

THE BRAND- BUILDING PLAYBOOK

Terms, Truths, and Tips for Marketing Effectiveness



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**SUSTAINED
GROWTH**



**SHORT-TERM
GAINS**



**WELCOME TO RED DOOR INTERACTIVE'S
BRAND-BUILDING PLAYBOOK, A
COMPREHENSIVE RESOURCE FOR MARKETERS
LOOKING TO MAXIMIZE LONG-TERM RETURN
ON INVESTMENT**

If you are a short-termist, solely focusing on driving lower cost per acquisition this month, you should stop reading now! If you are looking for ways to position your brand to drive sustainable marketing results, you are in the right place.

In the pages ahead, we've broken down complex branding topics into simple, evidence based strategies that you can use to help your brand grow. From understanding the nuances of your customer's journey to creating distinctive brand assets, each section delves into key concepts that are pivotal for modern marketers.

BRANDING TERMINOLOGY

KEY BRAND-ORIENTED TERMS

While definitions can be debated, let's start by establishing the language that we'll use throughout this booklet to ensure clarity. At the most basic level, let's define terms related to "brand."

BRAND

How consumers perceive a company based on their exposure to that company's identity, actions, experiences, and communications. Brand positioning, brand image, and brand assets are all meant to influence these consumer perceptions.

BRAND DISTINCTIVENESS

The level of uniqueness of key brand elements such as logos, colors, voice, and other sensory experiences that make a brand immediately recognizable to consumers.

BRAND DIFFERENTIATORS

The aspects of a brand's product, story, values, customer experience, cultural alignment, distribution, or pricing that compel consumers to choose it over others.

BRAND-BUILDING / BRANDING

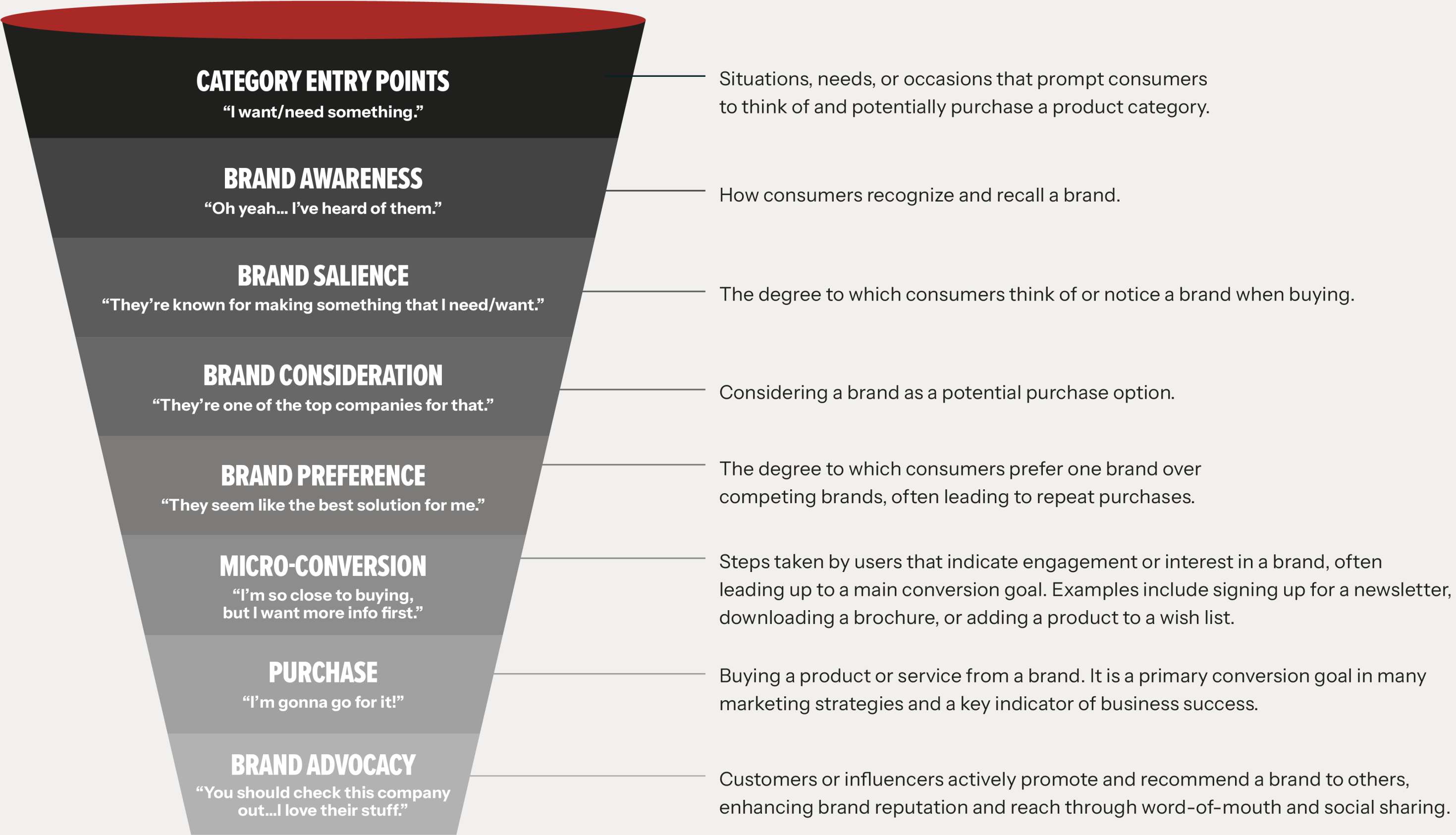
The strategic process of developing and managing a brand's image so that it is meaningful and relevant to the target market, and then the tactical process of promoting it through marketing communications.

