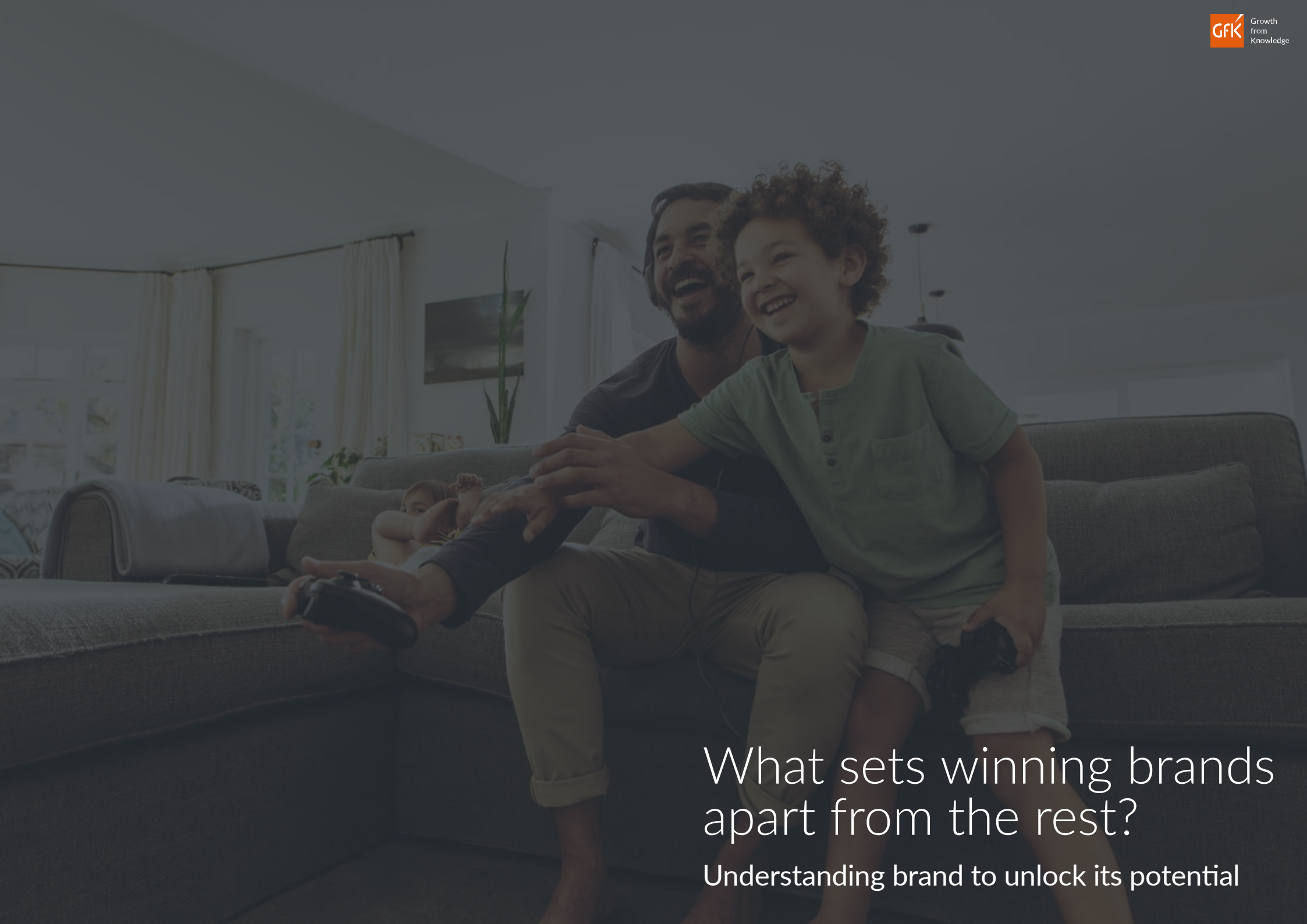


A silhouette of a person in a suit walking through a tunnel-like structure composed of numerous parallel lines of light. The lines are primarily purple and blue, with some orange and red tones, creating a sense of depth and movement. The person is walking away from the viewer towards the right side of the frame.

