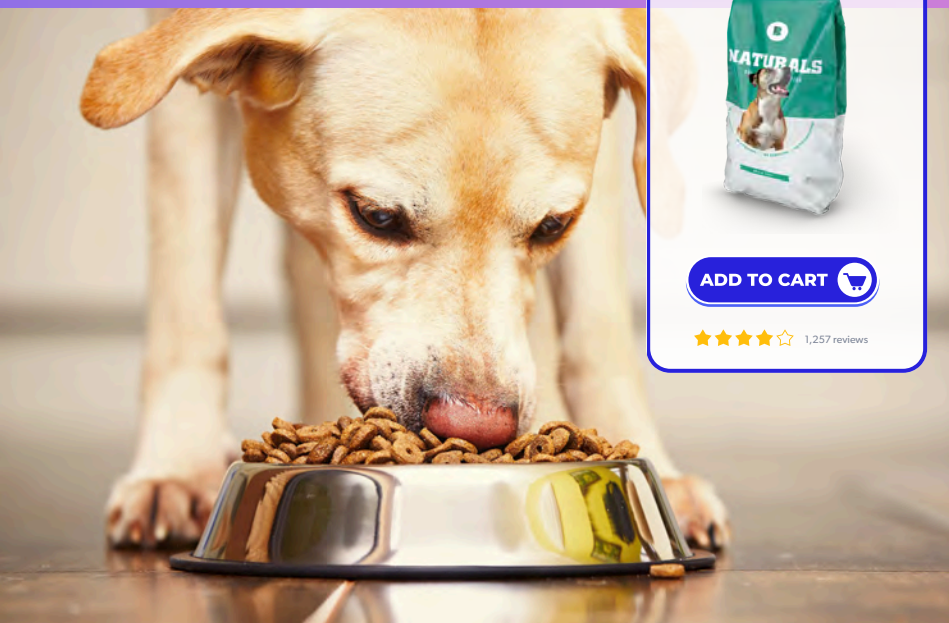


THE OWNED BRAND PLAYBOOK:

# Your ultimate guide from product launch to lasting brand loyalty



# INTRODUCTION

Managing an owned brand is exhilarating — you're not just launching products; you're building something with the potential to rival national brands. But let's be real, it's also overwhelming. The competition is fierce, and breaking through the noise takes more than a great product. Before taking the first step towards your next product launch, there are a few questions you should ask yourself:

How do you ensure your brand stands out on the shelf?

How do you build brand loyalty while competing with name brands?

And most importantly, how do you ensure that your next product launch isn't your last?

The rules of retail are shifting. Private label products, also called store brands or owned brands, are no longer playing second fiddle to national brands. They're redefining what shoppers expect. For such brands, success isn't just about offering a lower price; it's about delivering quality, authenticity, and a product that resonates.



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# PRIVATE LABELS: WHY ARE THEY ON THE RISE?



Shoppers today are more intentional than ever. They want brands that get them. Brands that align with their values, solve real problems, and feel like more than just a label on a bottle. Economic shifts, supply chain challenges, and evolving shopping habits have only accelerated this transformation.



67%

of shoppers actively seek owned brand products.



82%

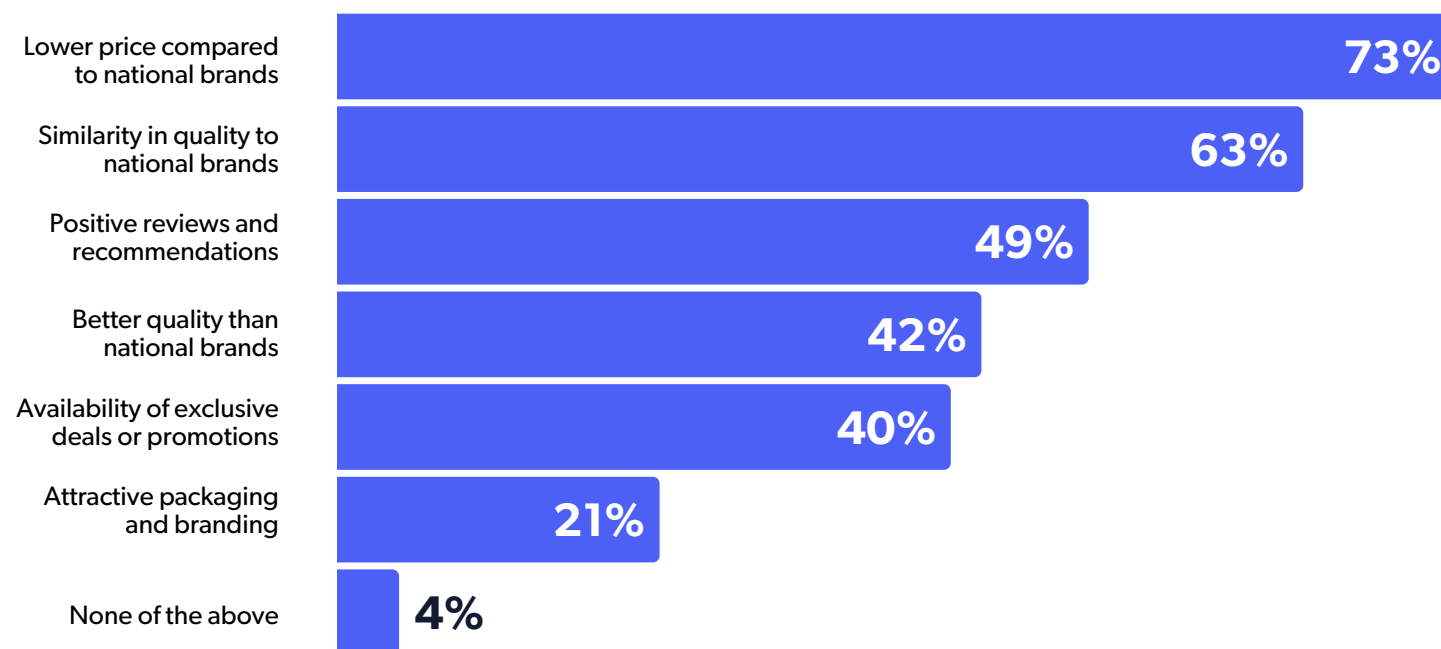
of shoppers plan to buy the same or more owned brand products now, compared to last year, while 10% remain undecided.