BRANDED

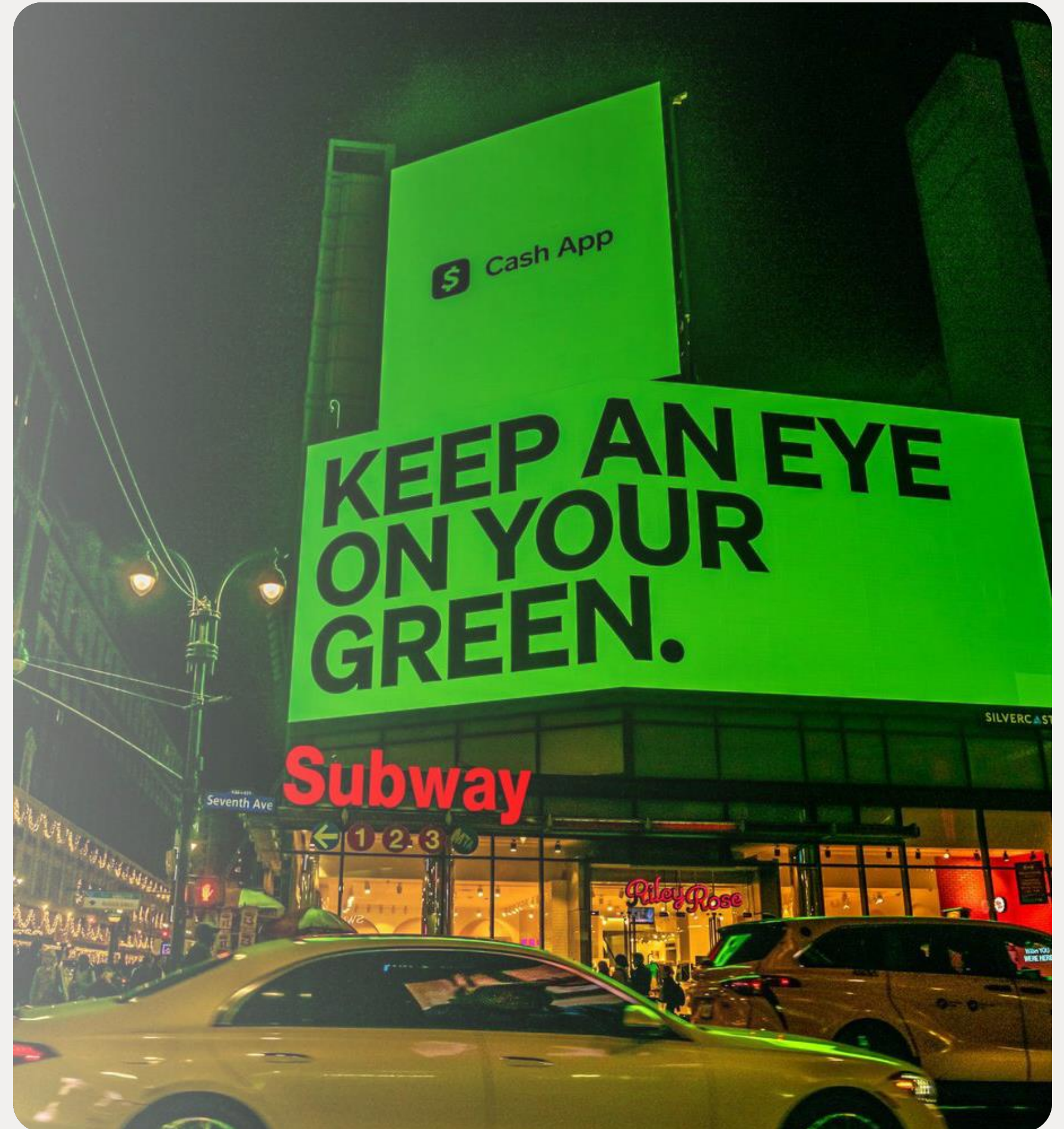
When packaging, products, and other virtual or physical items leverage the company's distinct brand assets to build mental availability or capitalize on existing brand equity.

CUSTOMER JOURNEY CONCEPTS

A handful of key branding concepts throughout the customer journey that are often confused or conflated are also worth defining.



