

DIGITAL
RADISH

WHY BRAND IS YOUR MOST VALUABLE ASSET

YOUR BUSINESS CASE FOR BRAND






A WORD ABOUT BRANDING

A BRAND IS NOT:

- A logo
- Fonts and colours
- A tagline
- Just another cost against your marketing budget




**"YOUR BRAND
IS NOT WHAT
YOU SELL."**

- John Iwata, SVP, IBM

A BRAND IS:

- The perception of your entire business
- The meaning that people; your customers, employees and stakeholders, attach to your company, product or services
- A reflection of your customers' experience and a representation of your reputation, now and in the future
- Your most valuable asset



**“PEOPLE
DON'T BUY
WHAT YOU
DO; THEY BUY
WHY YOU DO
IT.”**

- SIMON SINEK



**A brand is a
more valued &
valuable business**

6 SIGNS YOU NEED A REBRAND

1

Your team gives very different answers to the questions: "what does your company do, and why?"

2

The market doesn't appreciate or recognise the full extent of your offering

3

You're undergoing a merger or acquisition

4

You're pitching less and less (a sign that the majority of your new business is through existing relationships)

5

There's no consistency across product messaging, resulting in a disconnected brand

6

You're planning an exit strategy



The background of the image is a dense, repeating pattern of incandescent light bulbs. A semi-transparent green layer is applied over the entire image. A white, angular, geometric shape, resembling a stylized arrow or a folded piece of paper, is positioned in the center, pointing towards the top right. The text is placed within this white shape.

THE IMPACT OF A WELL-POSITIONED BRAND

STRENGTHENS YOUR POSITION

Brand value is closely tied to a company's reputation. When you-know-what hits the fan, brand can mitigate against damaging effects. But a strong brand is also there for you in the good times, giving permission to expand into new product categories.



77% of B2B
marketing leaders
say branding is
critical to growth.

-B2B Marketing Leaders Report

A black silhouette of a hand holding a paper airplane, set against a background of a blue sky with soft, white clouds. The paper airplane is pointing towards the top right.

64% of people cite
shared values as the
main reason they
have a relationship
with a brand.

- Harvard Business Review

YOUR CUSTOMERS COME TO YOU

A well-positioned brand knows its audiences inside and out – their career path, their biggest challenges, what's important to them – and responds to create a brand experience that is personalised and ever-present, turning customers into brand advocates.

The biggest driver of choice is ultimately emotion (even in B2B), so the more you shape your brand to resonate on a human level, the less likely customers are to be swayed merely by competitors and price. Those with that pull can command price premium.


GROWS YOUR BRAND EQUITY

The value of your brand is a marker of the value of your business. Research shows that on average, brand accounts for more than 1/3 of shareholder value, proving that brand equity is just as important as anything on the balance sheet. In fact, it's perhaps your biggest asset.



Companies with
strong reputations
generate 31% more
return to shareholders
than the MSCI World
average.

-McKinsey & Company



The average revenue
increase attributed to
always presenting
the brand
consistently is 23%.

-LucidPress Brand Report

LEANER MARKETING

A well-honed, targeted brand is a leaner brand, so you're not wasting time and money in engaging audiences that don't fit. And that means better conversion rates and a streamlined sales process.

ATTRACT (AND KEEP HOLD OF) TOP TALENT

When employees and potential employees believe your brand values and promise, you are more likely to attract and keep top talent, enhance employee morale and loyalty, and make your company a more desirable workplace. Ultimately, we are all driven by purpose, and employees want to be able to answer the fundamental question: "why do we do what we do?"

A photograph of two penguins, likely African penguins, standing in a field of low-lying, greenish-grey vegetation. The penguins are facing left, with one slightly ahead of the other. The background is a soft-focus landscape with more vegetation and a hint of a building or structure in the distance. The overall tone is natural and serene.

Companies with
high employee
engagement
outperform those with
low engagement levels
by 186%.

- Watson Wyatt

HOW TO MEASURE THE ROI OF BRAND

Brand isn't an optional extra, it has measurable business impact. Of course, the KPIs you choose to measure (out of the endless possibilities) depend on the initial purpose of the investment.

Here, we focus on our core 4:

Revenue

- Increase in revenue
- Average revenue per customer
- Price increase

Employee

- NPS score
- Employee retention rate
- Recruitment offer acceptance rate

Customer

- NPS score
- Customer retention rate
- Customer lifetime value

Marketing Effectiveness

- Number of qualified leads
- Conversion rate



If you'd like any more advice to get the board on board with a rebrand, pop an email over to renaye@digitalradish.co.uk, we'd love to help.

44 (0)20 3609 1349

www.digitalradish.co.uk

[@digitalradish](https://twitter.com/digitalradish)

**DIGITAL
RADISH**