

THE IMPORTANCE OF BRAND BUILDING.

4 REASONS TO FOCUS ON BRAND MARKETING

1

BRAND MARKETING CREATES FUTURE DEMAND

Performance marketing tools such as SEM, pay per click and pay per acquisition are great, but these channels do not drive new customers into your funnel. Focusing only on this type of marketing means that demand will subside, and eventually result in an increase in cost of sale and a plateau in customer growth.

2

STRONG BRAND PRESENCE CREATES COMPETITIVE ADVANTAGE

Familiarity with a brand before commencing an online buying journey is extremely important. If a consumer has 'brand bias' prior to commencing their online journey they're 14 x more likely to consider the brand before purchase ².

3

BRAND MARKETING INCREASES PERFORMANCE OF OTHER CHANNELS

Studies looking at performance of campaigns which include an element of brand marketing, or for brands which have sustained brand marketing, show much greater efficiency of converting leads to sales than those which haven't invested in brand marketing ².

4

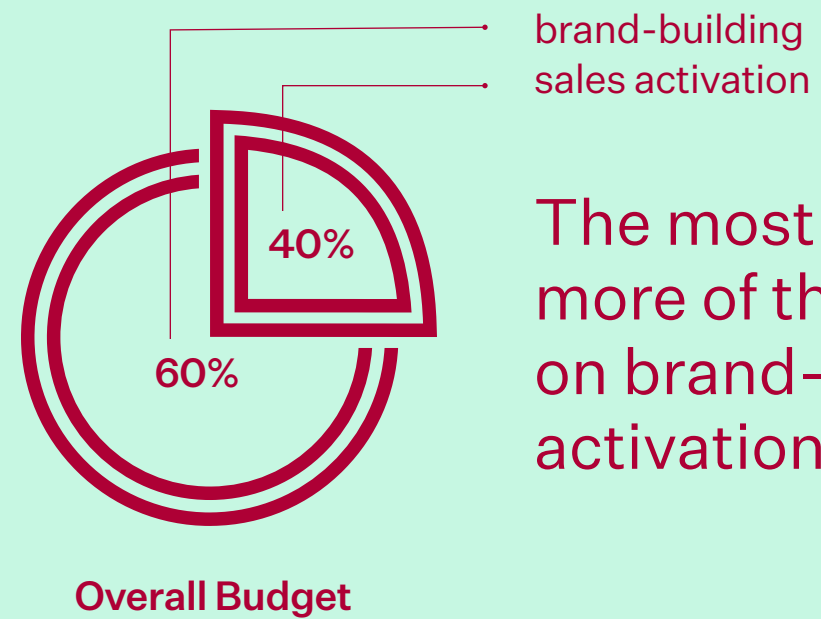
GOOD BRAND MARKETING LEAVES AN IMPRESSION

Brand marketing allows brands to be creative, tell stories and engage consumers emotionally. Ads which focus on factual, functional messaging often don't connect with customers earlier in the buying journey, while ads which build brands and create emotional connections are more likely to be noticed, remembered and have a positive impact on both long and short term profit ³.

