions instead of “do you love this brand?”. It is genuine progress.

But it is progress inside the same box

It still measures what people say in a survey rather than what momentum is actually doing in the market, it still arrives weeks late, and it still costs a fortune.

So here is the question worth asking.

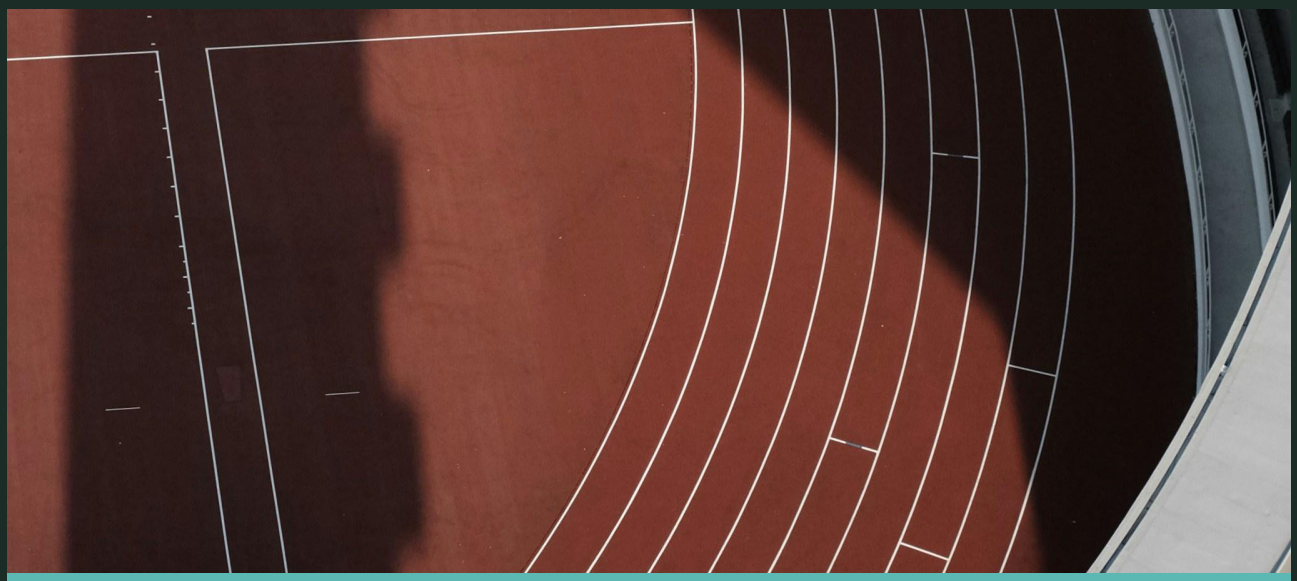
What if you could measure the one thing all those metrics are really chasing — momentum?

Not awareness, not consideration, not a dozen scores that never move, but the magnetic, meta force that sits above them all and drives them: whether your brand is gaining ground or quietly losing it.

Why has no one measured it until now? Because momentum is not a single number but the convergence of many signals, each varying in strength and in impact:

- what people are searching for
- what they are saying and sharing online
- which creators and commentators pick a brand up
- the press and cultural references it earns unprompted
- the reviews and the recommendations
- the sales velocity
- the repeat rates
- the pricing power

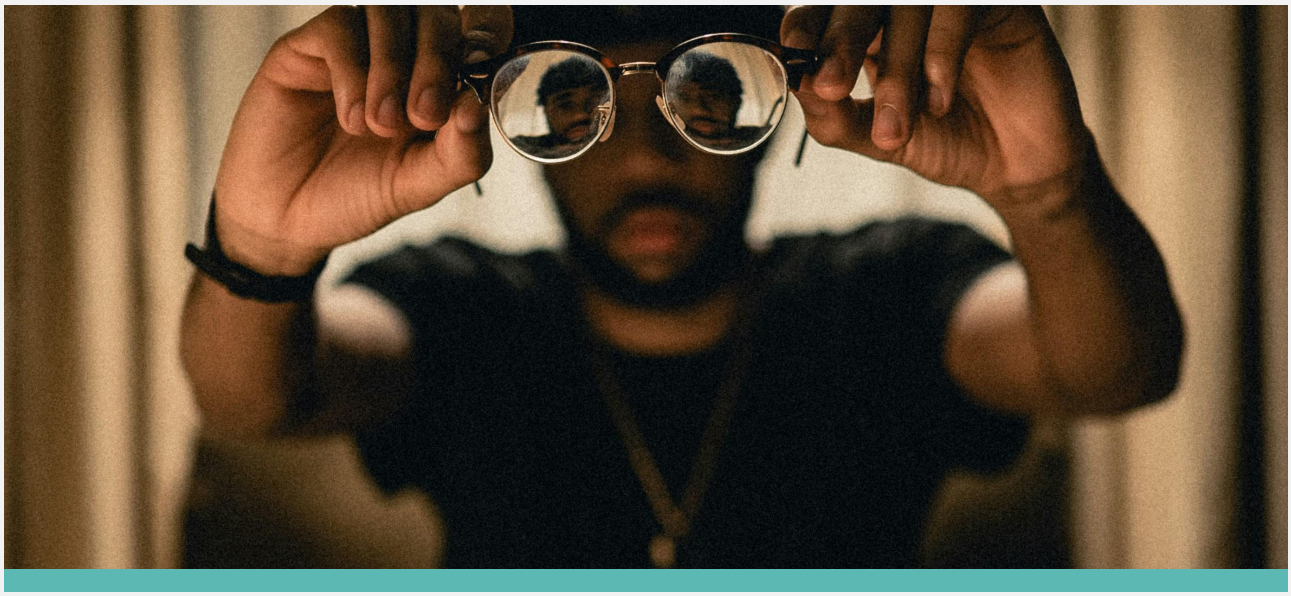
No one metric could ever capture that, and holding dozens of scattered signals together in a single reading was, until recently, simply beyond reach. What has changed is not the idea but the possibility: augmented intelligence can now read all of those signals at once, and see the pattern they make.



What if you could unpack that momentum, see exactly where it is building and where it is leaking, and get a reading that does not just describe the past but diagnoses the present and tells you what to do next — close to real time, and at a fraction of what you are paying now?

Popularity tells you where a brand is. Momentum tells you where it is going.

One is a memory.
The other is a windscreen.



This is not another black box

At We Live Context we have developed a tool that is totally transparent in terms of how it works and completely honest about data sources and credibility. It requires no data from clients but it allows them to experiment and learn by inputting their own proprietary data — interestingly, this includes their tracking data. It does not replace this kind of data but it will allow savings in the cost and, more importantly, it makes much better use of it.

And the people who have actually seen it tend to say the same kind of thing:

In one sitting it told us more than three years of tracking ever had: where we were quietly winning, and where we were about to lose it. Fast, genuinely insightful, and — to my surprise — completely credible. I went in to pick holes, and couldn't find any."

Head of Strategy and Insight, global brand



An invitation

It is a simple one. Let us show you what momentum looks like for your brand alongside the data you currently use and we will show you your momentum – where it is building, where it is leaking, and what you could do about it. Then decide where you should be investing your time and money.

Your tracker will still be there if you want, faithfully remembering the past. The only question is whether you would rather start seeing forwards.

Come and talk to us.
We have something to show you.

Contact Olly Robinson or Phil Cooper at We Live Context.

We Live Context are a team of marketing and research experts who help clients maximise their return on intelligence.