

A large, stylized orange chevron pointing to the right, with the text "High performance. Delivered." centered within it.

High performance. Delivered.

# The Love Index

## Video Transcript

Bronwyn van der Merwe

How much do your customers love your brand, and more importantly why?

At Fjord we set out to answer this question. We interviewed twenty-six thousand customers across three different countries to find out the answer, and what came back was that there are five attributes that particularly drive love. It spells an acronym called FRESH.

So this framework is incredibly powerful. It lets you understand how your brand is doing against these five attributes, but it also allows you

to bench mark your brand against other competitors in the market place.

It is a really powerful tool to drive advocacy, loyalty and love.