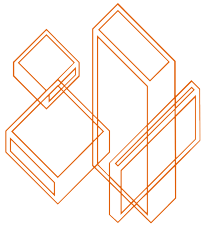
# Brand Unchained

Unleash the power of your brand



What sets winning brands  
apart from the rest?

Understanding brand to unlock its potential



# Leveraging brand to drive value and business growth

Can your brand be the key to unlocking long-term business success?

What makes some companies stand out from the rest? How does it happen that people start referring to their running shoes as Nikes, their smart phones as iPhones and their furniture as Ikea? How do some companies become known household names?

## It's all in the brand.

When brands captivate people and create unique experiences, they win. It motivates consumers to buy, which increases revenue. It drives loyalty, which reduces customer acquisition costs. It increases word-of-mouth recommendations, which drives

awareness and new product/market adoption - all of which make marketing's workload much, much easier.

A strong brand is also more resilient in volatile times. [Data from branding consultancy, Landor](#), show that during the 2008-9 financial crisis, the value of the world's top 50 most valuable brands fell 15 percent less than their S&P 500 counterparts and their

businesses rebounded 33 percent faster the following year.

If strong brands are so much better poised to win in today's economy, then why aren't more companies investing in their brand building efforts?

There are still several pain points holding many marketers back from unlocking their brand's true potential. Often, brand sits in a silo, making it difficult to develop

cross-functional, consistent strategies to build a brand experience. Brand metrics often feel abstract and don't directly tie back to business success, making it difficult to justify investments. And brand metrics traditionally haven't been future-facing or actionable.

Continue reading for tips to overcome these challenges and future-proof your brand.

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*Put simply, brand is the foundation of a successful company because it sets off a chain of events – a virtuous cycle – and a strong brand reduces the cost of acquiring new customers. Once customers are acquired, an integrated brand keeps them loyal and willing to pay a premium price. When all conditions are the same, companies with a strong brand will find their customer loyalty and retention rates are much higher.*

Gonzalo Garcia Villanueva, CMO, GfK

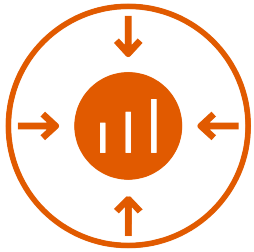
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# Empowering Marketing and connecting brand to business success

Putting brand at the core



# Breaking down the barriers to create concrete brand strategies

By putting brand at the center of business, you can unlock and concretely measure the real value of brand.

Strong brands are able to build a consistent and seamless customer journey across all on and offline channels and touchpoints. This customer-centric approach is only possible when brand touches every facet of the business.

CMOs and senior marketers must

empower their teams to collaborate with other departments and make use of shared data at their fingertips.

## Using the customer as the lynchpin

The easiest way to encourage this cross-collaboration is to re-focus the organization around the customer.

This should be an easy sell. Research

from Ernst & Young shows that 82% of executives indicate that customers are as important as, or more important than, shareholders when formulating strategy.

## Brand as the voice of the consumer

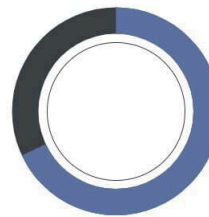
Unifying your business around the consumer is one thing, but then brand must be the champion for the consumer. The team must educate the organization around changing trends, new behaviors, and shifting

attitudes that will impact how, where, when, and at what price point people buy, what they expect from your brand, and what their plans are for the future. This rings true especially in these volatile times where consumer behavior is changing rapidly and often.

