

THE ROI OF A BRANDING PROJECT

THE BUSINESS CASE FOR INVESTING IN BRAND

More than just a name or a logo, belief-driven brands are business tools that drive commercial value. But when faced with building the business case to invest in branding, it can be a tough task. And while it may not be as simple as drawing a short and direct line between your brand and the bottom line, there is a clear return on investment to having a brand that stands for more.

Put simply, investing in your brand means that your organization can attract more customers, at a lower cost per acquisition, who are happy to pay a little more, and will buy a little more often.

Ignoring long-term branding in favor of short-term marketing initiatives may work in isolated cases, but the fact is every modern company that has driven above-average profitable growth has invested heavily in building their brand.

SO WHAT IS THE IMPACT OF INVESTING IN BRAND?



1. A STRONG BRAND DRIVES
AWARENESS AND AFFINITY



2. A STRONG BRAND DRIVES
BOTTOM LINE GROWTH



3. A STRONG BRAND DRIVES
RECRUITMENT AND
RETENTION



4. A STRONG BRAND DRIVES
CORPORATE INNOVATION



A STRONG BRAND DRIVES AWARENESS AND AFFINITY

Brand recognition, connection, and engagement are key to a thriving business. When people recognize your brand, your brand is able to grow. And increased awareness of a brand that can emotionally connect with people means increased loyalty, as well as a higher lifetime value for customers.

A STRONG BRAND DRIVES AWARENESS AND AFFINITY

AWARENESS:

78%

OF PEOPLE ARE MORE LIKELY TO
REMEMBER A COMPANY WITH
STRONG PURPOSE

[Source](#)

AFFINITY:

77%

OF CONSUMERS SAY THEY HAVE
STRONGER EMOTIONAL BONDS
TO BRANDS THAT STAND
FOR MORE

[Source](#)

LOYALTY:

72%

OF CONSUMERS SAY THEY ARE
MORE LIKELY TO BE LOYAL TO A
PURPOSE DRIVEN BRAND

[Source](#)



A STRONG BRAND DRIVES BOTTOM LINE GROWTH

A brand that stands for more will lead to maximizing your business value, maintaining competitive advantage, and increasing profitability in the long-term. It will increase sales and revenues. Marketing and advertising will be better positioned to increase the lifetime value of customers in your target audience. And you will waste less money on marketing to customers who do not connect with your brand.

A STRONG BRAND DRIVES BOTTOM LINE GROWTH

VALUATION:

175%

PURPOSE DRIVEN BRANDS HAVE
SEEN THEIR VALUATIONS SURGE
OVER THE PAST 12 YEARS

[Source](#)

CONVERSION:

4x

MORE LIKELY TO PURCHASE FROM
A BRAND WHEN IT IS PURPOSE
DRIVEN

[Source](#)

LOYALTY:

13%

PRICE PREMIUM CAN BE
COMMANDED BY STRONGER
BRANDS OVER WEAKER BRANDS

[Source](#)



A STRONG BRAND DRIVES RECRUITMENT AND RETENTION

Employees should be your greatest brand champions. Building a brand that everyone can rally behind, makes top employees less likely to leave and the right employees more likely to come to your company. When employees feel that their company shares the same values it leads to higher levels of engagement, productivity, creativity, and innovation.

A STRONG BRAND DRIVES RECRUITMENT AND RETENTION

HIRING:

78%

EMPLOYEES ARE MORE LIKELY
TO WANT TO WORK FOR A
BRAND WITH A PURPOSE THEY
BELIEVE IN

[Source](#)

RETENTION:

40%

HIGH LEVELS OF WORKPLACE
RETENTION THAN THEIR
COMPETITORS

[Source](#)

PRODUCTIVITY:

225%

PRODUCTIVITY LEVEL OF AN
EMPLOYEE WHO IS TRULY
INSPIRED BY THE PURPOSE OF
THEIR EMPLOYER

[Source](#)



A STRONG BRAND DRIVES CORPORATE INNOVATION

The potential future of your business is what will inspire and motivate. A new brand is a step forward for a company and should be addressed as so – a fresh start, a new opportunity, untapped territory for success. Building the right brand will align leadership on the same page with a shared vision, and a way of getting there.

A STRONG BRAND DRIVES CORPORATE INNOVATION

INNOVATION:

30%

PURPOSE DRIVEN BRANDS
REPORT HIGHER LEVELS OF
INNOVATION

[Source](#)

FORGIVENESS:

72%

OF CUSTOMERS SAY THEY WILL
MORE LIKELY TO FORGIVE A
BRAND IF THEY BELIEVE IN IT

[Source](#)

VISION:

84%

OF EXECUTIVES AGREE BUSINESS
TRANSFORMATION EFFORTS WILL
HAVE GREATER SUCCESS IF
INTEGRATED WITH A
DEEPER PURPOSE

[Source](#)

IN SUMMARY: BELIEF-DRIVEN BRANDING DELIVERS MEANINGFUL IMPACT...

- Gains higher market share
- 3x growth over competitors
- Defends against category disruptors
- Creates a deeper sense of meaning
- Provides strategic focus & alignment
- Forms guard rails for decision making
- Unites your workforce
- Cultivates an impassioned tribe
- Skyrockets productivity & performance
- Drives growth & champions innovation
- Delivers greater social impact

THANK YOU

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