A PRIMER ON BLENDING BRAND- BUILDING AND PERFORMANCE MARKETING

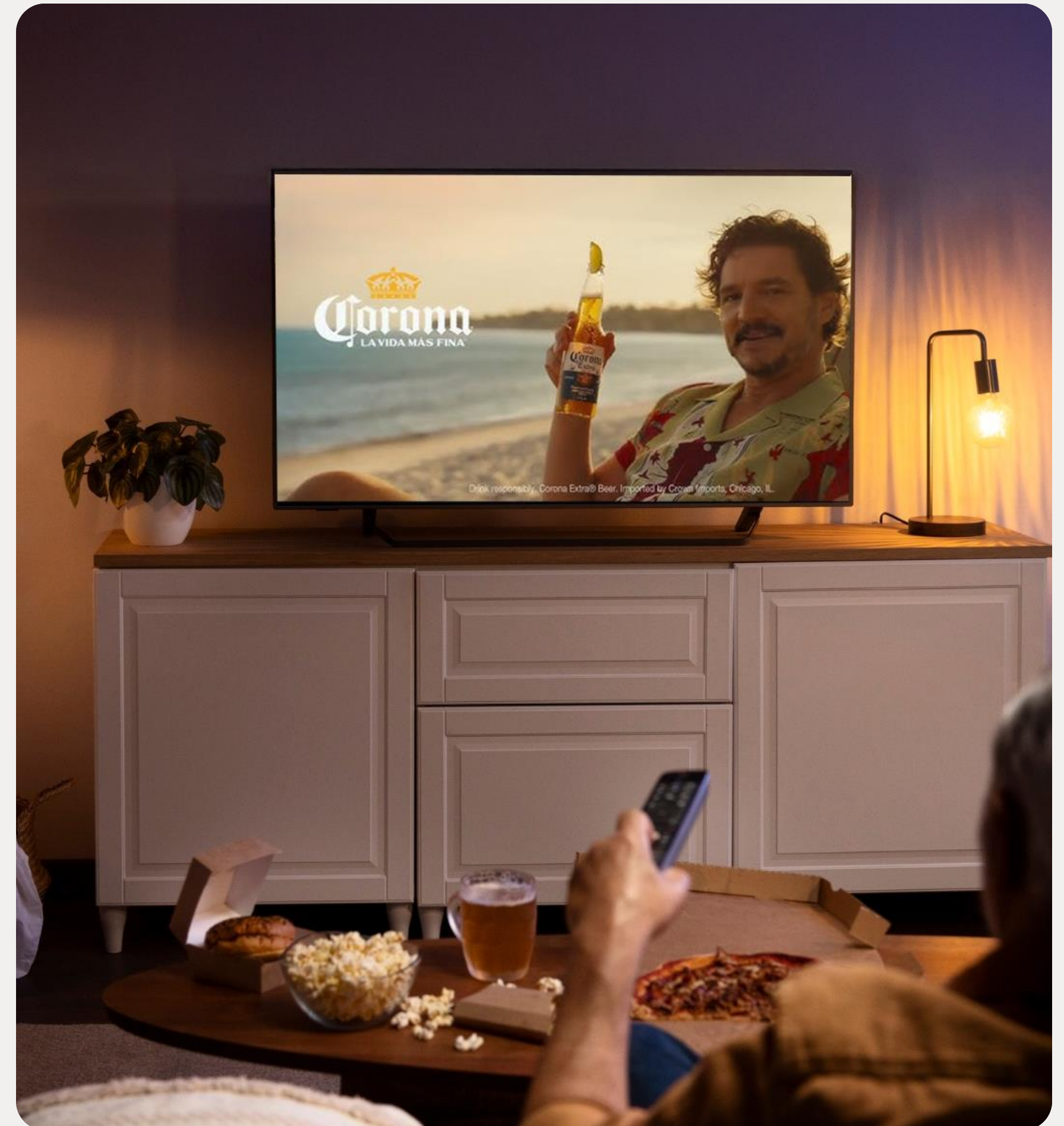


PERFORMANCE MARKETING

Over the last two decades, performance marketing has grown immensely popular amongst marketers (including us!) due to its ability to drive immediate and measurable impact on sales/conversions. It is highly targeted, focusing on segments of your audience that are more likely to convert based on data-driven insights. These campaigns often run on Paid Search and Paid Social Feeds with rational benefits, offers, and calls to action (CTAs) that encourage customers to purchase or take specific actions. When executed correctly, they are highly effective at capturing demand and driving short-term ROI. However, that effectiveness is diminishing since privacy changes have made it increasingly difficult to target granularly and measure precisely. Meanwhile, digital transformation spurred by COVID has also increased competition for in-market consumers on digital platforms, causing performance-focused advertising cost-per-clicks (CPCs) to spike. And beyond these recent challenges to the practice, performance marketing has always been like fishing from a small pond that isn't readily re-stocked. It is efficient and effective in the short-term, but not a sustainable driver of long-term growth on its own.

BRAND-BUILDING

Brand-building is centered on creating and reinforcing a favorable perception of your brand in the market over the long term. Beyond reaching current buyers, it also primes your broader target market to buy in the future when they eventually enter your category. These campaigns often run on channels like TV/CTV, Paid Social “Stories,” out-of-home (OOH), and events. The ads typically focus less on rational appeal and more on triggering emotional connections that increase long-term memorability of the brand and its message. They are highly effective at creating demand, especially when deployed consistently, at scale, across high-attention platforms, with creative that sparks an emotional response. However, it is difficult to directly measure the value of these effects in the near term, so most marketers under-invest in brand-building.



