

# WHY A BRAND

is the

# MOST VALUABLE ASSET

to a

# BUSINESS

Business owners, investors and managers often follow a simple creed — increase value to increase return. The value may be created in a well positioned brand.



How so? Consider the **SIX ECONOMIC BENEFITS** realized through investing in a well positioned brand.

## Well Positioned Brands...



1

### Create Real Economic Value †

- Outperforming the S&P 500 and MSCI with avg. return of 103%.‡
- Accounting for more than 30% of a company's value.



2

### Drive Choice

Companies having a well positioned brand produced a 124% growth rate compared to only 24% for those with weak brands.‡



3

### Generate Price Premiums

When the market appears the same, well positioned brands that stand out can command a higher price premium which leads to a higher profit.‡



4

### Lower Price Elasticity of Demand

As offerings (and brands) become more unique and valued, they are less easily substituted and influenced by price.



5

### Increase Loyalty & Resiliency

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



6

### Increase Marketing Effectiveness

Association to strong brands leads to greater effectiveness in advertising and co-promotion.

Source: † [http://brandfinance.com/images/upload/iso\\_10668\\_overview.pdf](http://brandfinance.com/images/upload/iso_10668_overview.pdf)

‡ [http://www.millwardbrown.com/insights/Point-of-View/Brand\\_Building](http://www.millwardbrown.com/insights/Point-of-View/Brand_Building)

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

Since 2011 reBox Creative has created some of the most well positioned brands in Western Canada. From distilling the brand to telling the story, we've helped our clients increase their marketing effectiveness and generate sizable returns.

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