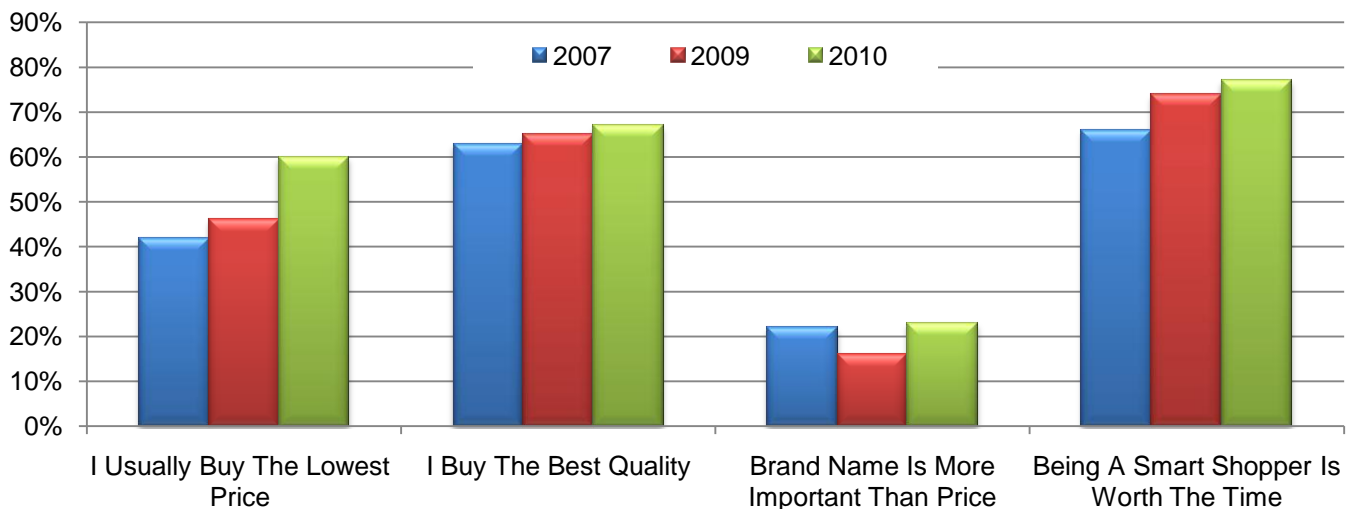


Consumers Demand Low Prices, Quality & Brand Name Gain in 2010

The economic downturn has created an increased focus on low-priced options although “Best Quality” and “Brand Name” remain important. Increasingly, consumers will expend the effort to shop smart since price *is* important, but value is *still* inextricably linked to quality.



EMF / IMI Implication:

Brands must engage with consumers on their inherent value proposition and experiential agencies can capitalize on this by bringing a brand’s value benefits to life, with better ROI than price reductions.