BLENDING BRANDING AND PERFORMANCE

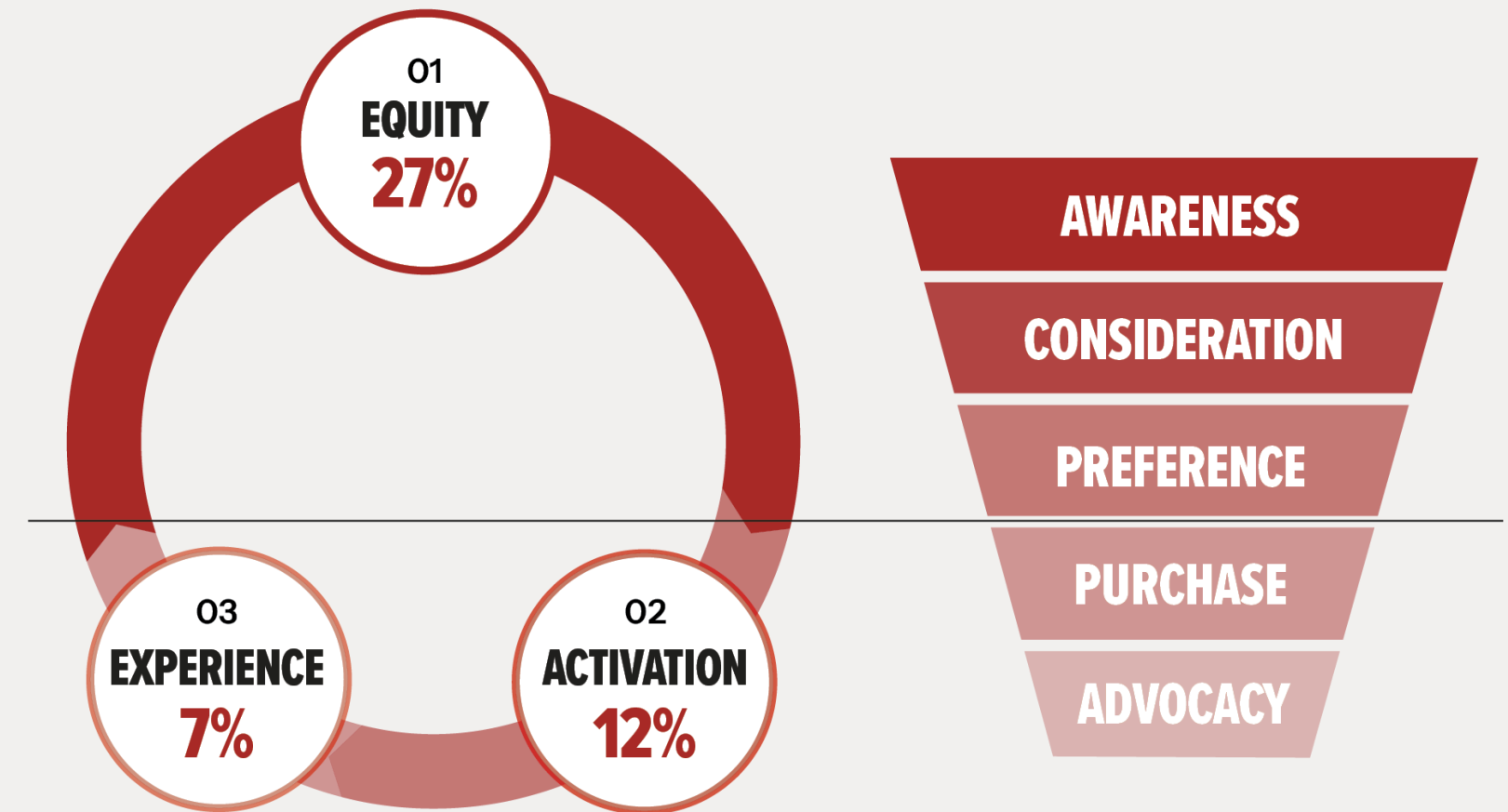
It is a mistake to rely entirely on one or the other, as branding and performance marketing play key roles in driving incremental ROI on your marketing efforts. It is also a fallacy that they are separate endeavors focused on particular channels, platforms, or mediums. The same video ad on the same platform might introduce one prospective buyer to your brand for the first time while also compelling another prospect to buy immediately. The individual response highly depends on the prospect's previous exposure to the brand and their intent when viewing the ad. And the same platform (i.e. Instagram) can be used to build your brand's equity or convert a sale, depending on the targeting, ad type, creative, and CTA. Ultimately, the trick is to deploy both types of campaigns purposefully and be clear-eyed about the different best practices, objectives, and measurements for each, recognizing that there will be some cross-over.



WHY BUILD BRAND?

