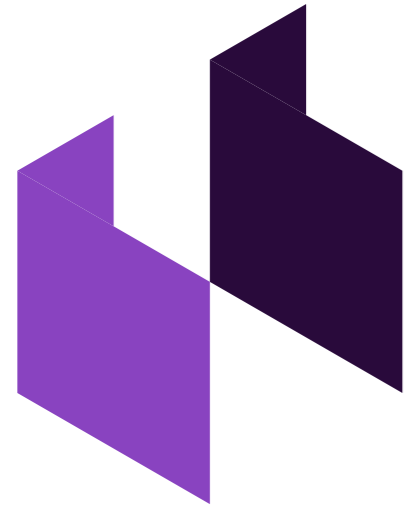


Brandworkz Brand Management Survey Q1 2019





“Any damn fool can put on a deal, but it takes a genius, faith and perseverance to create a brand.”

David Ogilvy

In December 2018 Brandworkz conducted a global survey which reached over 3,000 Brand Marketers in leading organisations, to ask how they view the role of brand identity and its usage within their business.

The results gave us a great insight into Marketers perceptions and beliefs around this crucial issue. It also highlighted again just how important brand is seen to be in relation to overall business value, with 96% of respondents reaffirming this, and 91% going on to say their board also recognises the direct impact that brand value has on enterprise value.

Unsurprisingly, 100% of respondents also came back to say how important they believed consistent use of a brand’s identity to be. On this basis, however, it was worrying to find that just 15% of our marketers felt that their brand was being used correctly within their business. Those marketers within a global organisation found it particularly

hard, with 83% saying that they found it “challenging” to regulate consistent use of their brand on a global basis.

Our survey also found that only 28% of our respondents were actually auditing their brand regularly (i.e. once a year or more), and only 13% felt that conducting an audit on their brand and brand usage would be easy to do.

Given the very considerable investment made by many of the businesses into their brands, these findings raise a serious alarm in terms of jeopardizing the integrity of Marketing’s efforts. With leading authority Brand Finance confirming that 52% of the overall enterprise value of all publicly traded companies worldwide is now attributable to intangible asset value such as that represented by a strong brand, there is a clear argument for ensuring the Brand Management process is as robust as possible.

According to Interbrand's Best Global Brands 2018 report, consistency is one of the key factors contributing to brand strength and therefore brand value. Another recent study by Kantar Millward Brown's BrandZ found that a strong brand also increased marketing effectiveness and return on investment across channels; those with a high Brand Imprint Index enjoyed double the impact of any advertising spend compared to those with lower scores for example.

Based on the same study, a high Brand Imprint Index is best achieved through "clarity, consistency and communication"; any aspect of the brand treatment which leads consumers to sub-consciously question their recognition of a brand through inconsistency, therefore, poses a risk to that value. Managing brand usage and application becomes crucial for any marketer wishing not just to maximise

the value of their marketing investment, but to be recognised as maximising the value of their business.

The good news is that our respondents felt 98% of the factors which might risk devaluation of a brand were ultimately within the business' control, indicating that if the right processes and infrastructure are in place then more effective brand management genuinely becomes achievable.

With an increasingly globalised economy - and even "traditional" industries such as Financial Services undergoing something of a revolution to offer much more consumer choice - maintaining a strong, ownable and consistent brand "voice" has never been more important.



“Your brand is what other people say when you're not in the room.”

Jeff Bezos

Survey summary

98%

Believe that factors leading to brand devaluation can be controlled by their organisation

Only 13%

Would find it easy to complete a brand audit

91%

Believe their board thinks brand is *Important* or *Very Important*

Only 28%

Of respondents are auditing their brand regularly

83%

Feel it is “Challenging” to regulate consistent use of their brand on a global basis

96%

Believe that brand is *Important* or *Very Important* in relation to overall business value