90%

of shoppers are more likely to try a new brand with authentic reviews.

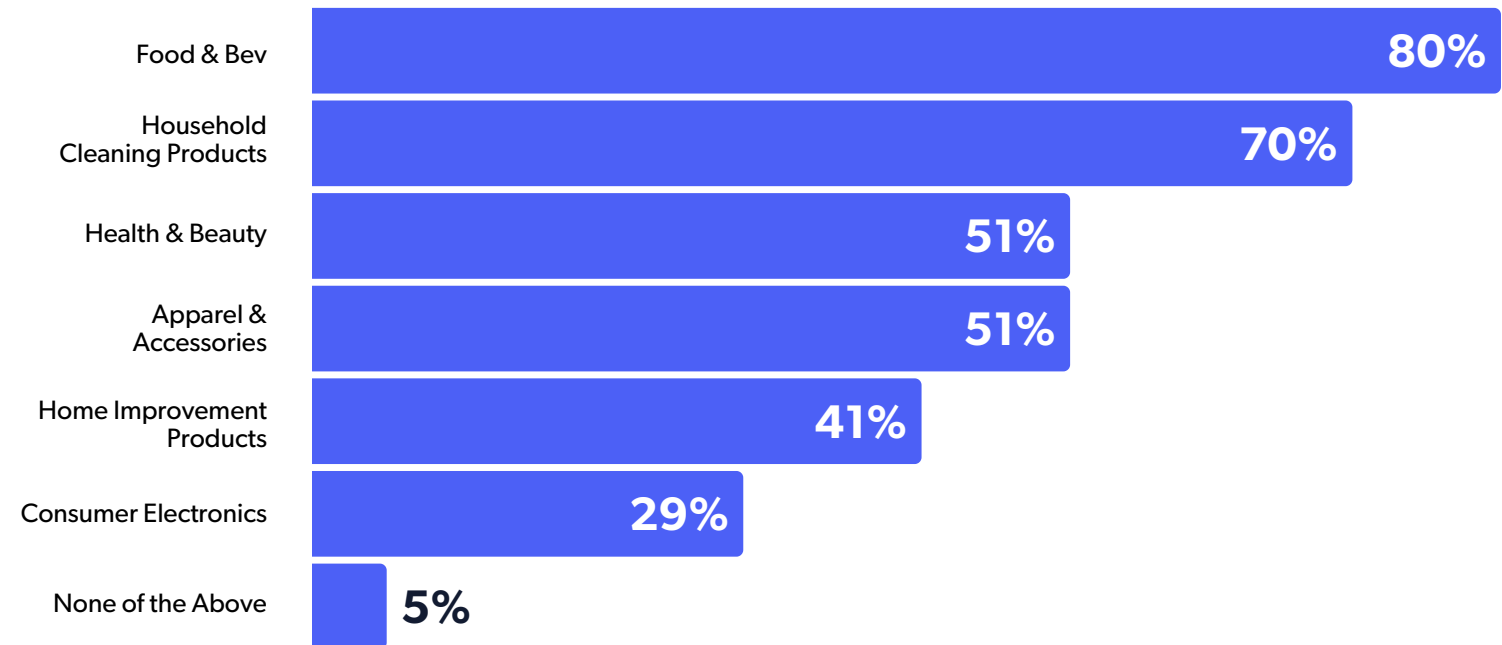
## What factors most influence your decision to buy a private label product?



According to a recent survey of 1,000 shoppers across the United States, while price is still most influential in shoppers' decisions to buy a private label product (73%), being similar in quality to national brands is more important than ever (63%), and positive reviews and recommendations continue to play a large role in shopper decisions (49%).

As well, consumer willingness to buy owned brands can vary substantially across different product categories, with 80% of consumers willing to try private-label food & beverages, but only 29% willing to make the switch to owned brand consumer electronics.

### Consumer willingness to buy private label products by category



Percentage of Shoppers Considering Private Label Products

Source: [Creator Economy Explainer](#)



Private label marketing isn't just about selling products anymore; it's about building lasting relationships. Shoppers aren't just looking for another alternative — they want brands they can trust that consistently deliver value. This is where your focus should shift from simply selling products to creating a brand that builds long-term loyalty.

In the next few pages, you'll uncover:

How to build trust and credibility to stand out in a crowded market.

The role of User-Generated Content (UGC) and influencer partnerships to drive engagement.

A roadmap to create an owned brand that earns trust and scales successfully.

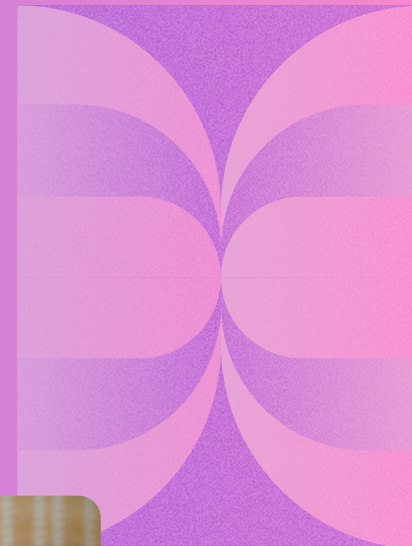
Proven strategies for product discovery and customer loyalty.

Whether you're preparing for your next product launch, looking to scale your existing product line, or redefining your retail brand strategy, this playbook will equip you with the tools to not just compete — but set the pace.