If you don't reach the 95%,
the 5% will be very expensive to convert

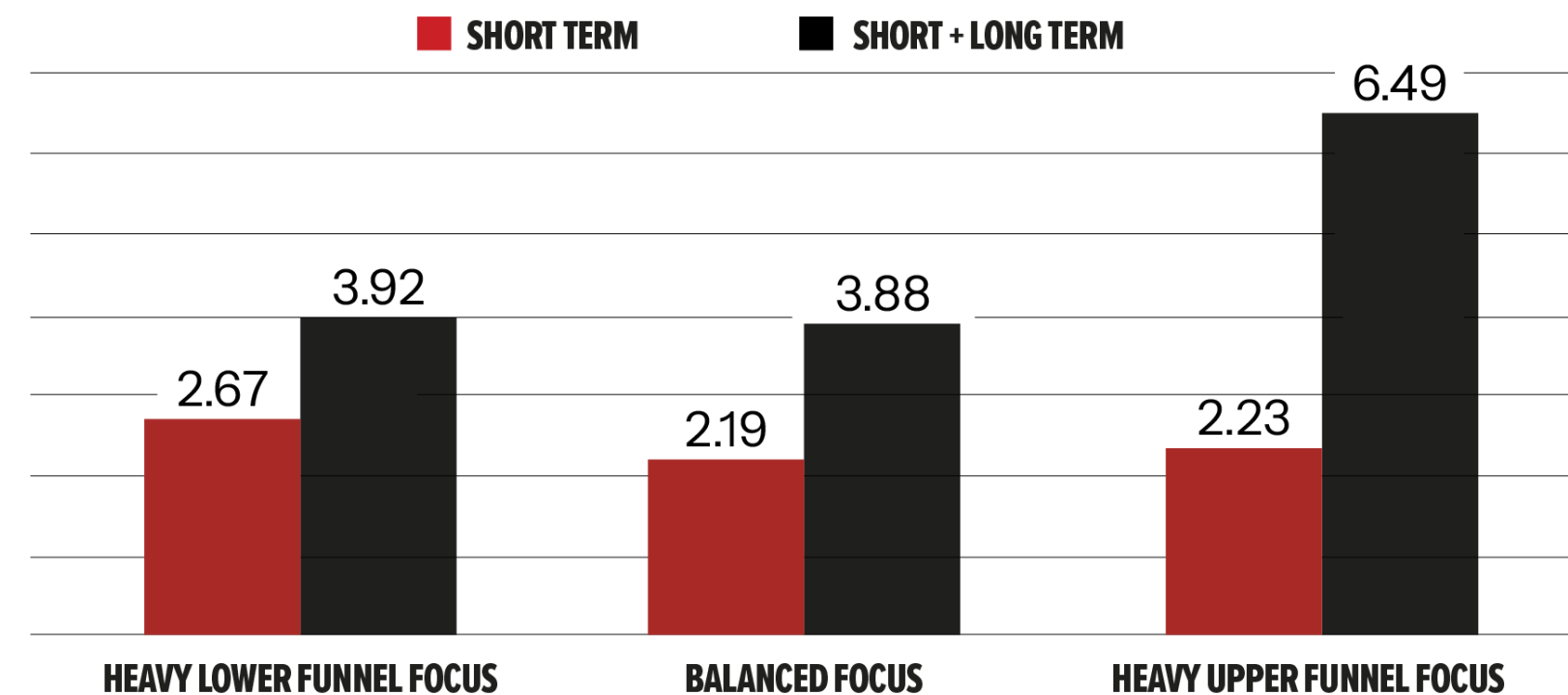
As John Dawes of Ehrenberg Bass Institute notes, only 5% of your target audience is ready to buy in your category at a given time. To capture the remaining 95%, you have to build awareness, salience, consideration, and preference so you are top-of-mind when the consumer is ready to purchase in your category. Furthermore, you can use strategic brand-building campaigns to expand your audience to new category entry points, getting them to think of your brand for new usage occasions they hadn't considered before. Then, ideally, when a category entry point is triggered by a need/want, your consumers will skip researching the category and go straight to your brand. On the contrary, if your brand isn't salient when they enter the path to purchase, you'll have to fight for their attention in increasingly expensive non-brand search results and cluttered Instagram feeds instead of more cost-effective brand searches and email conversions.



Pre-disposing new customers to buy
a brand in the future results in

+27% GROWTH

Overinvesting in lower funnel leads to higher short-term ROI but lower long-term ROI



NO FUTURE DEMAND CREATION

- Demand for the brand stays flat
- Sales plateau when demand is exhausted
- Conversion activity stops working as there is no more demand to convert

BRANDING SUPPORTS SHORT-TERM SALES AND MAXIMIZES LONG-TERM ROI

Researchers Binet & Field proved that campaigns that combine brand-building with sales activation (a.k.a., performance marketing) are more effective, with a 60:40 ratio of brand-building to activation delivering optimal results. By creating a strong brand identity and consistently communicating the value of your products and services, you can balance short-term financial performance and long-term return on investment (ROI).

GREAT BRANDING EARNS FREE IMPRESSIONS

The best campaigns are so resonant or interesting that people share them organically through word of mouth, social media, blogs, and/or publishers. Quality creative content can generate free impressions through PR and social sharing. Exceptional ads captivate audiences, encouraging them to share and discuss the content, extending their reach organically. You can bolster this effect by intentionally integrating paid, earned, and owned media in your campaign planning and execution.