100%

Believe consistent use of brand identity is *Important* or *Very Important*

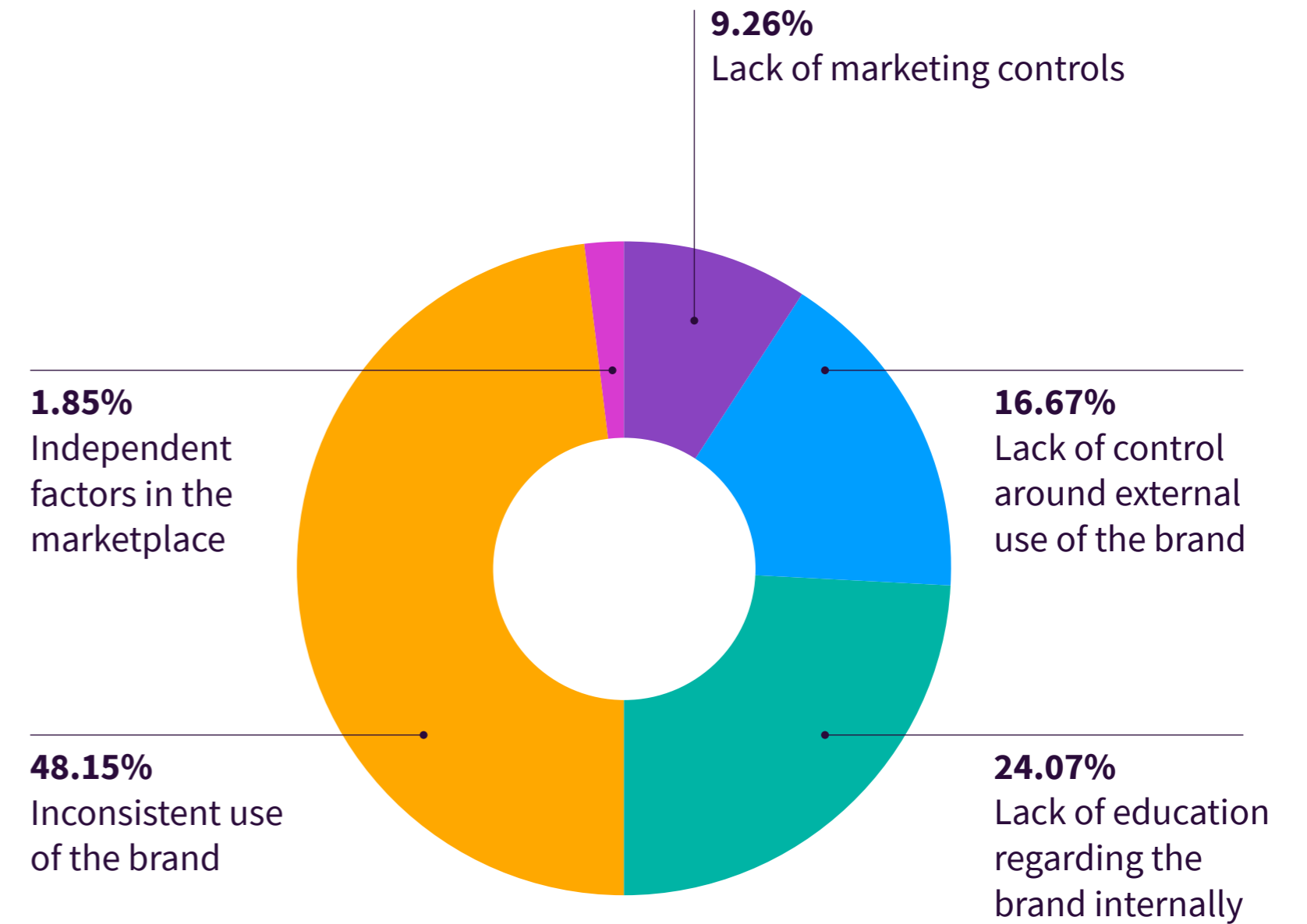
Just 15%

Felt confident their brand was being used in the right way all the time

Q1

Which factors do you believe pose the greatest risk to devaluing a brand?

