

WHY YOUR BRAND IS THE MOST VALUABLE ASSET YOU HAVE

Investors and leaders follow a simple creed: **INCREASED VALUE = INCREASED RETURN.**

As a means to increase value, a well-distilled brand has been proven to provide a much higher financial return than many other corporate investments due to its influence on the psychology behind purchase decisions.



CREATE REAL ECONOMIC VALUE†

Great brands outperform the S&P 500 and MSCI with an avg. return of 103% while accounting for more than 30% of a company's value.‡



GENERATE PRICE PREMIUMS

When brands appears the same, the one that stands out will generate a higher price premium and higher profit.‡



LOWER PRICE ELASTICITY OF DEMAND

As brands and offerings become more unique and valued, they are less influenced by changes in price.



DRIVE CHOICE

Companies having a well-distilled brand produced a 124% growth rate compared to only 24% for those with a diluted brand.‡



INCREASE LOYALTY & RESILIENCY

Love for a brand follows a great experience that's compounded with great performance.‡ Loyalty follows a well-distilled brand.



INCREASE MARKETING EFFECTIVENESS

Association to a well-distilled brand leads to greater effectiveness in advertising and co-promotion.

Companies that focus on brand building consistently generate larger long-term growth, profitability and return. ~ The Economist

Sources: † http://brandfinance.com/images/upload/iso_10668_overview.pdf

‡ http://www.millwardbrown.com/insights/Point-of-View/Brand_Building



Since 2011, Rebox has distilled and served some of the most successful B2B brands in Canada. From distilling the brand to serving the brand story, we've helped our clients increase the effectiveness of their message to generate sizable returns.

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