"The best marketing doesn't feel like marketing"

Tom Fishburne



Marketoologist: Interruption Marketing

BRAND TRANSCENDS MARKETING COMMUNICATIONS

The four Ps of marketing are all critical to marketing effectiveness

E. Jerome McCarthy originated the concept of the four Ps of marketing—Product, Price, Place, and Promotion—in 19604. It has stood the test of time. To deliver on your brand’s storytelling efforts, all four Ps of marketing have to deliver on your narrative, not just “Promotion.” Otherwise, your story will become a fairytale that your prospects don’t believe.



THE FOUR P'S

PRODUCT

The goods or services offered to meet consumer needs. Ensuring your product is of high quality, innovative, and meets market demand is fundamental to building a strong brand.

PRICE

The amount consumers pay for the product. It is a primary determinant of sales volume and marketing ROI. Effective pricing strategies, such as premium/value pricing and bundling, can influence consumer perceptions of value and brand positioning.

PLACE

The distribution channels used to deliver the product to consumers. Making your product physically/virtually available in the right locations maximizes reach and improves convenience for consumers.

PROMOTION

The activities communicating the product's benefits and persuading consumers to purchase. This includes advertising, sales promotions, public relations, and digital marketing

"Marketing is not a function of the business but rather the entire business seen from the customer's point of view"

Peter Drucker

COMPANY CULTURE AND CUSTOMER EXPERIENCE DEFINE YOUR BRAND

Even beyond the four Ps of marketing, every touchpoint a consumer has with your company and its representatives (internal and external) also has potential to bolster or degrade the perception of your brand. That includes influencers, salespeople, customer service representatives, human resources professionals, and investor relations. The most effective way to reinforce your brand across these touchpoints is to create a strong culture and meaningful brand education for key representatives.

"Your brand is what other people say about you when you're not in the room"

Jeff Bezos



HOW GREAT BRANDS USE CREATIVE TO CAPTURE ATTENTION

Creative drives brand advertising performance

As we've stressed, advertising is not the only factor that drives brand perception. However, it is a significant contributor directly under your control, and the quality of your creative is the single most important element in successful advertising. The creative concept and execution determine your campaign performance as much or more than ad placement or targeting. Your creative assets must capture attention and make a memorable impression that resonates with the consumer. Of course, this also extends outside of advertising, especially for organic social and content marketing.

**CREATIVE
QUALITY
ACCOUNTS
FOR
56%**
of a campaign's
impact on
purchase intent.

Highly creative
ads are over
4XS
**MORE
PROFITABLE**
than non-creative
ads.

STRATEGIC CREATIVE JUST HITS BETTER

Successful creative strategies start with well-thought-out Business, Brand, and Creative Briefs. The Business Brief should cover the industry, competitors, company background, products, and business objectives. The Brand Brief should outline the company’s mission, vision, value proposition, differentiators, and distinctive brand assets. The Creative Brief starts by detailing who the potential buyers are, both demographically and psychographically, and what situations may serve as entry points into your category. From there, the Creative Brief identifies a key customer insight to lean into and, based on that, builds on a single-minded campaign message that will resonate well. Together, these documents ensure that the campaign concept communicates a single-minded message that aligns with your brand, differentiators, objectives, and audience’s needs.

CREATIVE BRIEF

OBJECTIVE

OWNABLE CEPS

(Category Entry Points)

AUDIENCE

KEY INSIGHT

CURRENT POSITIONING

(What do they think now)

FUTURE POSITIONING

(What do we want them to think)

RTBs

(Reasons to Believe)

