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Brand Observations from the Top



THE STUDY

We reached out to **10,000** small to mid-sized company executives, using **20** different indicators to understand leadership's current **perceptions** of their **brands**.



THE BRAND SCORECARD

Over 90: A- to A+

GREAT!

The brand is well thought out, well positioned, and well understood by all.

80-89: B- to B+

GOOD

Opportunities exist to elevate the brand from good-to-great to achieve next level growth.

60-79: D+ to C+

AVERAGE

The brand is not yet fully seen as a brand, and is not being recognized with meaningful distinction.

59 or Less: D- to F

POOR

Immediate brand development or brand revitalization is required.

THE AVERAGE SCORE IN THE BRAND SURVEY

68: D

Average

The brand is not yet fully seen as a brand, and is not being recognized with meaningful distinction.



WHY A “D”?

Many company CEOs and executives simply don't recognize their organization as a brand, and therefore place a lower priority on brand-centric initiatives. As a result, it becomes difficult to make direct correlations between brand building and corporate growth. Subsequently, they don't feel the need to invest in strategies that can enhance their brand. This is apparent in the survey results, namely the brand indicators receiving the worst scores in our study.

It comes as no surprise that more than half of executives surveyed are not pleased with how their brand is perceived, given that a majority are not applying brand building best practices to drive more favorable perceptions.

RESPONDENTS' REASONS FOR THE "D" GRADE

66.7%

Do not do any form of regular outbound communication

64.3%

Do not leverage all brand touchpoints at their disposal

52.7%

Are not striking an emotional chord with their messaging

52.4%

Are not pleased with how their brand is perceived as a whole



THE SOLUTION: A LITTLE MORE “TLC”

To summarize the negative scores, responding brand owners need to infuse emotional energy and impact to balance the functional characteristics of their corporate brands. Remember, buyers of both business and consumer goods and services are human, emotional creatures. They buy on emotion, and then rationalize decisions afterward.

Whether B2B, B2C or B2Both, your brand first and foremost must build emotional connections with the buying audience. That's what makes them try, buy, appreciate, and stay loyal. Brand building at its essence is relationship building, and we can all appreciate the inherent value of creating long-term customer relationships.

THE SOLUTION: USE OF TOUCHPOINTS

Beyond the emotional component, survey respondents can more effectively leverage all touchpoints at their disposal.

Every touchpoint is an opportunity to win or reinforce a relationship. Touchpoints range from interior decor, answering the phone, apparel, marketing materials, web, tradeshow presence, advertising, PR, signage, and more.



THE SOLUTION: MORE ENGAGEMENT

Respondents also indicated they are simply not deploying their brand with enough frequency and effectiveness. Remember, it takes seven times to be seen the first time.

Outbound marketing, especially for B2B brands, is a fundamental necessity. And it flat out works when you adhere to a structured calendar, incorporate social media channels, and deploy quality original content to your audiences.

IN B2B
BRANDING,
CONTENT
REIGNS

NOW FOR SOME GOOD NEWS

There were some brighter spots in the survey, and some areas where responding brands are performing very well. Here are the brand dimensions that scored the most favorably:

78.5%

Know how to communicate their competitive differences

64.3%

Use brand messaging that has an audience-centric focus

66.6%

Are portraying their brand in an authentic manner

61.9%

Have a clear idea of what an ideal prospect looks like



MORE GOOD NEWS

At the foundation, this is good news. Responding brands have a clear sense of how to position themselves with distinction in the marketplace.

More importantly, they know how to readily identify a right-fit prospect, and speak to them in the proper way. For brands that struggle with this, considerable time is often wasted interacting with wrong-fit prospects.

Finally, the bulk of brands studied are portraying themselves in an authentic and genuine manner. This is a reflection of the increasing transparency that we all have become accustomed to in the always-on internet age.



THE TAKEAWAY

Emotion is a powerful driver. Infuse your brand with emotion and you will become a beacon for right-fit customers, and right-fit employees.

Audiences will want to connect and stay connected with your brand, because of how you make them feel. People don't care how much you know; they want to know how much you care.

Infuse your brand with emotion, and then drive it home with consistent delivery using all relevant touchpoints. You are now using your brand as a competitive asset and a growth driver.



HOW DO YOU SCORE?

Take our brand
assessment &
find out here.

delianet.com/assessment

Request
a brand
consultation.

delianet.com/brandstorm

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Thank You