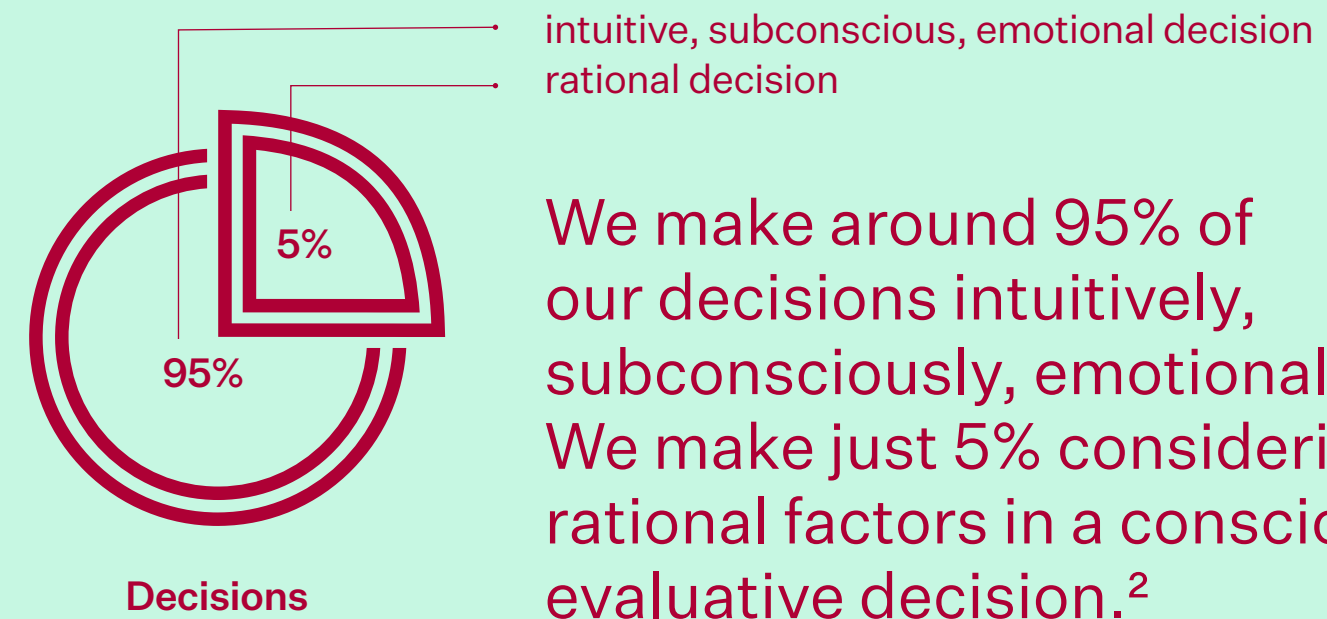
These days it's easy to get caught up in marketing campaigns driven by bottom lines, clicks and conversions. Brand marketing can be more difficult to measure, but research shows us it is crucial to long-term business success.

It's key to connecting with customers and distinguishing yourself from competitors. Importantly, it's why the world's 40 strongest brands consistently outperform the market ¹.

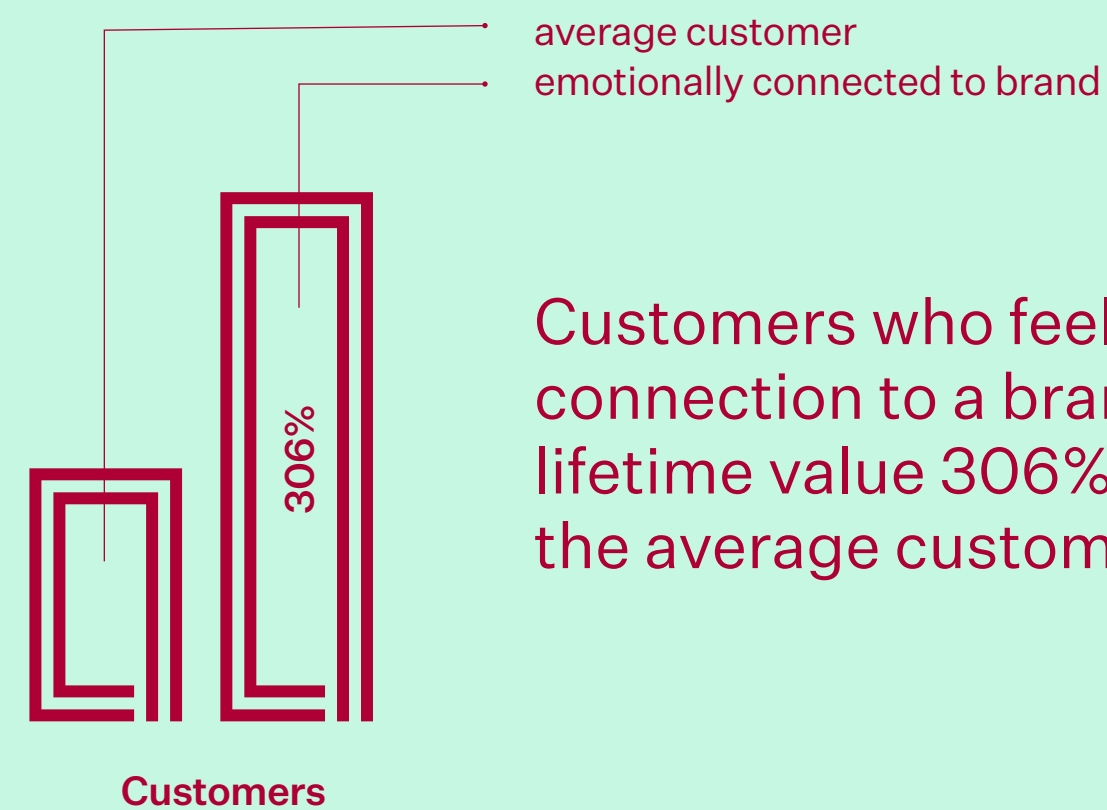
THE PROOF BEHIND BRAND MARKETING.