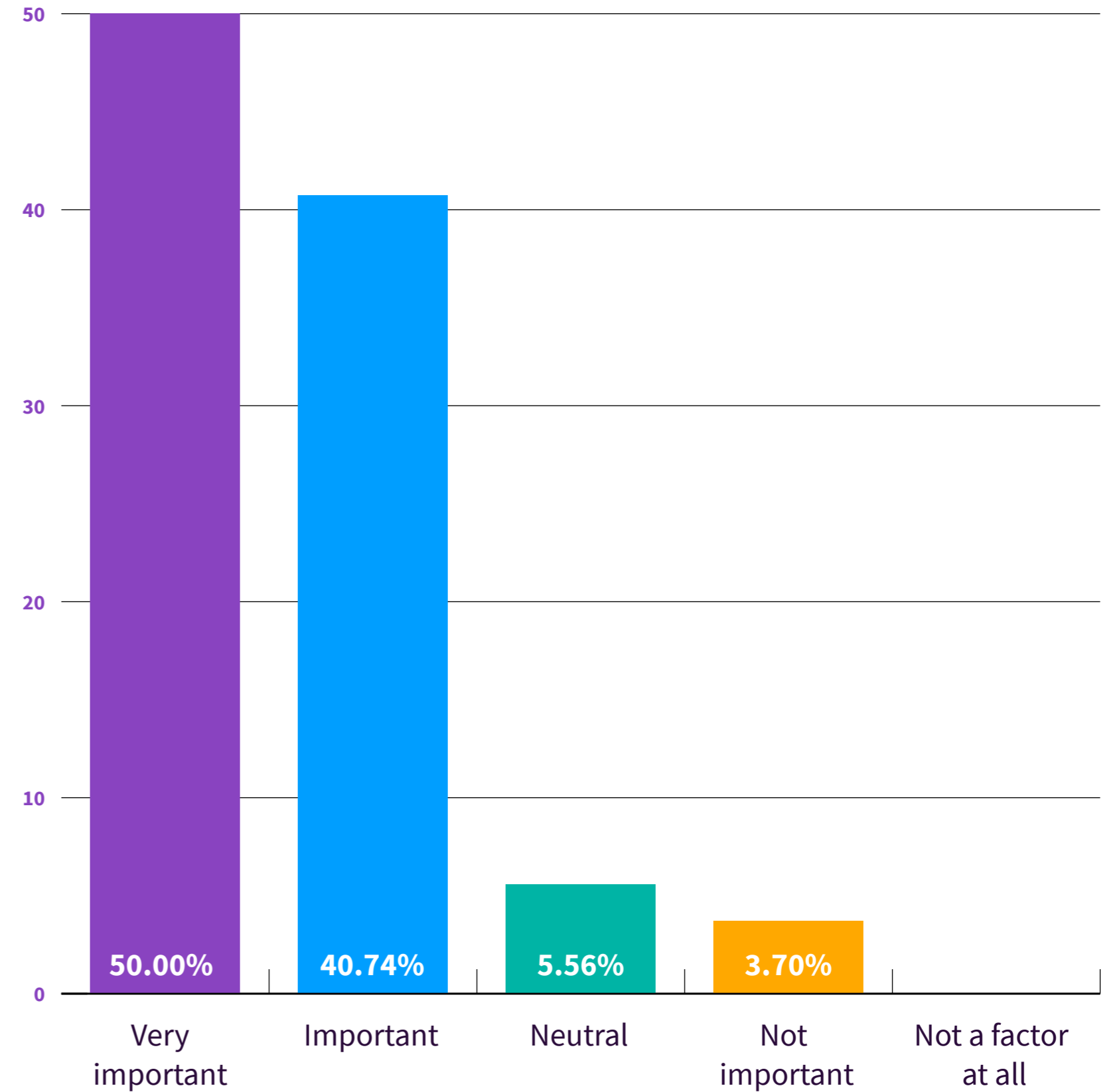
Answer choices	Responses
Lack of marketing control	9.26%
Lack of control around external use of the brand	16.67%
Lack of education regarding the brand internally	24.07%
Inconsistent use of the brand	48.15%
Independent factors in the marketplace	1.85%
Total	100.00%



Q2

How important does your Board think “brand” is?

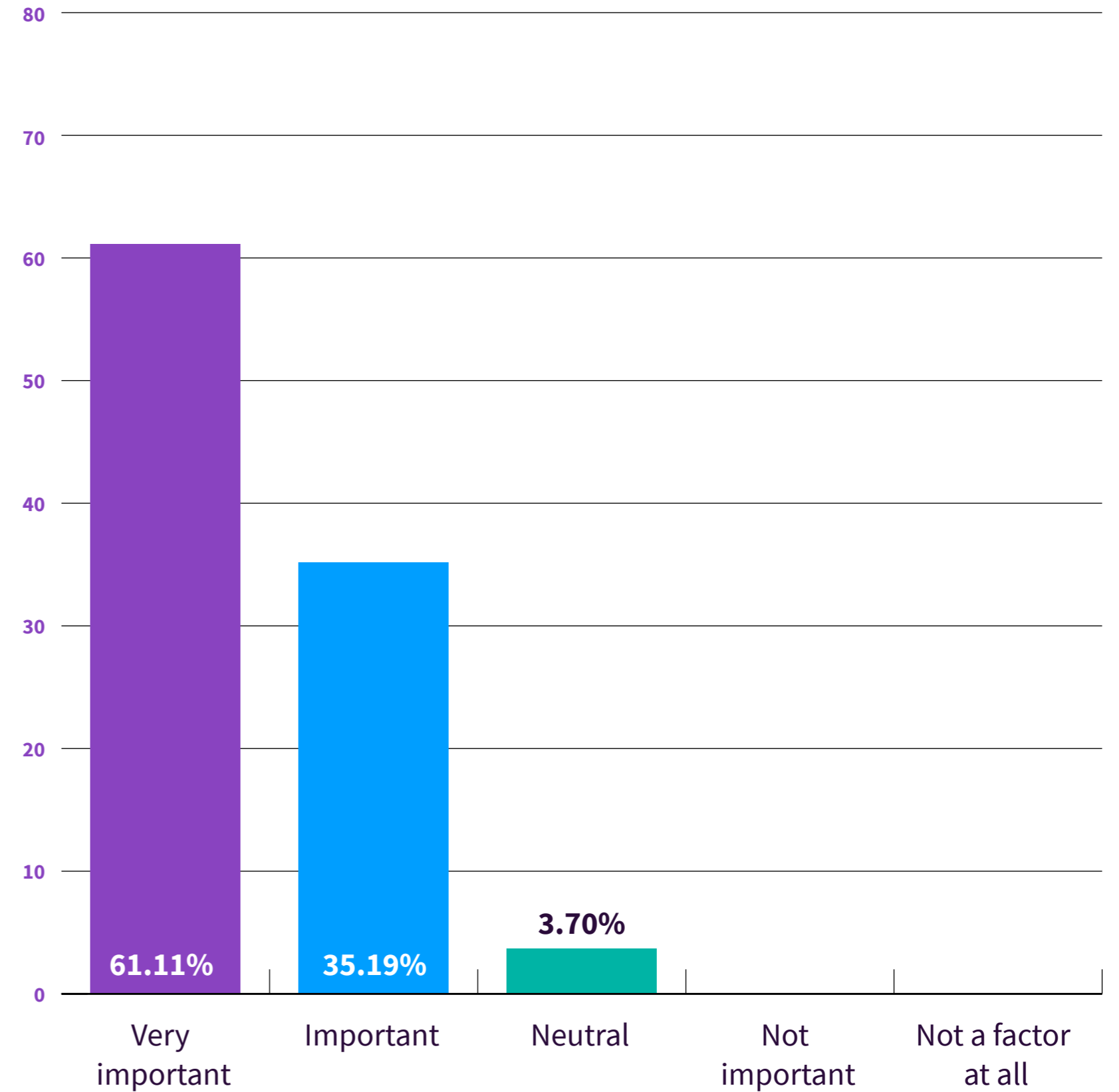
Answer choices	Responses
Very important	50.00%
Important	40.74%
Neutral	5.56%
Not important	3.70%
Not a factor at all	0.00%
Total	100.00%