**Let's dive in.**



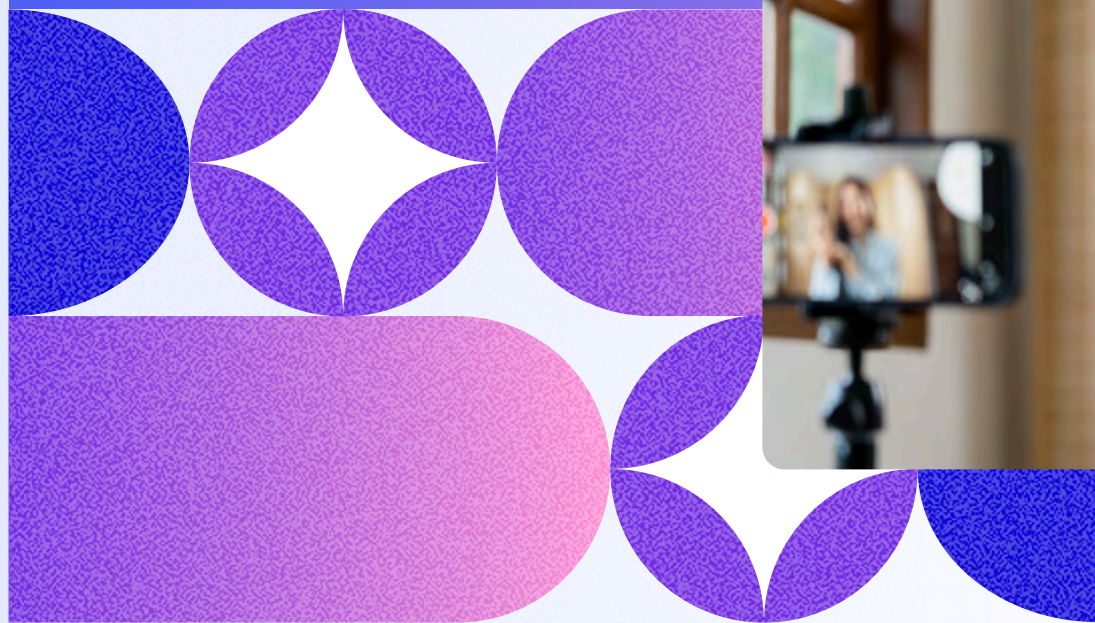
# BREAKING THE BARRIERS: HOW PRIVATE LABELS CAN WIN SHOPPER TRUST



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## From “cheaper alternative” to trusted choice

You walk into a store, pick up a “generic” alternative to your go-to purchase, and hesitate. “Is it really as good as the name brand that I normally buy?” That moment of doubt is what private-label brands face every day. The real battle for owned brand alternatives isn’t just about competing on price — it’s about reshaping shopper perceptions. Many consumers still associate these products with lower quality, making it difficult to gain shopper trust.

But here’s the thing: private labels or store brands are moving beyond these antiquated beliefs. They’re evolving, innovating, and proving they can stand shoulder-to-shoulder with national brands. And while affordability remains a key driver, price alone isn’t the reason behind their growing adoption.

As per the research in our latest [Shopper Preference Report](#), **63% of consumers purchased a private-label product in the US last year, with another 6% planning to do so soon.** This signals a clear shift in perception. Many shoppers are no longer just looking for a budget-friendly alternative, they are actively choosing private-label products for their quality, reliability, and value. The main challenge now is to overcome outdated perceptions and prove each product’s worth.

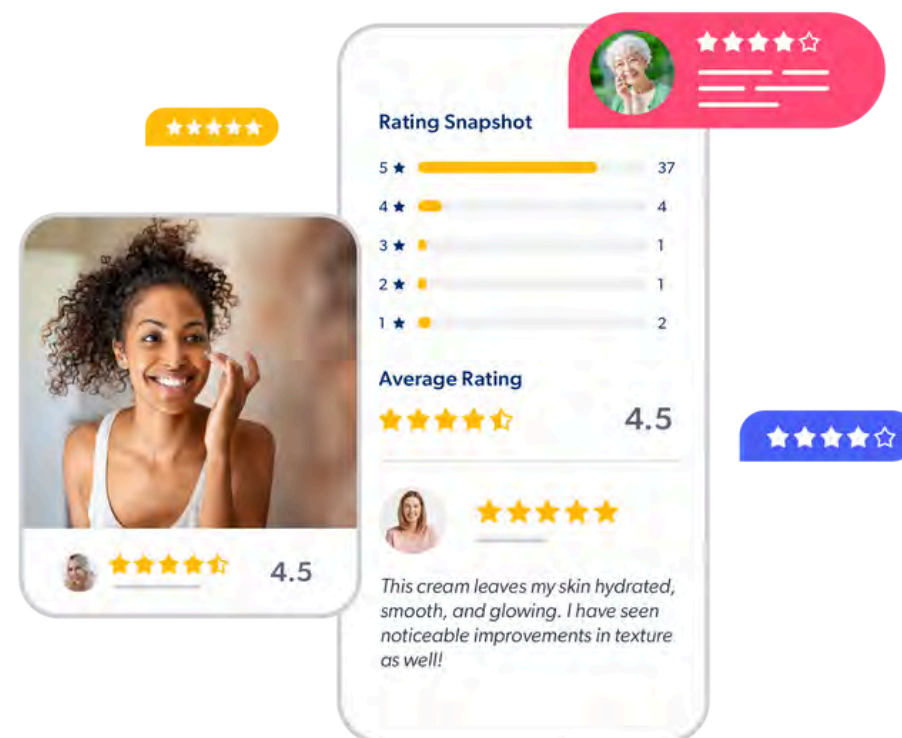


## The “cheap knockoff” stigma — why do shoppers hesitate?

For years, owned brands have been seen as the “budget” alternative, making it hard to win shopper trust. This perception can make customers hesitate before choosing your product over a well-known brand.

**Case in point:** According to our [survey](#), 47% of shoppers find user reviews on retailer websites to be the most influential factor in their decision-making when researching products online — far more than product demonstration videos (23%) or brand-generated content (11%). That means without strong ratings and reviews, owned brands struggle to gain credibility in a crowded market.

Consumers actively search for reassurance before committing to a purchase, and private-label brands must provide it. Encouraging authentic UGC and ensuring product pages are rich with detailed reviews isn’t just a nice-to-have — it’s essential to competing with national brands and winning long-term customer trust.



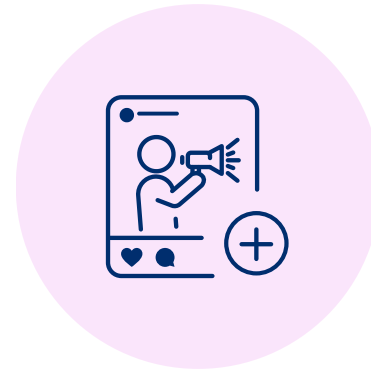
## What's the solution?