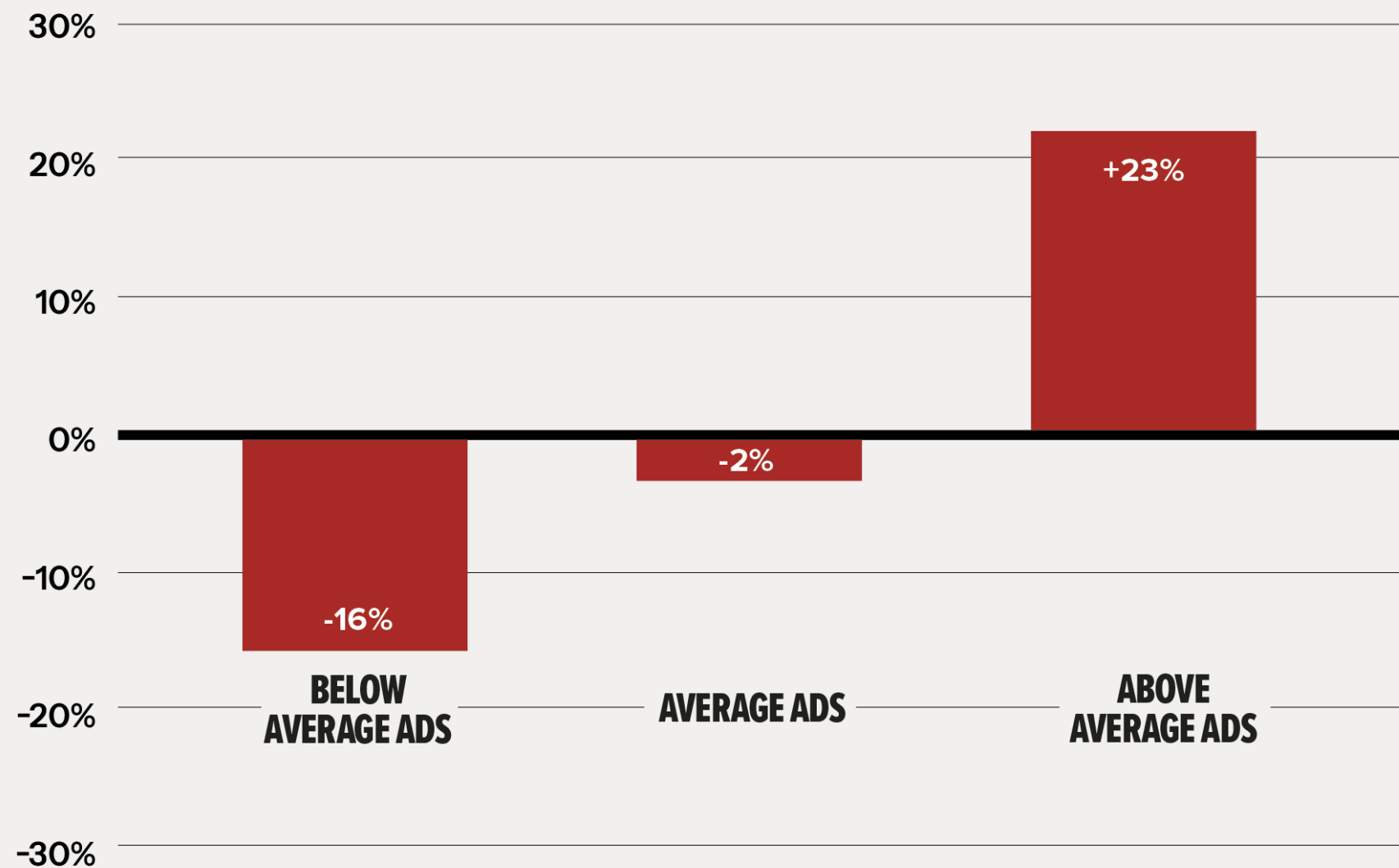
COMPETITOR POSITIONING

SMP

(Single-Minded Proposition)

ADS WITH THE BEST EMOTIONAL RESPONSE GENERATED A 23% LIFT IN SALES VOLUME

Lift in Sales Volume vs. All Ads for the Brand



EMOTIONAL CREATIVE DRIVES EFFECTIVENESS

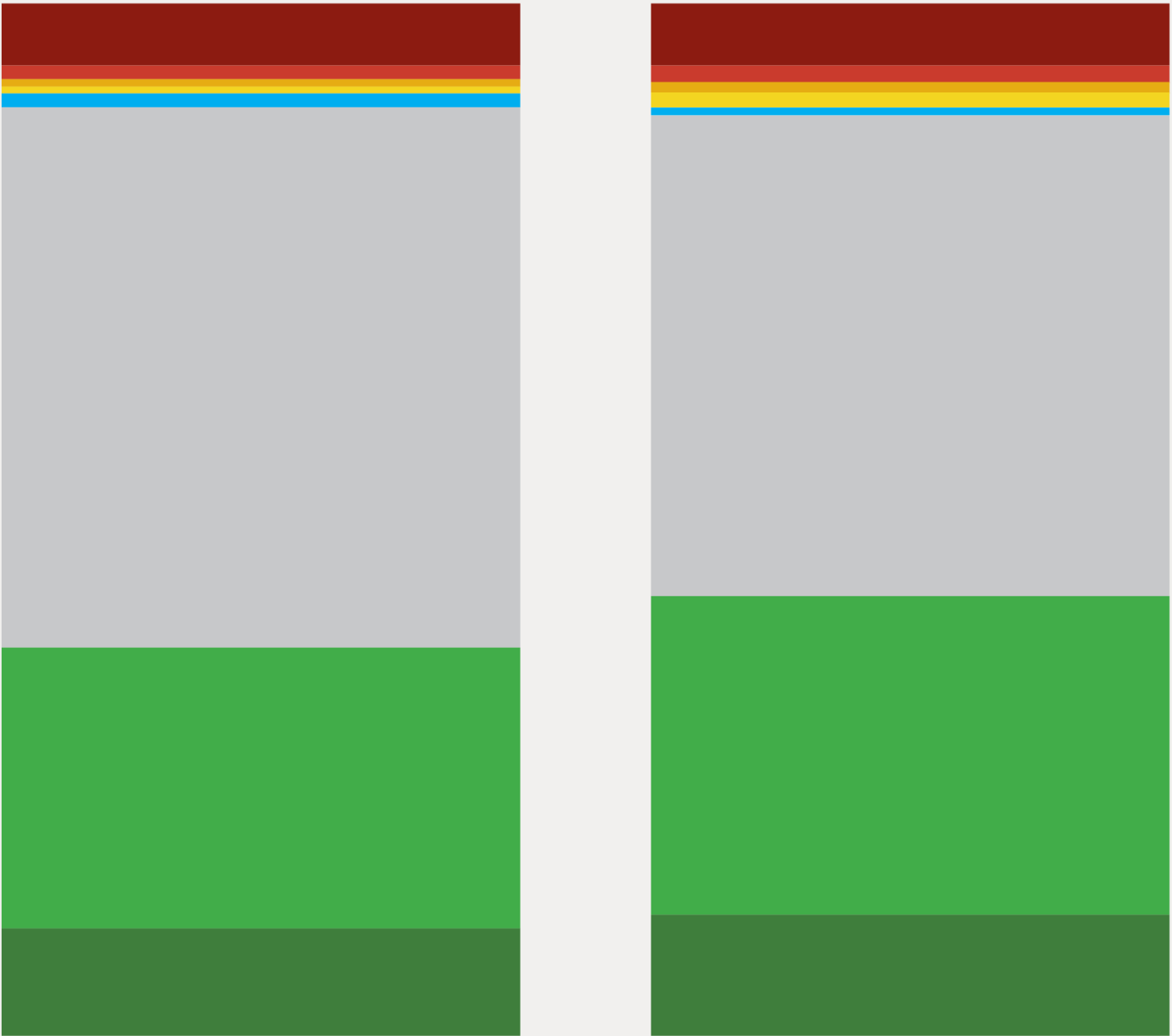
The reason someone buys is rarely logical but rather based on how your brand and product make them feel. That's why emotional appeal in creative content significantly boosts marketing effectiveness. Campaigns that evoke strong emotions are more likely to be remembered, shared, and acted upon by consumers. Consequently, dull ads that don't evoke emotion require much greater spending to have an equal impact on outcomes. That doesn't mean every campaign needs to be nostalgic or sappy. While themes of empathy, belonging, and inspiration do work well, comfort, security, joy, happiness, surprise, and excitement are also effective. If possible, it's ideal to tie the emotional appeal of the campaign to the emotions that trigger buyers to enter the category.