Q3

How important do you believe your brand value is in relation to your overall business value?

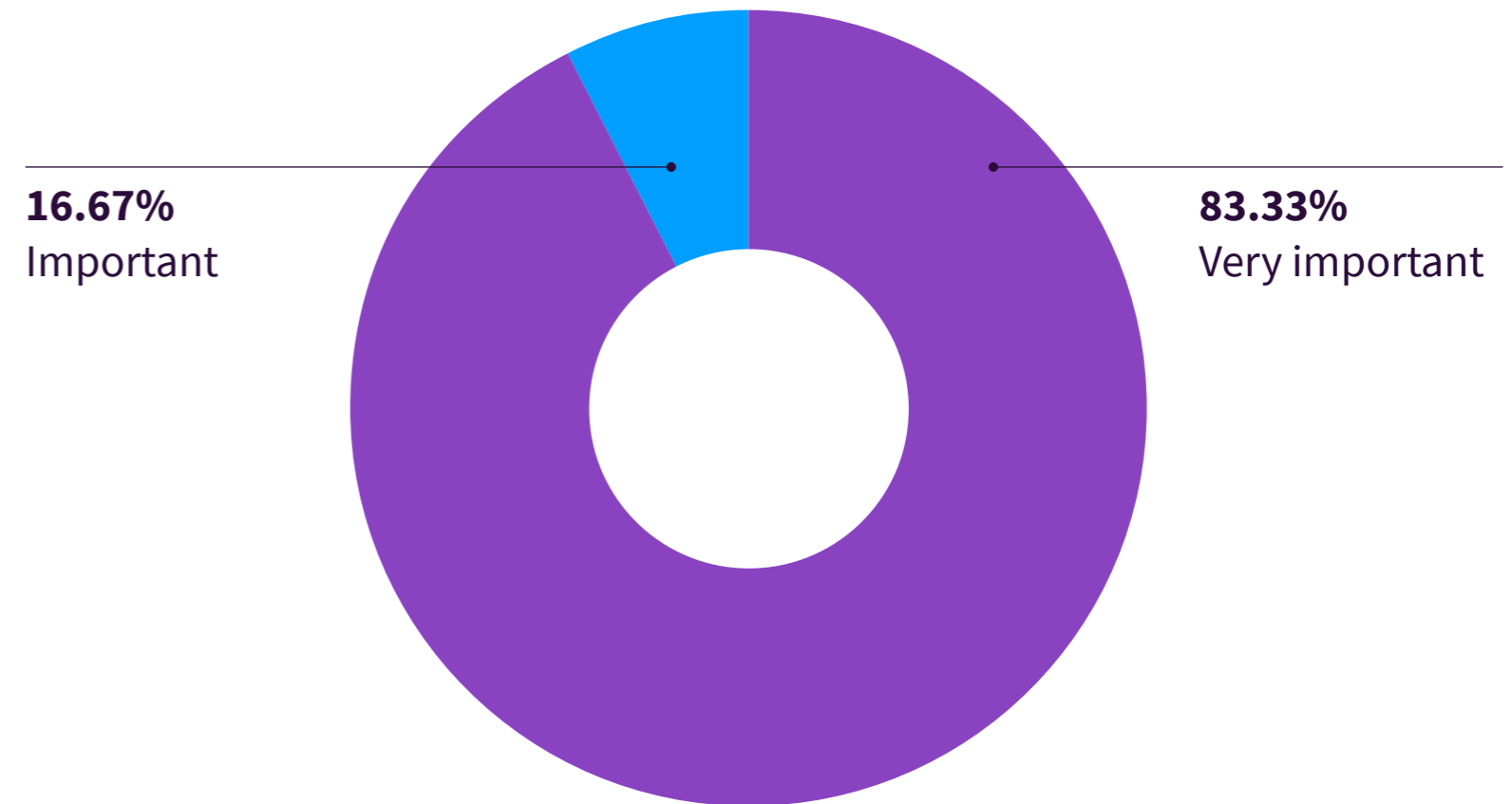
Answer choices	Responses
Very important	61.11%
Important	35.19%
Neutral	3.70%
Not important	0.00%
Not a factor at all	0.00%
Total	100.00%