### Flip the script and make quality your loudest voice



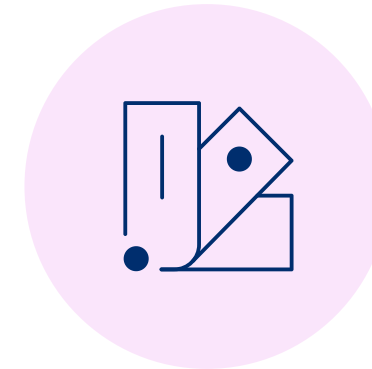
#### **Show, don't just tell**

Let third-party certifications, industry awards, and quality seals speak for you.



#### **Turn customers into advocates**

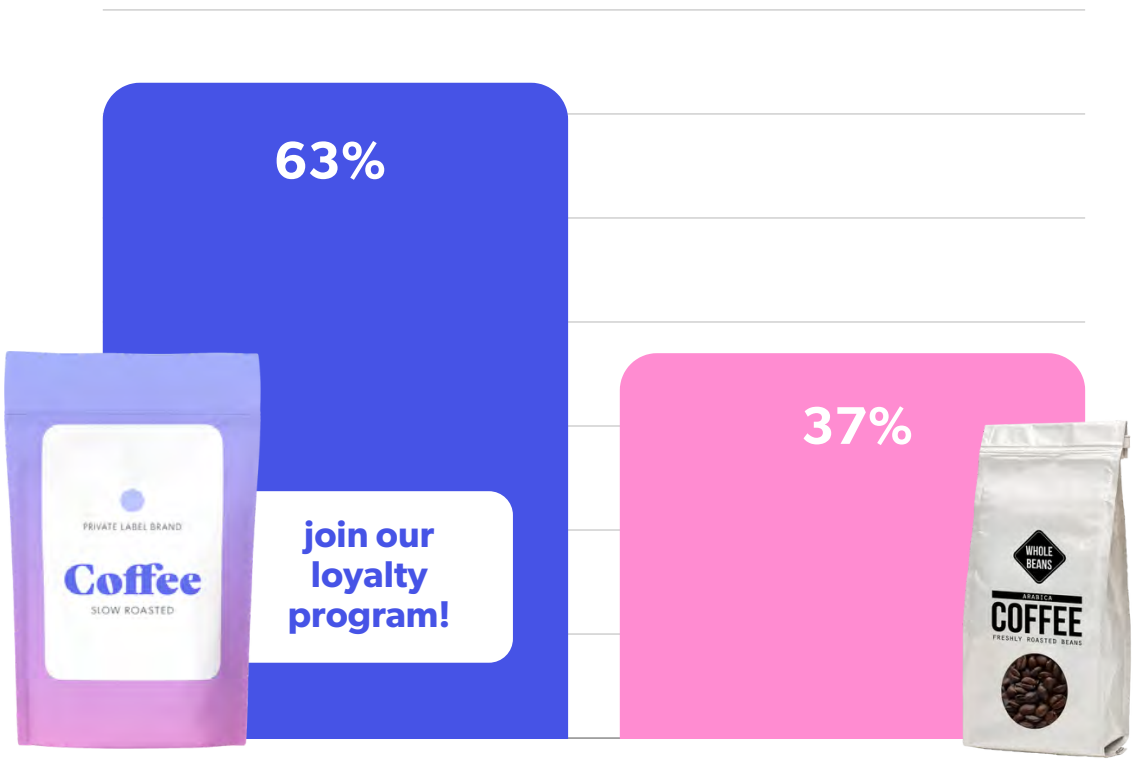
Reviews, ratings, and testimonials prove that real people love your product.



#### **Leverage loyalty to drive trial**

Many shoppers are open to switching brands for rewards. A well-structured loyalty program can be a game-changer in converting hesitant buyers into repeat customers.

In our recent [survey](#), shoppers were asked if they've ever switched their preferred brand for a private-label product based on a loyalty program or reward. **63% of shoppers have actively chosen private-label products to earn points or bonuses, while 37% chose to remain loyal to their existing brands.** By integrating rewards into the shopping experience, private-label brands can encourage long-term engagement and shift consumer behavior.



## Success Story

[Home Depot Canada](#) understands the power of UGC. By leveraging [Bazaarvoice Ratings & Reviews](#), they transformed their website into a powerful research tool for shoppers, bridging the gap between online and in-store experiences.

By integrating authentic customer feedback into their product pages, Home Depot Canada strengthened shopper confidence and improved conversion rates, showing how retailers can use UGC to build trust in private-label products.

With Bazaarvoice, owned brands can collect, manage, and showcase authentic customer reviews, helping to instantly build trust and credibility.

“

UGC is becoming increasingly important. It's no longer a 'nice to have.' It's a necessity. We see our site as a research tool, so even if people come into the store, they still use their phones to see ratings and reviews and make a final decision. UGC is important for the health of the whole business, not just e-commerce.

Gabriela da Silva, Senior Brand Advocate Analyst, Home Depot Canada



Source: [Bazaarvoice](#)

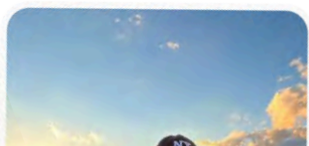
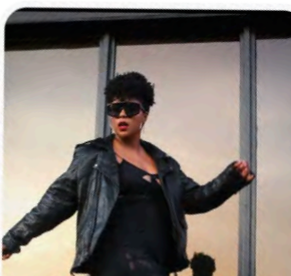
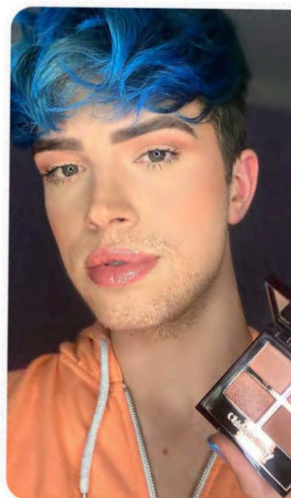
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## The visibility struggle — getting noticed in a sea of brands

You've developed a great product, but if no one knows it exists, does it really matter? National brands pour millions into advertising, while private labels can struggle to stand out.

