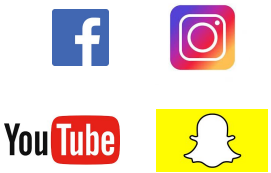


# The Data Behind Effective, Modern Brand-building

Dabbl

Photo: Velizar Ivanov

Many Gen Ys & Zs can tell you the fine differences between only one of these groups of brands:






“Insta is for curated art and photography, and Snapchat is silly, imperfect, candid fun.“

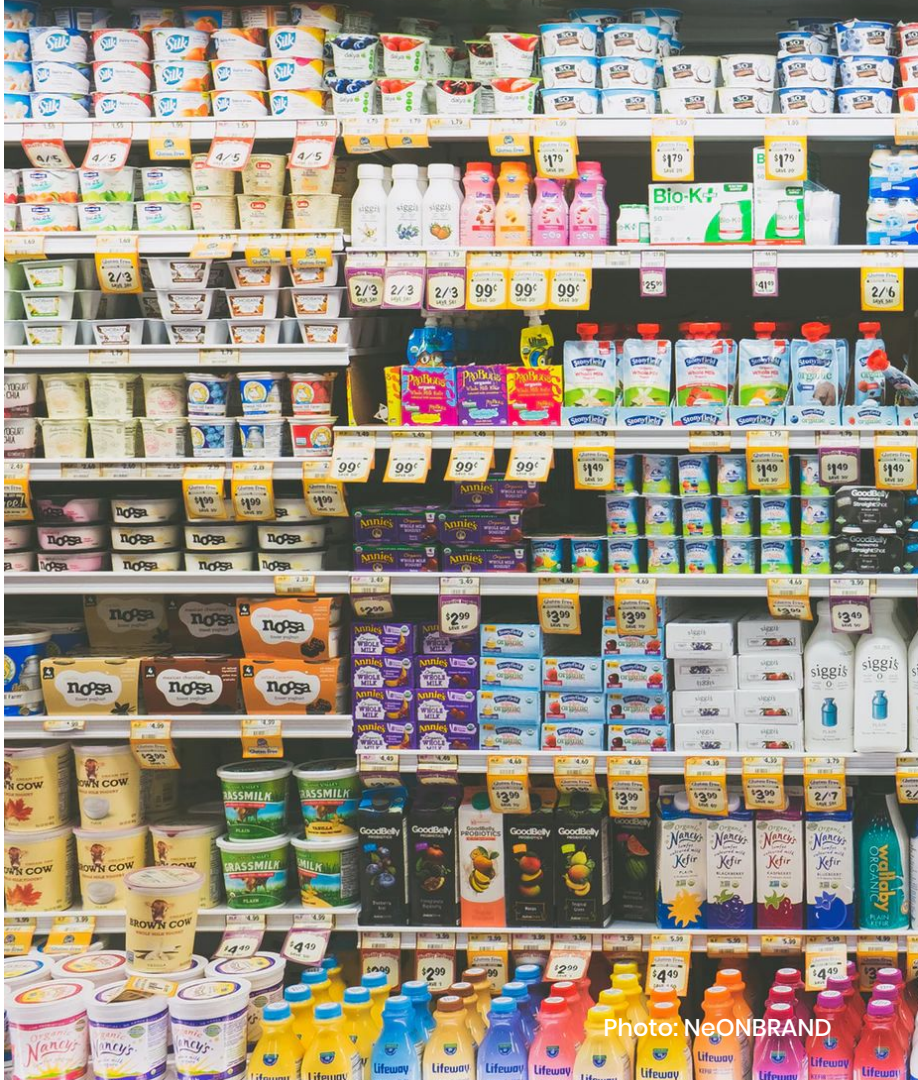
- heard on Twitter

“a car is a car. as long as it gets from point a to point b it’s good”

- heard on Twitter

If you have not personally experienced what this “these products are all the same” mindset feels like first-hand, imagine shopping in a foreign country.

“There’s nothing like shopping in a foreign supermarket to remind you why brands matter. It takes ages, you don’t recognize anything, have to pick things up and read labels to work out what to buy. Brands aren’t about love, they’re about ease.” - Tom Roach, BBH London



Many products are seen as undifferentiated by younger people who have not grown up developing relationships with those brands.