Q4

How important do you believe consistent usage of your brand identity is to maintaining your brand's integrity?

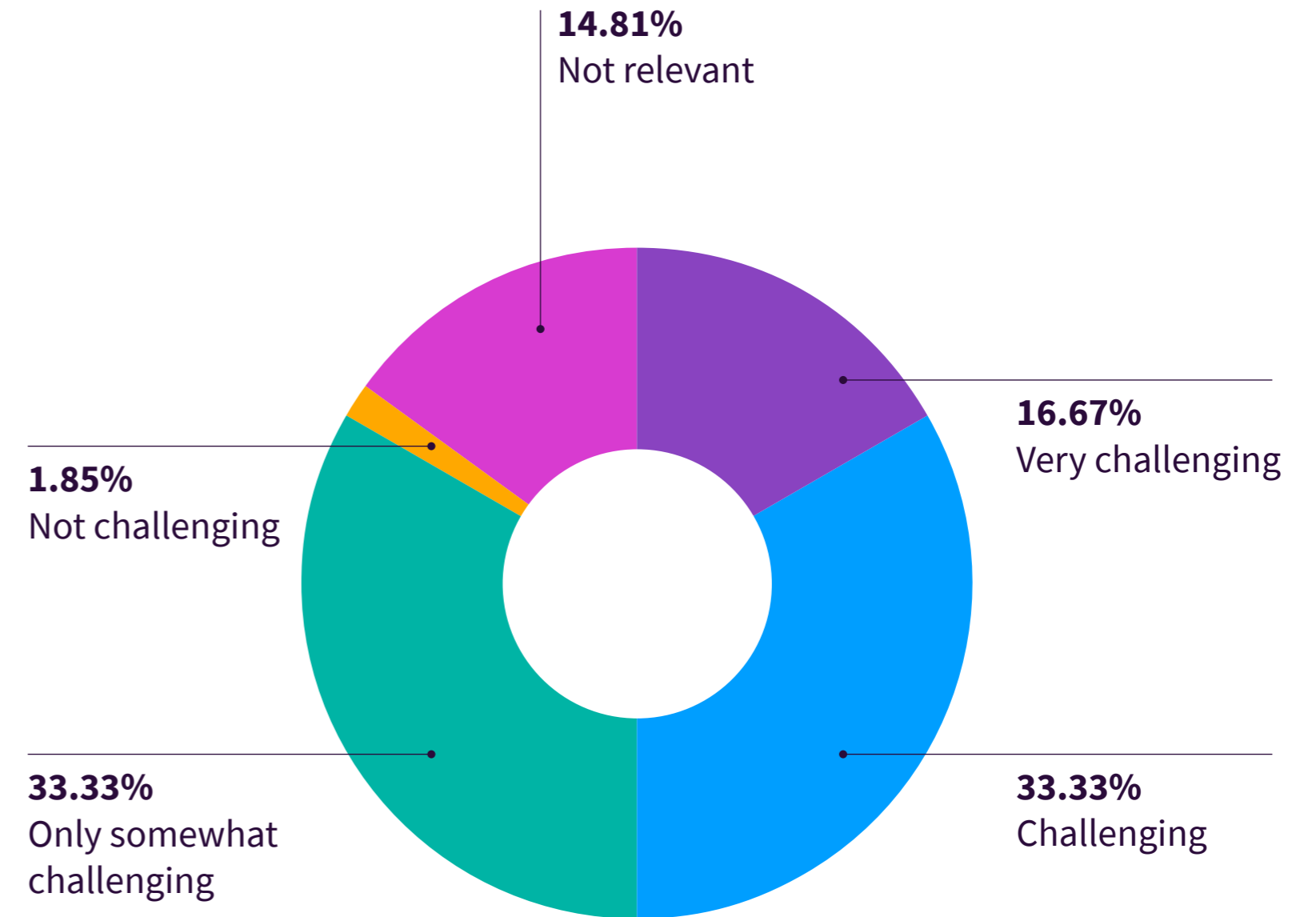
Answer choices	Responses
Very important	83.33%
Important	16.67%
Neutral	0.00%
Not important	0.00%
Not a factor at all	0.00%
Total	100.00%