**Case in point:** 60% of shoppers say they are more likely to try a new product if recommended by an influencer they trust. Additionally, influencer marketing has been shown to significantly impact consumer behavior and decision-making, with influencer characteristics (such as communication style) having the strongest effects on purchase behavior.

Despite this, many owned brands hesitate to invest in influencer partnerships, missing a key opportunity to gain organic reach and credibility. [Bazaarvoice products](#) help private labels break through the noise by connecting them with micro and nano-influencers. With the [Influenster community](#) and [Bazaarvoice's Sampling solutions](#), brands can get authentic content into the hands of real shoppers, ensuring their products get the visibility they deserve.



## What's the solution? Put your brand where your customers are



### **Nano & micro-influencers**

Their content feels real, relatable, and trustworthy.



### **Social media buzz**

Run creative campaigns that encourage customers to tag and share their experiences.



### **Kickstart new product launches**

Improve discoverability and source quality content with incentivized reviews.



## Success Story

[Petco](#) leveraged Bazaarvoice Sampling to drive a 48% revenue increase for its own-brand products. By incentivising high-quality reviews, especially those with images, Petco saw increased visits and purchases across the products sampled in their Spotted Sampling boxes.

By investing in sampling and UGC, Petco turned customer advocacy into a growth engine, reinforcing how private labels can compete — and win — through authenticity and trust.

“

The idea of getting not only reviews but higher quality reviews with images for our own brand products was really enticing. We were looking to boost conversions and visits, and we've now seen that happen across sampled products.

Hannah Kredich, Category Specialist at Petco



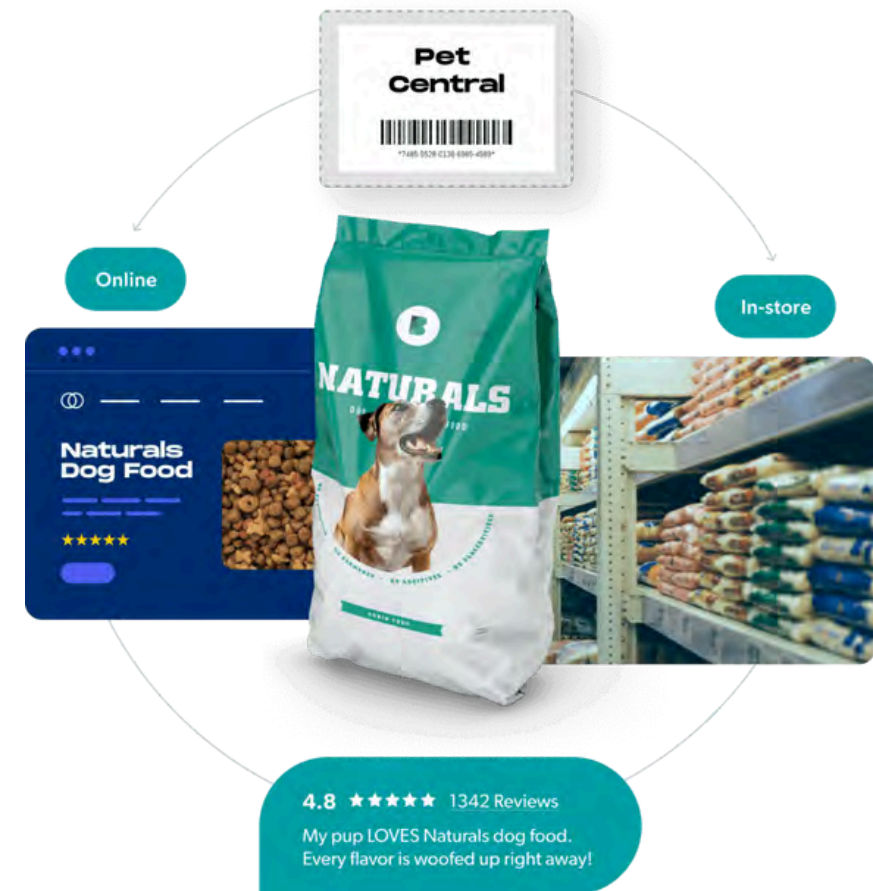
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## Proving quality beyond price — why should shoppers pay attention?

Shoppers don't just want cheap — they want value. Without proof of quality, private labels struggle to convince customers that their products are worth making the switch for.

**Case in point:** As per our [research report](#), on average, 39% of consumers across the globe say perceived product quality and features influence their decision to visit a brand's website or store after seeing an ad on social media. And in Germany, this rises to 50%. This means that while affordability may get shoppers to notice your brand, quality is what earns their loyalty.

Bazaarvoice Sampling helps private labels gather high-quality reviews, ensuring they can compete with national brands from day one. And with our latest launch, [Digital Product Sampling](#), it's even simpler — owned brands can sample products without logistical hurdles. Shoppers purchase the product directly, eliminating challenges with bulky, fragile, or perishable items.



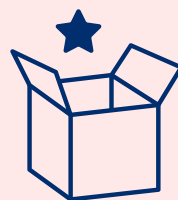
## What's the solution?

### Let customers experience the quality firsthand



#### **Listen to reviews**

Identify pain points and refine products based on customer feedback.



#### **Boost confidence with sampling programs**

Give shoppers a chance to try before they buy.



#### **Partner with expert creators**

Niche influencers that are followed for their authenticity and expertise are the perfect partners to highlight product quality.

But why stop there? [Bazaarvoice Vibe](#) removes the need for multiple tools by bringing content creation, social strategy, campaigns, and commerce into a single, seamless integration. This all-in-one solution streamlines workflows, saves time, and accelerates private label success.

With an integrated approach to the content supply chain, owned brands can:

- Expand sampling efforts across all product types.
- Generate high-quality, authentic reviews right at launch.
- Streamline marketing efforts with a fully integrated solution.



