

# BRAND FACTS<sup>®</sup>

UNLEASH THE POWER  
OF YOUR BRAND

**Is your brand a  
true reflection of  
your company**

BRANDFACT

Companies with a culture of innovation outperform others by more than

106%

Source: Marty Neumeier ZAG

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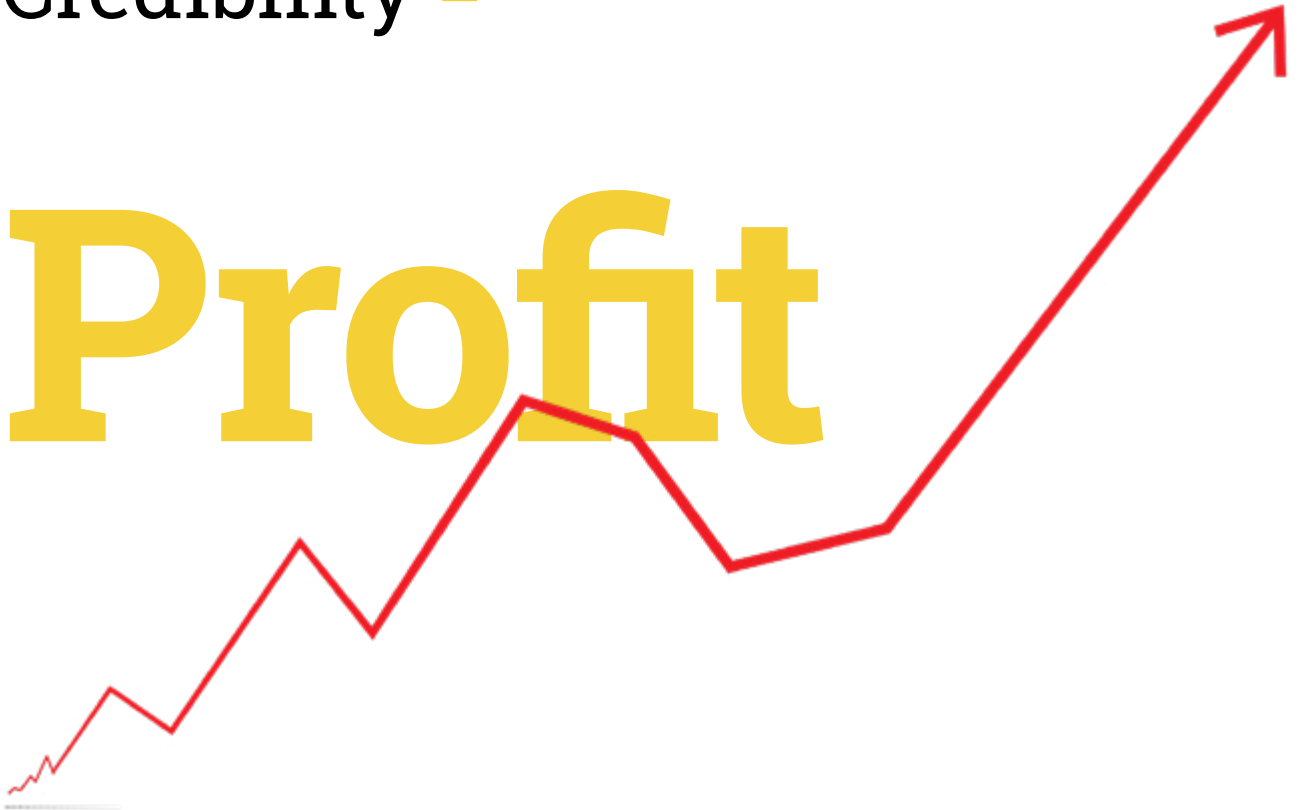
Brand Facts © 2020 Brand Counsel Ltd



BRANDFACT

Visibility  $\times$   
Credibility =

Profit



Source: Ivan Misner

## BRANDFACT

# A strong brand is a memorable brand

It helps you attract repeat business so customers don't have to use Google to find your website – they can remember it.



BRANDFACT

# Brands build loyalty

When people have a positive experience with a memorable brand, they're more likely to buy from you again rather than your competitor. The brand will anchor loyalty



# Brands add value

Whether business-to-consumer or B2B, if your brand is positioned correctly, it will affect how much customers are willing to pay.

Take bottled water as an example. People will pay more than double for a premium brand.



**\$0.89**



**\$1.50**



**\$3.00**

# Brands reduce risk

When someone feels under pressure to make a decision, they choose the recognised brand over the no-name one – every time.