Q5

How challenging do you find it to regulate consistent use of your brand on a global basis?

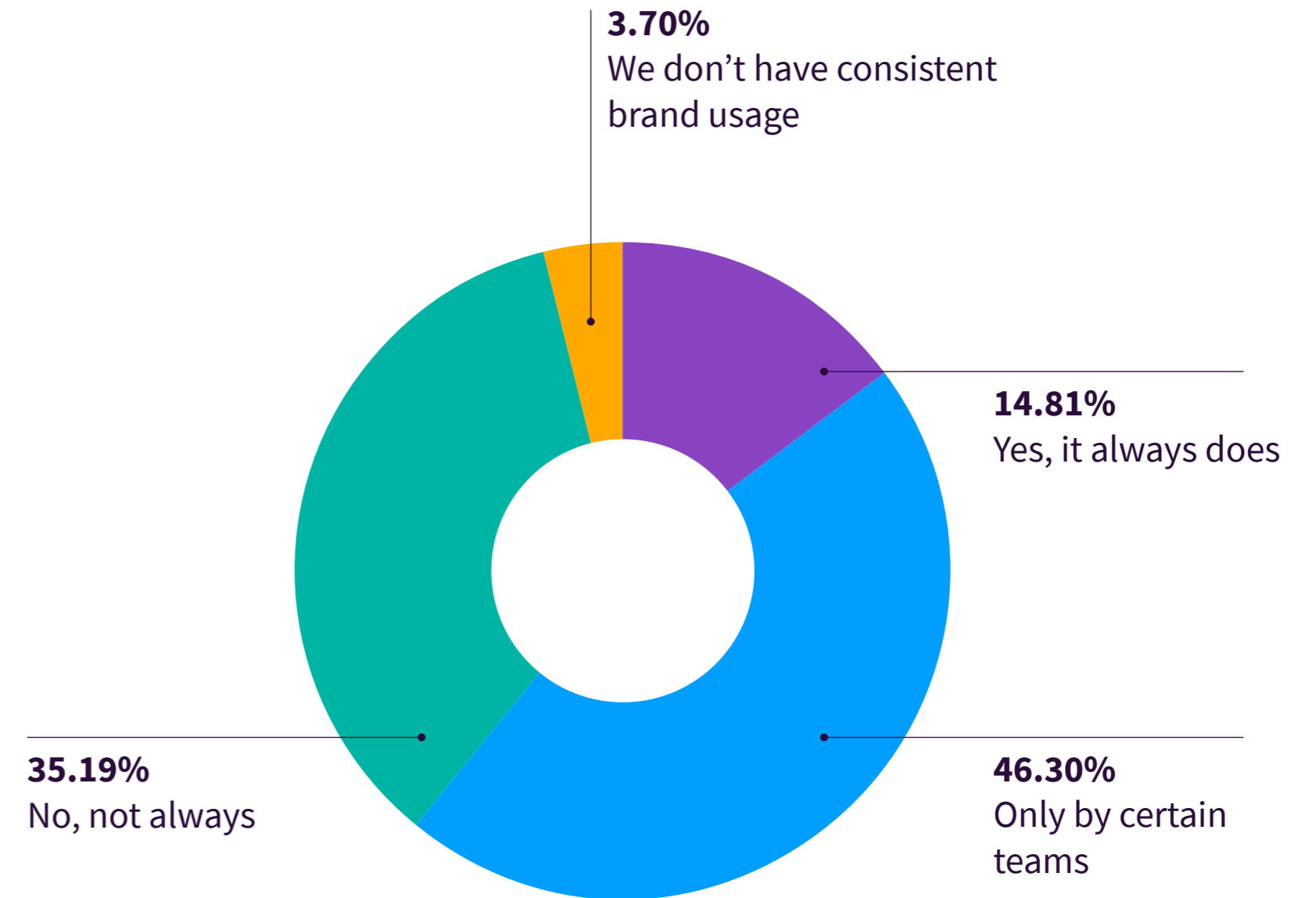
Answer choices	Responses
Very challenging	16.67%
Challenging	33.33%
Only somewhat challenging	33.33%
Not challenging	1.85%
Not relevant	14.81%
Total	100.00%



Q6

Are you confident that your brand always gets used in the right way throughout your organisation?