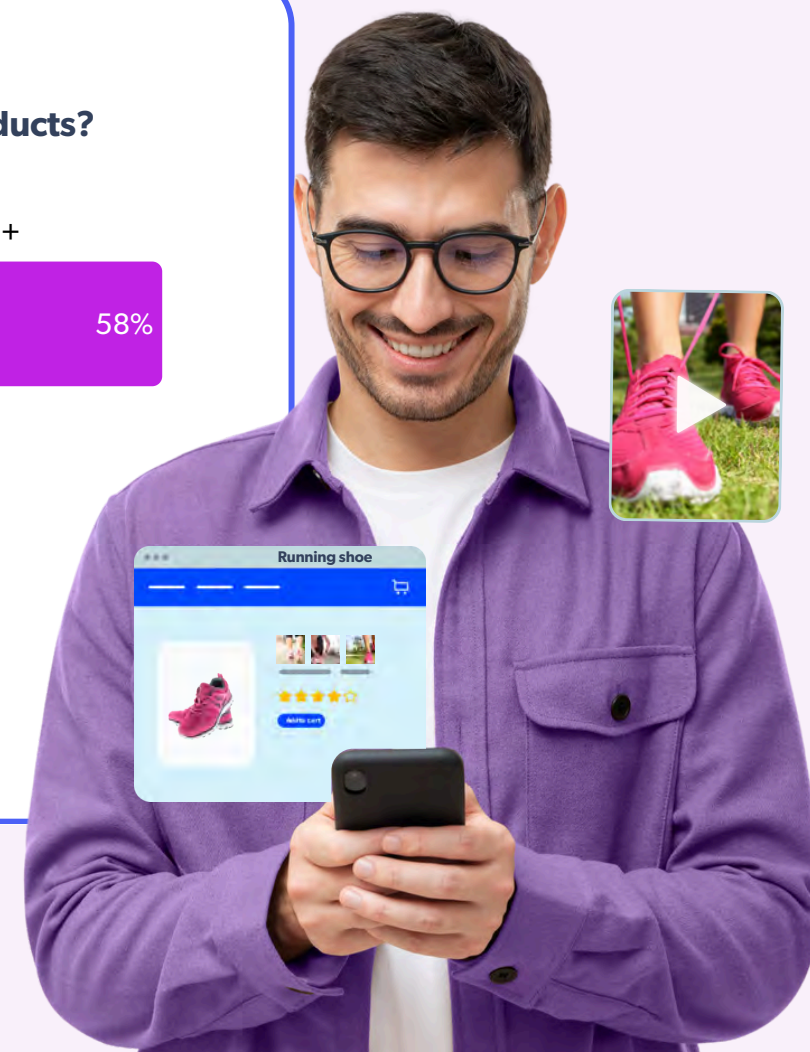
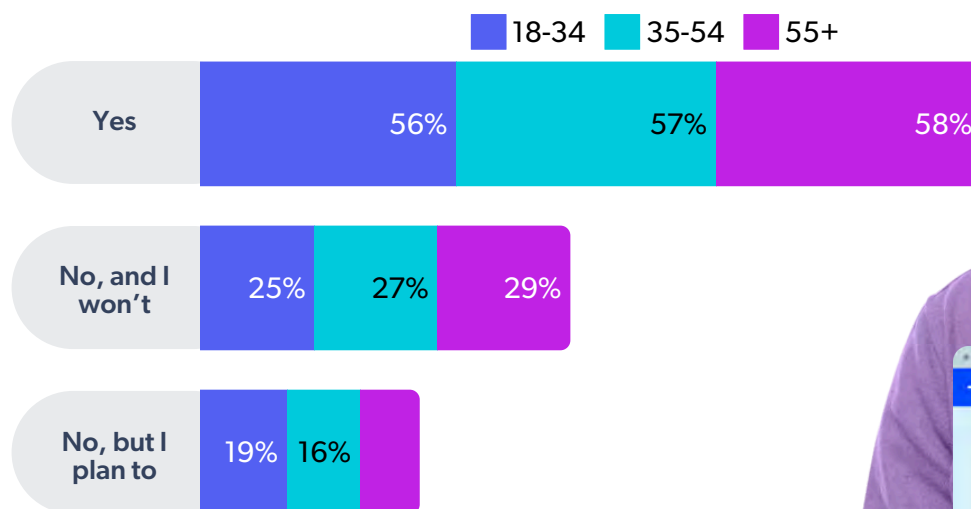
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## Winning customer loyalty — turning first-time buyers into lifelong fans

Getting shoppers to try your product is one thing — keeping them coming back is another. With countless options available, how do you build loyalty?

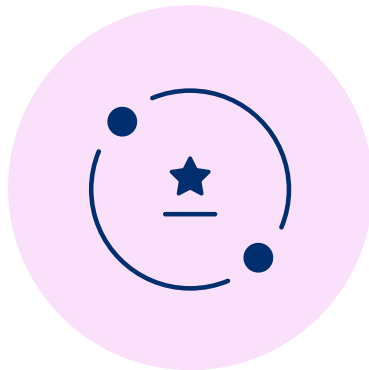
**Case in point:** According to our [most recent survey](#), 57% of shoppers have now permanently switched from a national product to a store-brand alternative. This is an 11% increase from just last year.

Have you permanently switched any of your regular products to store-brand products?



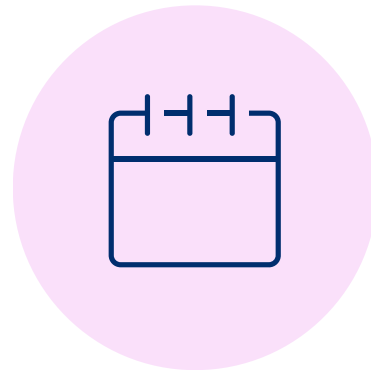
## What's the solution?

### An always-on content strategy that works 24/7



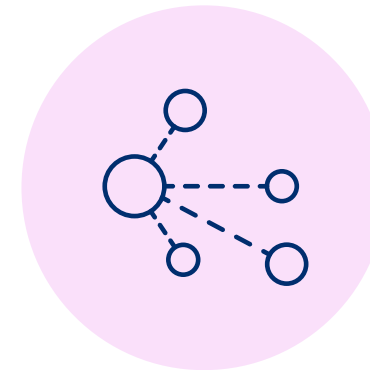
#### **Seed reviews before launch**

Build credibility from day one with early customer insights.