BRANDFACT

# Brands save money

Brands improve the ROI of your advertising and marketing. You get better results for your money and it becomes easy to reproduce quickly and consistently.

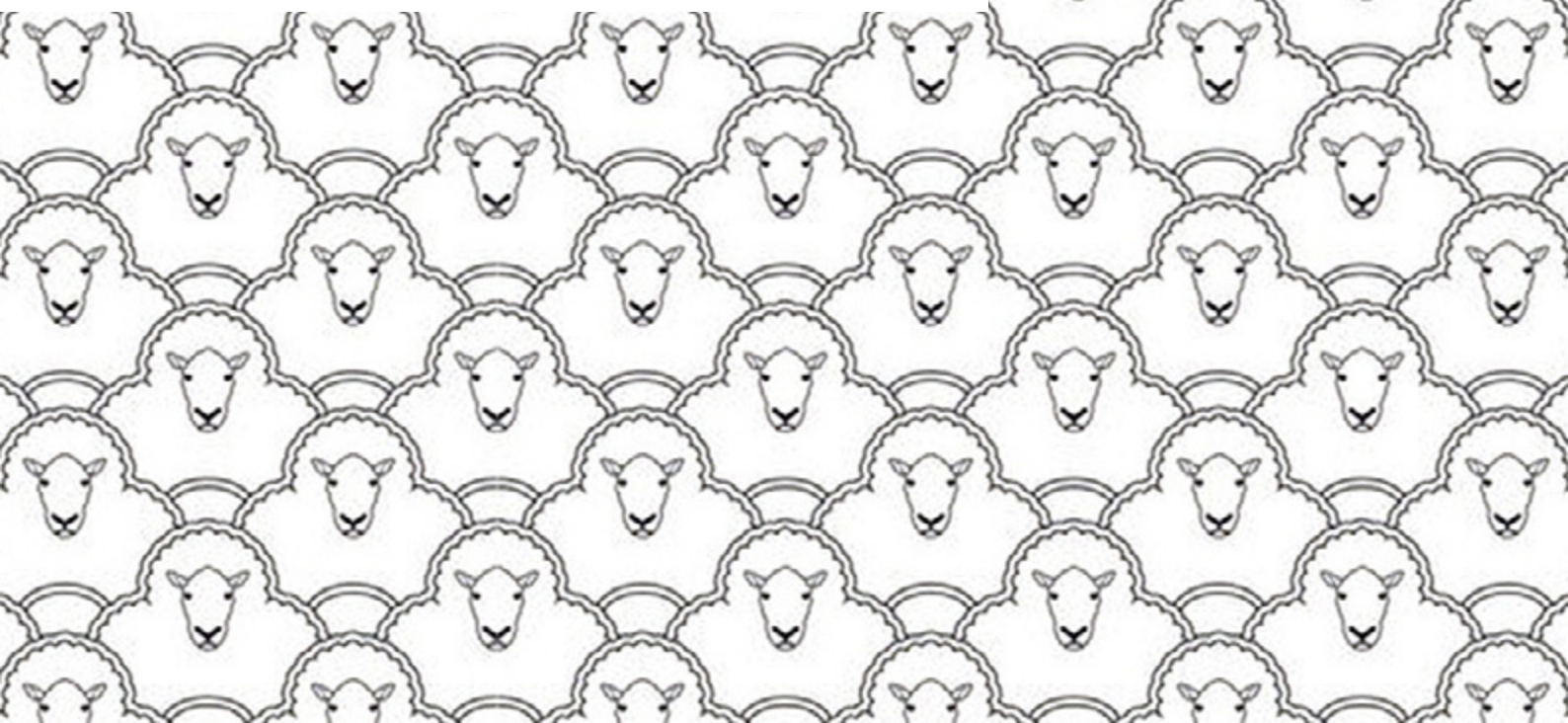
We've removed the logo from this ad – but you still know who it's for.



BRANDFACT

# Brands differentiate

If you're not perceived as different,  
you'd better have a low price!



BRANDFACT

# Brands give focus

When you have a brand that means something, not only are the staff more likely to get behind it, but recruiting becomes easier. People like to work for companies with a strong brand message as objectives are clearer too.



## BRANDFACT

# Brands build equity

Having a strong brand translates to higher value for the company when owners decide to sell.

A recognised brand's equity is not in its plant, people or stock, it's all about the brand.



# Take action and improve your brand now

Call Richard for a free audit on:  
021 031 1294

**brand  
counsel**

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