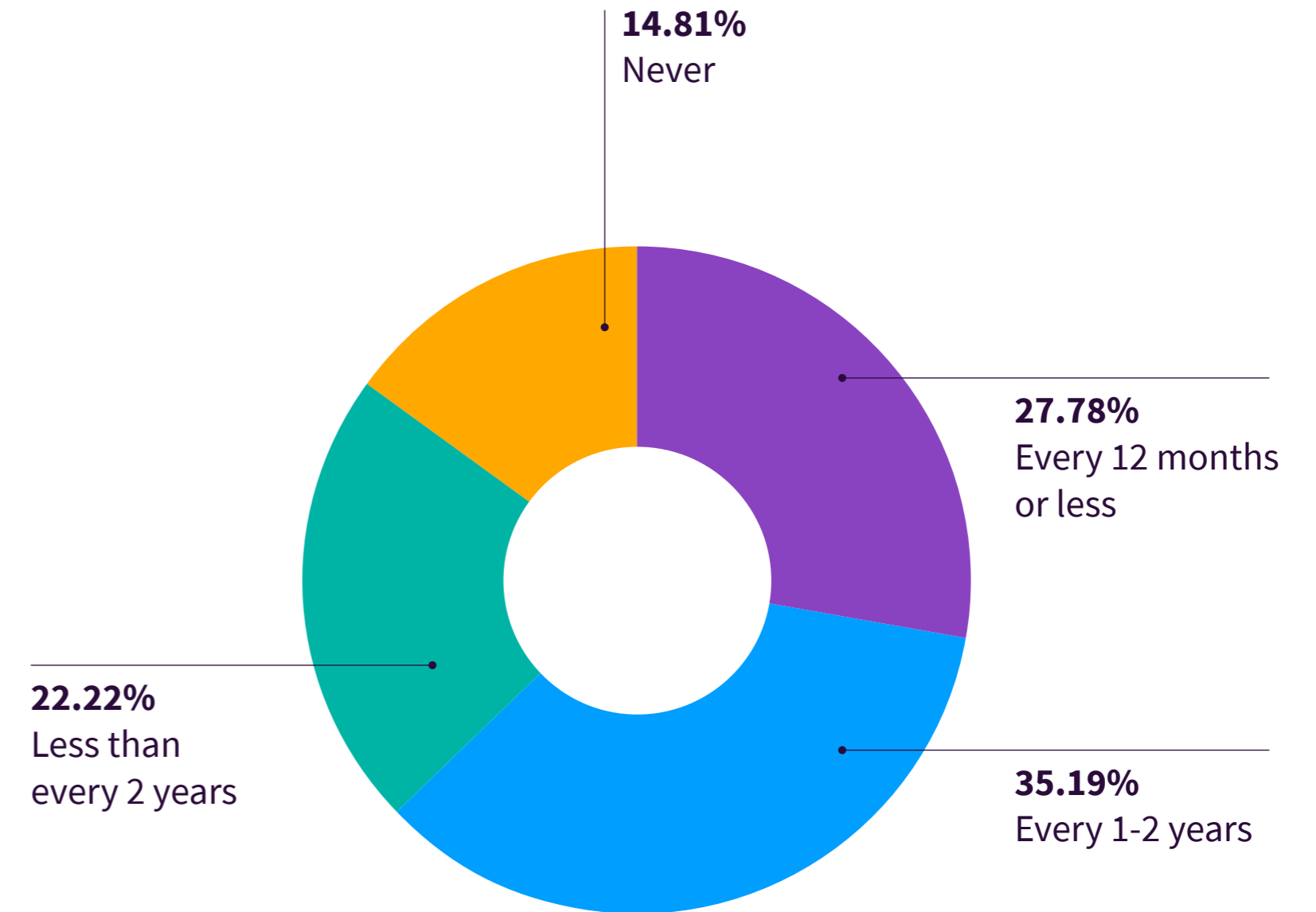
Answer choices	Responses
Yes, it always does	14.81%
Only by certain teams	46.30%
No, not always	35.19%
We don't have consistent brand usage	3.70%
Total	100.00%



Q7

How regularly do you currently audit your brand?