#### **Ride the wave of trends and seasons**

Align launches with peak shopping moments for higher engagement.



#### **Own every channel**

Be everywhere shoppers are: on retailer sites, search results, and social media.

# WHAT'S NEXT FOR YOUR OWNED BRAND?

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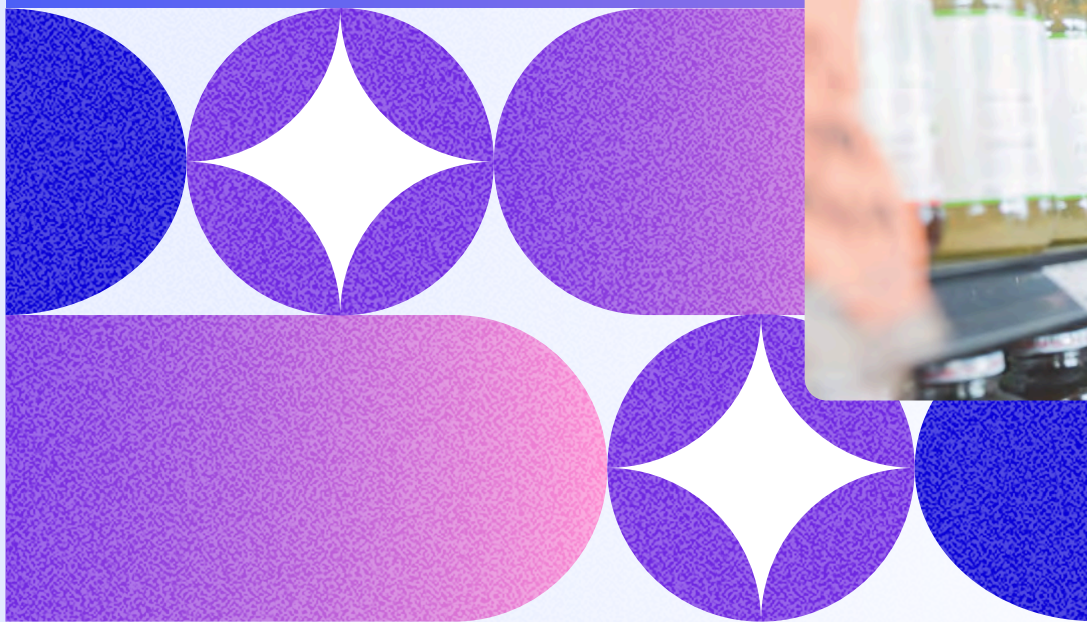
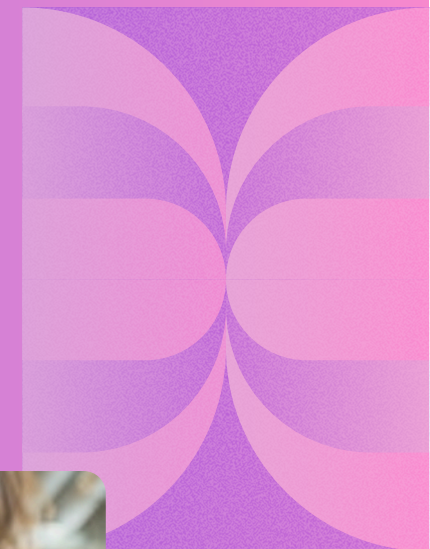
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If you want long-term success, expansion is key. But smart growth means identifying the right opportunities and launching products strategically. Here's what you should do:

## 1. Identify market gaps

Pinpoint unmet needs — whether it's affordable alternatives, sustainable products, or niche offerings that cater to specific lifestyles. Use this quick checklist to refine your content strategy:

- Track market trends to stay ahead of shifting consumer demands.
- Build a brand associated with quality products as much as quality price.
- Leverage UGC and influencers to build trust and credibility.
- Implement a sampling program to boost early traction.
- Optimize the digital shelf with engaging, conversion-driving content.
- Monitor reviews, respond to questions, and collect feedback to continuously refine and optimize your products.





## 2. Expand strategically

Expanding your product line can unlock new opportunities, but smart growth requires careful planning. Not every product extension is a good idea. Before expanding, ask these essential questions:



### Does it align with your brand identity?

Expanding into random categories can dilute trust. Identify products that naturally fit your brand.



### Is there a proven demand?

Use shopper insights, competitor gaps, and social listening tools to gauge interest.



### How will it enhance the customer experience?

The best expansions provide a seamless, value-driven shopping journey — think bundles, cross-category solutions, or premium versions.



### 3. Test and refine

A product launch isn't a one-time event — it's an ongoing process of iteration and improvement. Brands that continuously improve based on real consumer feedback are the ones that thrive. Here's how you can fine-tune your store brand strategy for long-term success:

- **Pre-launch sampling:** Get early insights with product seeding to refine before mass production. For a deeper dive, [check out our 6-step product pre-launch planner](#) and see how brands like Kraft Heinz, 3M, and Canon approach product rollouts.
- **A/B test messaging & packaging:** What resonates best with your target audience? Small tweaks can make a big impact.
- **Monitor UGC and reviews in real-time:** Are shoppers loving your new launch? Address concerns quickly and optimize where needed.

By taking a data-driven, customer-first approach to growth, your private label brand won't just expand — it will dominate.