# Why now? What's different?

In the past, generations of 30 second TV ads filled brand relationship gaps & built multibillion dollar brands along the way.

But people now spend more time on mobile devices and ad-free Netflix. So, how are brand relationships built today?



Photo: Martin Courreges

# Banner ads are not great storytellers

The most pervasive advertising format, the banner ad, delivers reach. But it’s a poor story teller.

# Video ad view time is shrinking

Mobile video can be a powerful format. People's patience for ads that interrupt their media consumption, however, is growing thinner by the day.

## 6 seconds

"Following YouTube and Facebook, network television has begun implementing six-second commercials. This marks the first major initiative in commercial length since the introduction of 15-second ads in the mid-1980s." - Forbes, Aug 31, 2017

6 seconds is not much time to tell your brand story & build trust.

# Other formats have their brand-building pros and cons as well

Rich media, influencer marketing, content marketing and other marketing methods can help build brands. But they take deft practitioners to cut through the clutter and navigate people's highly developed marketing ambivalence.

And because it hasn’t been simple, many have put their digital advertising focus much lower in the funnel, on short-term sales activation, not upper funnel brand-building

The result?

For many Gen Ys & Zs, those brand relationships are simply not being built

These generations see whole categories of seemingly undifferentiated products solely through the lens of price

Which can be your brand’s greatest opportunity



“The single most important decision in evaluating a business is pricing power. If you've got the power to raise prices without losing business to a competitor, you've got a very good business. And if you have to have a prayer session before raising the price by 10 percent, then you've got a terrible business.”

- Warren Buffet




Photo: Julián Gentilezza

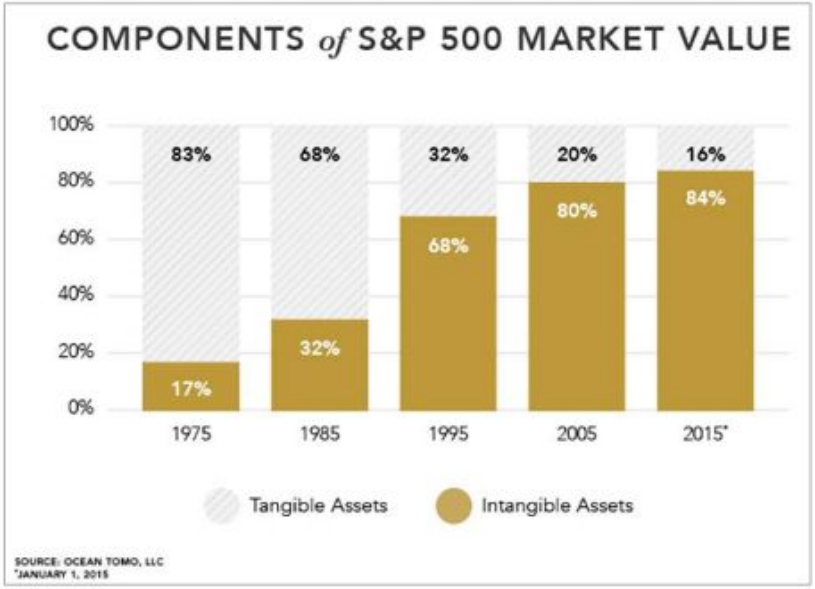
Where and how your brand engages consumers matters now more than ever

1.

Decide if building brand value will be your strategy for adding greater value to your business