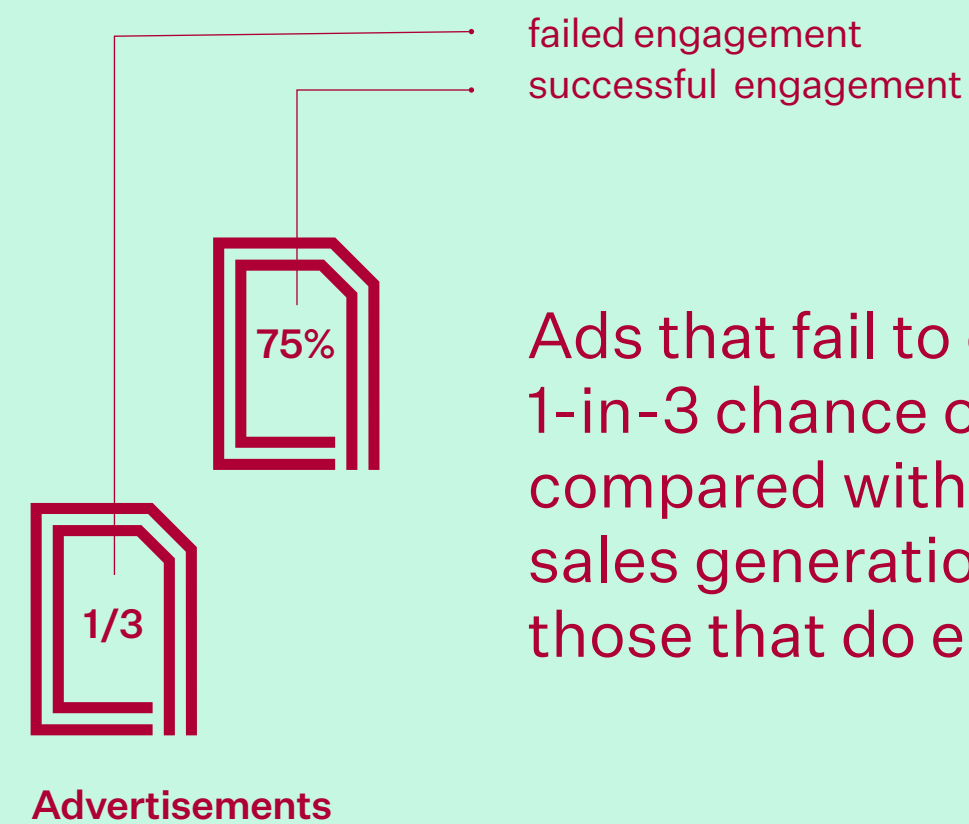
The most effective brands spend more of their overall budget (60%) on brand-building than sales activation activity (40%).²



We make around 95% of our decisions intuitively, subconsciously, emotionally. We make just 5% considering rational factors in a conscious evaluative decision.²



Customers who feel an emotional connection to a brand have a lifetime value 306% better than the average customer.⁴



Ads that fail to engage have a 1-in-3 chance of driving a sale compared with the 75% chance of sales generation associated with those that do engage.³

We've been helping Kiwi companies grow brand presence for years. To find out how Stuff can help build your brand, speak to your Stuff Media Representative or email advertise@stuff.co.nz

¹ The future of brand strategy: It's time to go electric, McKinsey & Company, 2020.

² Rethinking brand for the rise of digital commerce, WARC, 2021.

³ What we know about using emotion, WARC, 2020.

⁴ <https://www.prnewswire.com/news-releases/new-retail-study-shows-marketers-under-leverage-emotional-connection-300720049.html>