## Showing how efforts contribute to business growth is crucial

One of the biggest struggles for organizations today is to truly

Rise of the informed customer

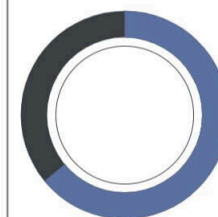


68%

of consumers spend quite a lot of time researching products before making a significant purchase

GfK Consumer Life Study 2020

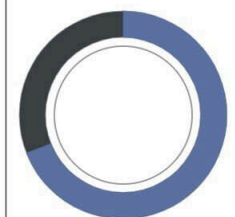
Purchases with a purpose



64%

of customers prefer to buy from brands that align with their personal beliefs, values or ideals

Brand trust

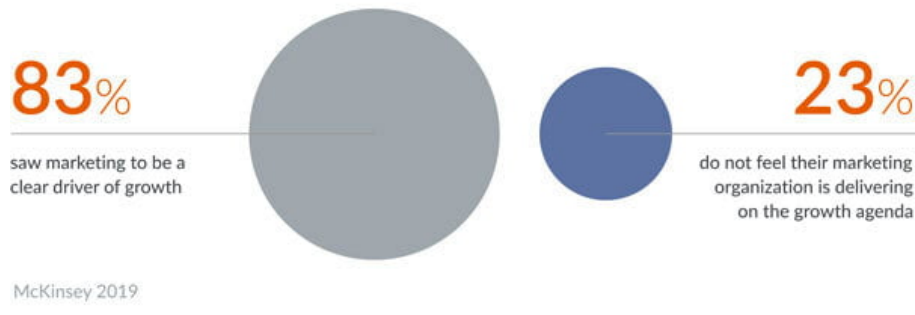


69%

of people only buy products or services from a trusted brand

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## CEOs see marketing as owning the growth agenda



understand how brand activities contribute to the bottom line.

If CMOs and marketing leaders can deliver tangible insights into how their brand is positioned and what this achieves for them in terms of business performance, then they will be better poised to engage other parts of the company.

Yet, many companies are still unequipped with the right tools to measure brand and marketing performance. Perhaps this is why an astounding 58% of CMOs around

the world do not feel well-equipped to steer their businesses through the next six to twelve months, according to a 2020 study by Dentsu. Further research from GfK APAC shows that while 40% of marketers say brand is a top priority, only 39% of this group leverages brand health trackers to get a full picture of their brand.

### **Aligning brand positioning with changing consumer attitudes**

Understanding current brand perception and planning ways to evolve those attributes to match consumers' expectations of brands is crucial to

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*Establishing a real brand purpose is essentially defining what our company's ethics are. Having a brand purpose provides a focus for activity, which in turn makes the entire marketing function more efficient. A lack of brand purpose is costly.*

*Consistency is also important. Our consumer website carries the same brand values and design as our physical stores. Our staff, customers and stakeholders all receive the same brand messages; they all know we champion inclusivity. When the brand is working consistently, the company's personality and vision can be amplified via tactical activity.*

lemer Gordon, Head of Retail Marketing at American Golf

gaining long-term market share, particularly as consumers increasingly are embracing the experience economy. And, as consumer concerns for social justice and the environment grow, social impact has catapulted brand purpose to the top of boardroom agendas. Companies must now be able to measure consumer sentiment beyond traditional areas of

customer service and user experience, understanding exactly how they can align their values with their customers'.

Organizations can use these metrics not just for positioning, but on a wider scale to define their values, their purpose, and even team culture.

Access the full Brand Unchained report [here](#)

# Future-proofing your brand strategies

Predicting and planning for the future





## Staying a step ahead of the curve with a clearer vision of the future

To be most effective, brand monitoring needs to provide clear, actionable insights that enable organizations to cater to tomorrow's customers.

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Brand trackers are notorious for complex data outputs that make it difficult for marketing leaders to decipher what to do with the information and how to use it to guide teams across an organization. The same old metrics simply don't cut it anymore - they only give part of the picture.

Today, marketing leaders - and their entire organization, for that matter - need a 360 degree understanding of their brand and its relationship with the people it is targeting in order to drive meaningful change and create experiences that connect with consumers on a deeper level.