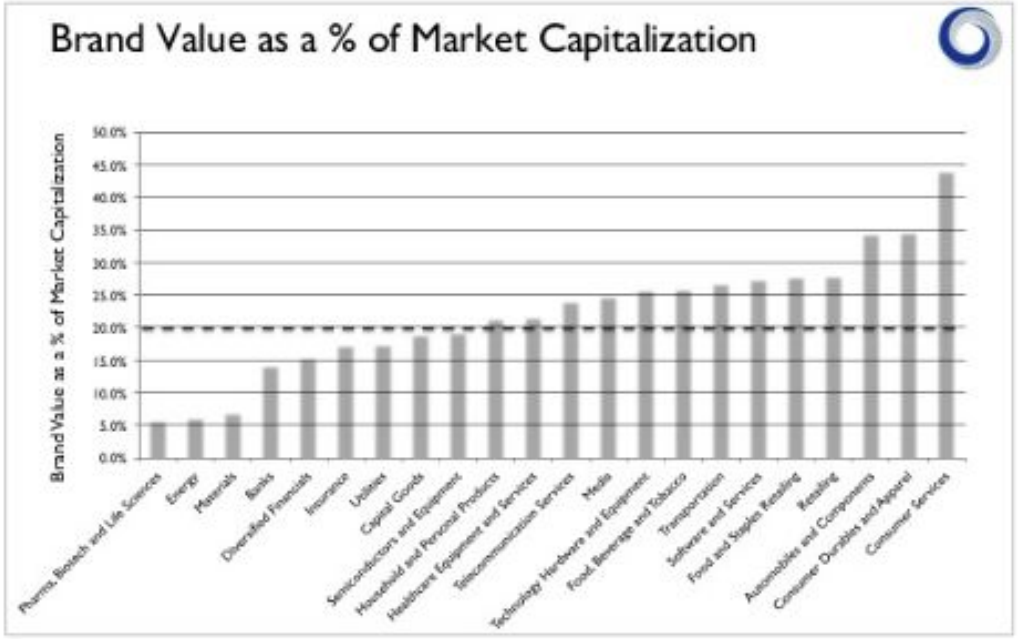
# 84% of the value of all businesses is now intangible value

Business value increasingly comes from intangible assets like brand, not tangible assets like factories & fleets of trucks



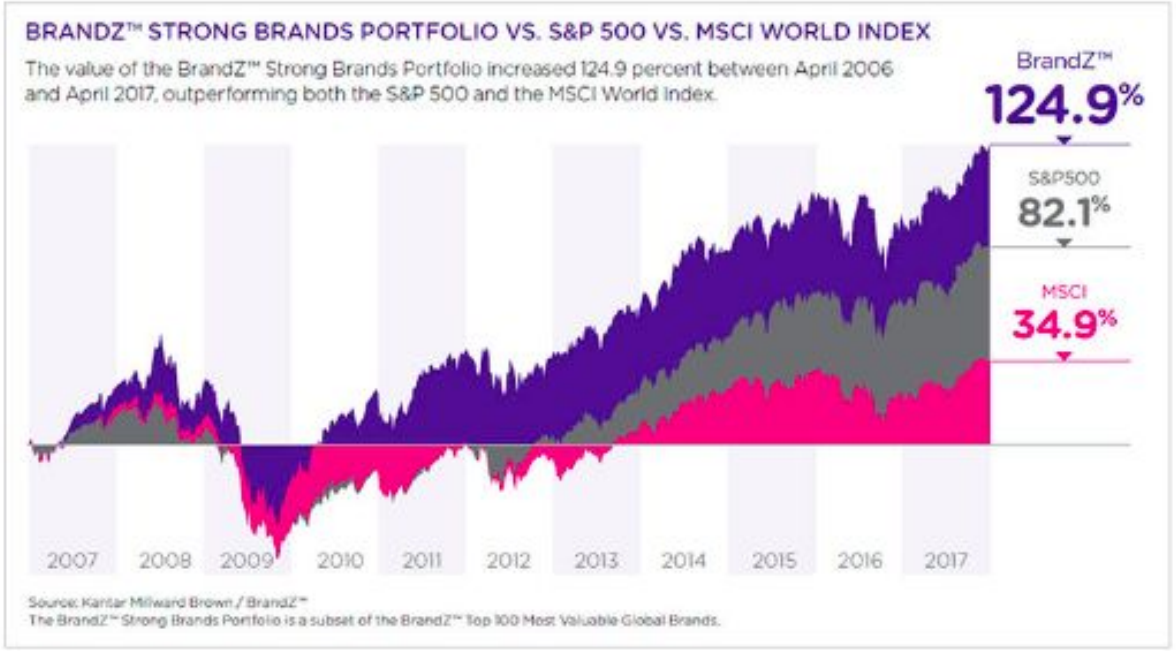

Source: Ocean Tomo LLC

# Brand value accounts for about 20% of the total market capitalization of businesses




Source: Jonathan Knowles, Type 2 Consulting, analysis of data from the annual brand value league tables published by Brand Finance, Eurobrand, Interbrand and Millward Brown for the 6 years 2010 to 2015.