# KEY TAKEAWAYS

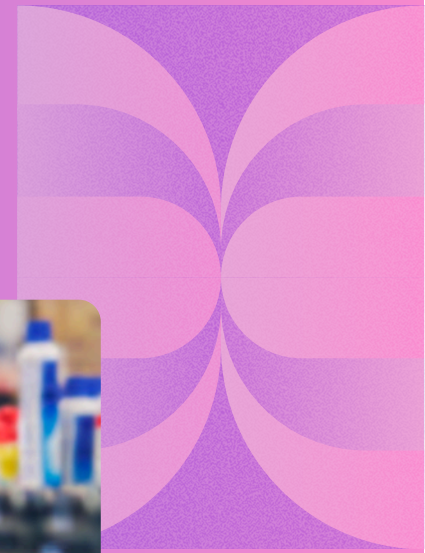
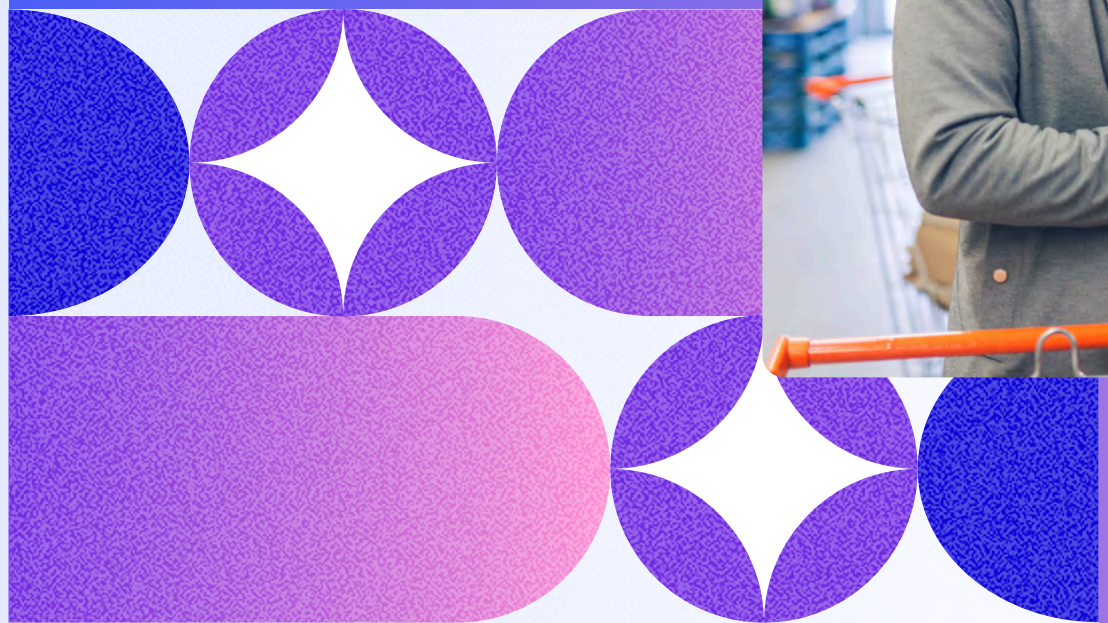
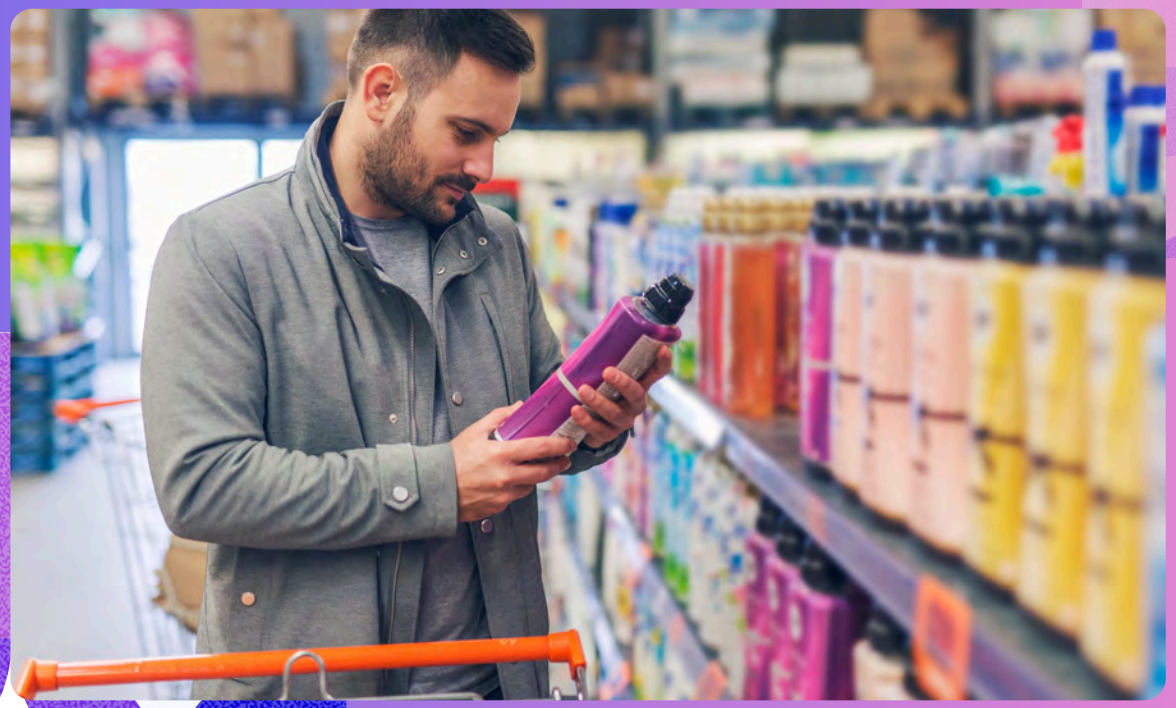
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## Key takeaways

- **Quality over price:** Shift the narrative from “cheap” to “trusted quality” by showcasing certifications and leaning into transparent storytelling.
- **Social proof is essential:** Authentic customer reviews, UGC, and influencer partnerships are critical to building trust.
- **Integrated full-funnel approach:** An omnichannel strategy, from online discovery to in-store experience, ensures continuous engagement and brand reinforcement.
- **Strategic expansion:** Expand into product categories that align with your brand identity and meet proven market demand.
- **Retailer ecosystem advantages:** Leverage the benefits of rich customer data, enhanced shelf presence, and integrated marketing support.

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# bazaarvoice®

Trusted by thousands of leading brands and retailers around the globe, Bazaarvoice's platform is designed to seamlessly harness and amplify the genuine voices of your customers, encompassing a wide array of user-generated content so you can fuel any stage of the funnel to increase brand awareness, boost confident purchases, and inspire loyalty.

We have everything you need to supercharge your commerce engine.

[Let's chat](#)