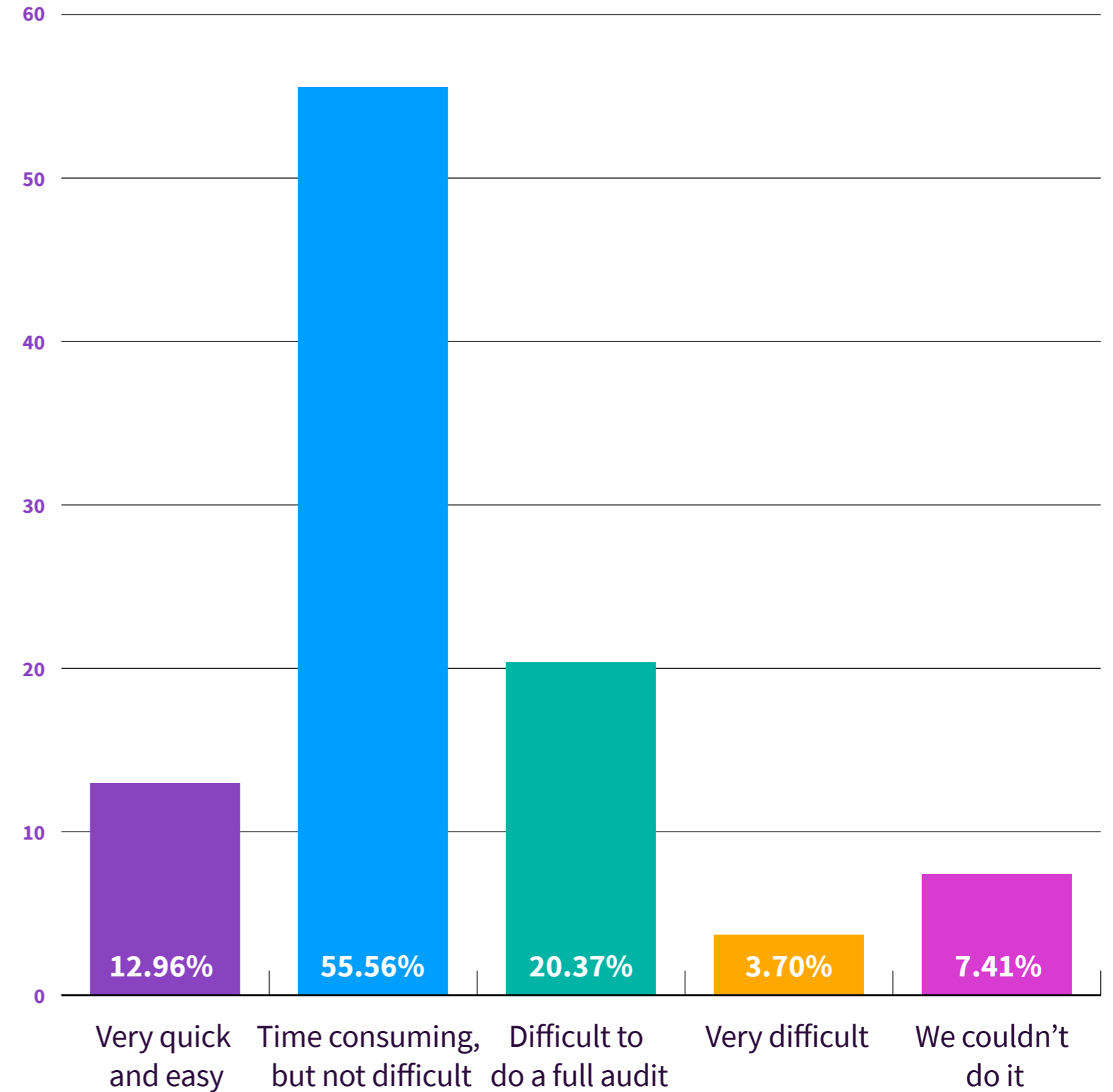
Answer choices	Responses
Every 12 months or less	27.78%
Every 1-2 years	35.19%
Less than every 2 years	22.22%
Never	14.81%
Total	100.00%



Q8

If asked to provide a full audit of all your brand content and assets, how easy would it be for your organisation?

Answer choices	Responses
Very quick and easy	12.96%
Time consuming, but not difficult	55.56%
Difficult to do a full audit	20.37%
Very difficult	3.70%
We couldn't do it	7.41%
Total	100.00%



About Brandworkz

Brandworkz is the award-winning cloud-based brand management platform that is specifically designed for marketers to help them maximise the value of their brand by delivering a strong, consistent brand everywhere.

Here at Brandworkz, we believe that the ultimate goal of every company should be to unite their whole workforce behind their brand promise. When brands achieve unity behind the brand promise, they can connect that promise to the customers and build true brand loyalty and value.

But this is a challenge for every company, no matter the size. There is often a disconnect in communication between internal teams, and as a result, sometimes

the brand promise does not get to the consumer. This results in inconsistent brand experiences that can damage the brand.

Brandworkz gives you the power to centralise and control the brand and its elements to improve brand consistency, increase brand value and ultimately grow the overall business value.

To find out more about how Brandworkz can help you, your marketing team and your brand please call Steve McGowan on 0207 288 9704, or drop him an email to steve.mcgowan@brandworkz.com.