# Strong brands far outperform the average businesses in terms of shareholder returns, with the BrandZ portfolio of strong brands growing by 125% from 2006-2017 vs the S&P 500's 82%

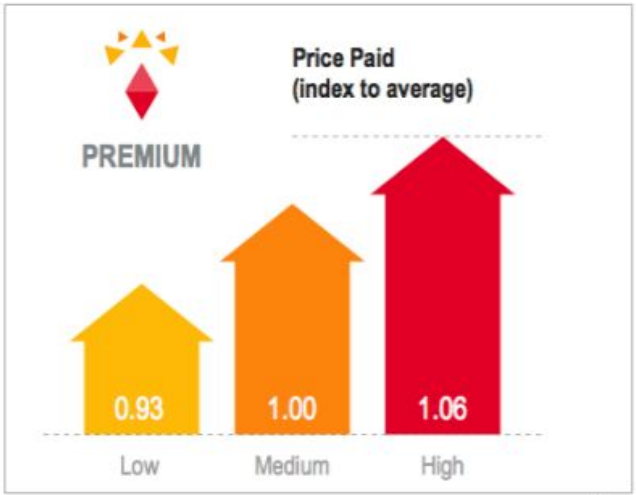



Source: Kantar Millward Brown, BrandZ, 2017.

# Strong brands command a 13% price premium over weak brands, and 6% above the average brand

**13%** price premium

High strength brands can command an average price premium 13% higher than low strength brands, and 6% higher than medium strength brands.




Source: The Meaningfully Different Framework, Millward Brown, 2013. Shopcom data merged with equity survey scores. Based on comparing Brand 'Premium' scores to shopping habits of 1600 consumers. Analysis includes 65 brands in 4 categories. Low = bottom 25%, Medium =middle 50%, High = top 25%.

Source: The Meaningfully Different Framework, Millward Brown, 2013.

# A 10% increase in share of voice can decrease people's price sensitivity by from 5% to as much as 20%




Source: Thinkbox, Ebiquity, Gain Theory, 'Profit Ability: The business case for advertising

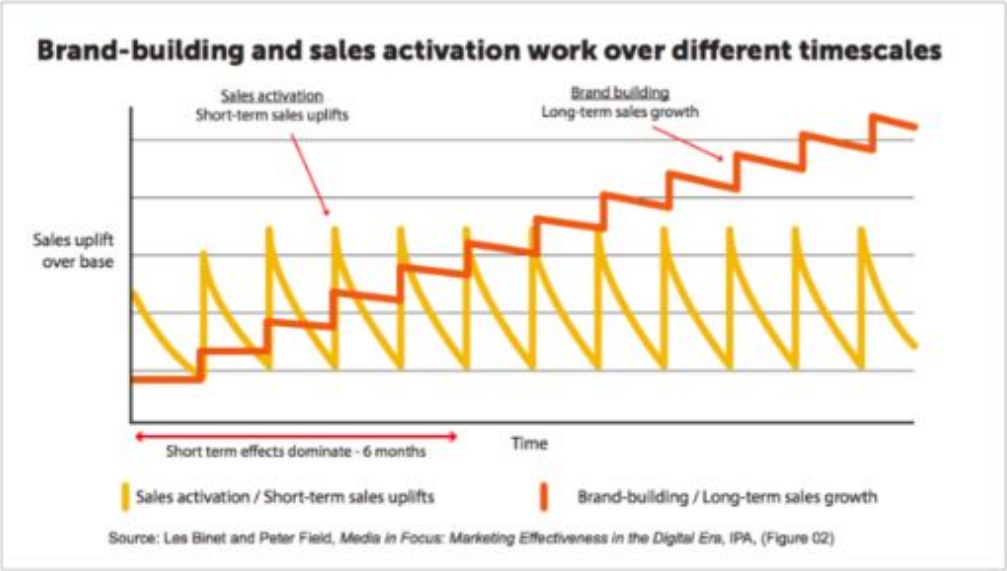
# A 1% increase in brand health (specifically brand consideration) can drive an uplift of 0.5–1.5% total annual sales