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*Consumers are constantly exposed to brand messaging and other stimuli and so their purchase decision represents the combination of both emotional and rational aspects. Therefore, it is essential to understand all the factors that make a consumer prefer one brand over another. GfK's new brand framework helped us do exactly this. Using the approach, we understood better how purchase decisions were made, and in particular how and why consumers switch between brands. GfK gave us new insights and it helped us develop more personalized experiences that better engaged with our customers, and ultimately, help create their lifetime value for Nespresso.*

Graciela Bastida, CRM Manager at Nespresso México

Access the full Brand Unchained report [here](#)

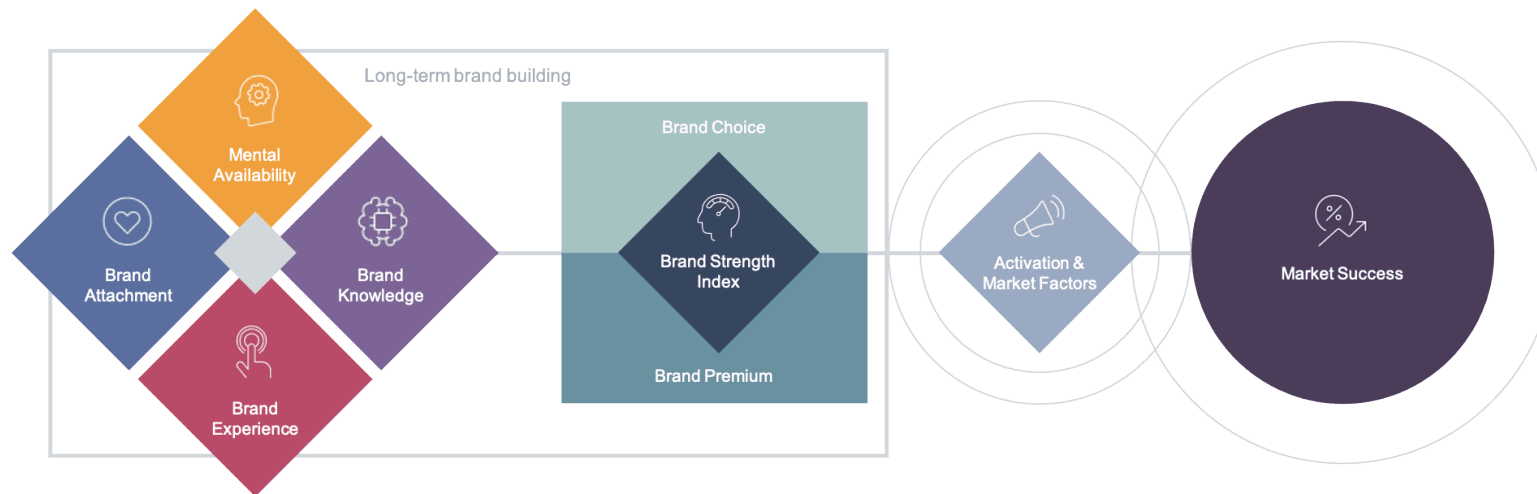


# Unleash the power of your brand

Develop successful brand strategies that connect with your consumers, increase your brand strength, and deliver remarkable brand experiences that keep people coming back for more.

## A breakthrough approach

Traditionally, it's been a struggle to link brand performance to market results. GfK Brand Architect observes consumers in multiple, realistic buying-like scenarios to get a quantifiable read on their consideration set, purchase intent and willingness to pay a premium. It's a framework that combines the art and science of brand measurement for intelligence that drives sales growth, increases value, and enables businesses to act on what matters most to their brand. Because we acknowledge that brands drive value for companies in different ways – through a higher premium, higher volumes or both.



## Conclusion

Business performance can be transformed by liberating brand through proper data integration, cultural change and powerful technology. In fact, unleashing brand is a must in order to resonate with today's consumers.

Brand can inform decision-making and drive strategic and operational goals across an organization. But it will require some restructuring. Changing a company's organization and marketing setup requires great technology, data and intelligence, and it also warrants bold, savvy leadership from senior marketers, who must empower the wider business to use brand in different ways.

Access the full Brand Unchained report [here](#)

# Get brand insights for a new era

Learn more about GfK Brand Architect by contacting your  
Account Manager or request a demo of the product  
[www.gfk.com/brandunchained-registration](http://www.gfk.com/brandunchained-registration).