Source: Thinkbox, Ebiquity, Gain Theory, 'Profit Ability: The business case for advertising

# 2.
# Define the mix of long-term brand-building & short-term sales activation

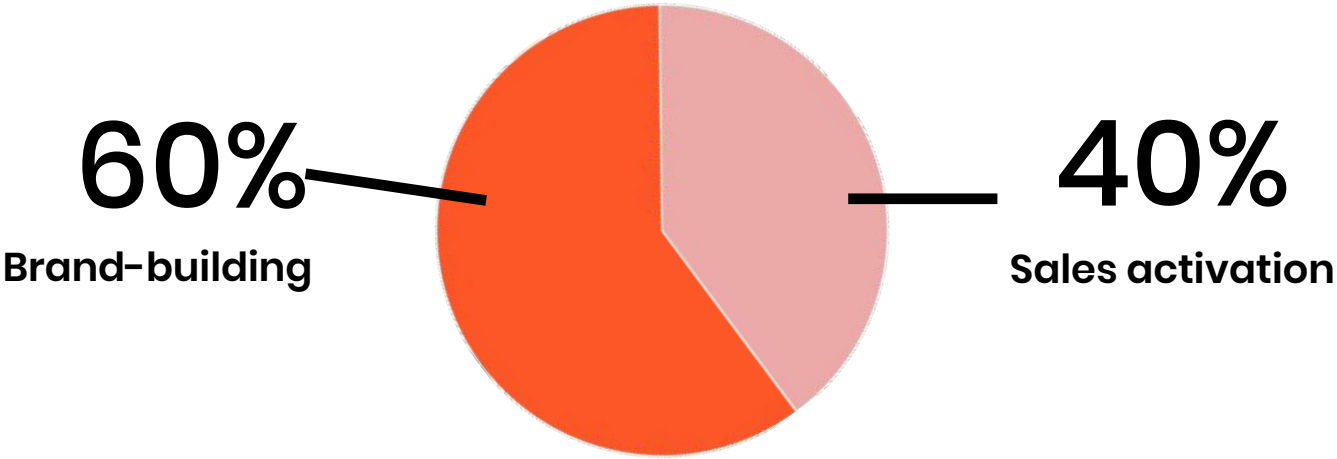
# Brand-building activity drives stronger sales growth over periods of 6+ months than the temporary uplifts driven by short-term sales activation




Source: 'Effectiveness in the digital era', 2016, Binet & Field, The IPA

# The 60/40 Split

Research suggests that the optimum split in investment between brand-building and sales activation is, on average, 60% brand-building and 40% activation.




Source: "The Long and the Short of It', 2013, Binet & Field, The IPA.

# 3.
# Define the metrics for brand-building effectiveness

# Time spent with your brand

How long people spend with your brand. Is it long enough to tell your brand story? And is that quality time? Are they opting in? Do they want to spend this time with your brand or are they simply “tolerating it”?

Time to beat

6-30 seconds

# Engagement

Are people engaging? Are they tapping and interacting? Are they discovering your brand by involving themselves in it?

Numbers to beat

## 2-5 engagements

per session

# Brand recall & favorability lift

Is your marketing making an impact or is it lost in the noise? Are the people who engaged with your marketing more likely to recall your brand than those who did not engage? Do they see your brand more positively after engaging with it?

Numbers to beat

10%+ brand recall lift

10%+ brand favorability lift

Example: Dabbl

# Dabbl brand-building effectiveness

35 seconds avg brand experience time

Avg 7 engagements per experience

97% mobile ad recall lift for a food band

100% viewability, completion & brand safety

100% consumer opt-in




Purchase consumer attention
& data directly from consumers

brands.getdabbl.com

Huge thanks to BBH London's Tom Roach
for uncovering & highlighting the data