"People buy with their heart
and justify with their head"

Unknown

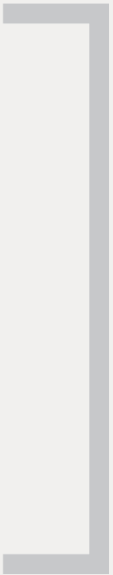
EMOTION BUILDS BRANDS BUT NEUTRALITY (FEELING NOTHING)
IS THE MAIN RESPONSE TO TV ADVERTISING

- Contempt
- Disgust
- Anger
- Fear
- Sadness
- Neutral
- Happiness
- Surprise



UK

US



NEUTRALITY



“FEEL NOTHING,
DO NOTHING”

HUMANS ARE WIRED TO RESPOND TO AUTHENTIC STORYTELLING

As author Yuval Noah Harari points out in his book *Sapiens*, humans think in stories, and our society is built on a foundation of powerful myths that we collectively imagine as truths.[1] Without stories, our culture wouldn't exist. Consequently, compelling brand storytelling engages audiences and builds emotional connections. But your stories have to be authentic if you want to build trust and drive loyalty. Don't try to manufacture a story. That can actually damage your reputation. Rather, work to uncover the truth about your brand from the perspective of your target audience. Lean into the story of why the company exists, the core values, and how your products/services improve people's lives.

CONSUMERS VALUE AUTHENTICITY, WITH 88%

saying it is a key factor in their brand choice.

"People deduce a story's logic by themselves...Self-discovery is much more powerful than having people talk at you."

David Aaker

Stackla. (2021). Post-Pandemic Shifts in Consumer Shopping Habits.

Harari, Y. (2015). *Sapiens: A Brief History of Humankind*



Consistent brand messaging
can increase revenue by up to **33%**

BRAND CONSISTENCY IS KEY, BUT YOUR CREATIVE ALSO HAS TO BE DISTINCTIVE

Consistency in branding builds familiarity and trust with customers. In particular, delivering a distinctive visual identity and messages that ladder up to a consistent single-minded proposition is important. Doing this across all the brand's paid and owned channels over a long time helps embed the brand into the broader culture. It increases mental availability (i.e., the brand comes to mind easily) for target consumers. And don't just rely on visual cues. Remember that the more senses you can stimulate, the more memorable your brand will be. This can include jingles, licensed music, celebrity voiceovers, product/package textures, or even custom scents.

BALANCE CONSISTENCY WITH ADAPTABILITY

Brands like Coca-Cola, Nike, and Apple are instantly recognizable. That's because they have maintained a consistent core message and distinctive brand assets over decades. At the same time, adaptability is essential for responding to changes in consumer behavior, cultural trends, and competitor actions. For instance, Nike has maintained its core message of empowerment and action for over 30 years, yet continually adapts its creative executions to reflect modern societal issues, such as inclusivity, gender equality, and athlete activism. So, make sure your branding campaigns strike a balance to remain relevant and engaging without losing your brand identity.





CREATIVE AND CONTEXTUAL CLEVERNESS CREATES CONNECTIONS

As long as it is in line with your brand voice, clever advertising with wit, humor, or intelligence can make your brand stand out. One of the best ways to generate clever ideas is to consider real-time events, trends, and cultural references. Actor and marketer Ryan Reynolds is a genius at this. Marrying the campaign concept to the placement also gives ample opportunity to surprise and delight consumers, jolt them out of autopilot, and disarm their ad defenses.

- Social media ad capitalizing on a current cultural/social trend or unique ad type
- Direct buy on a contextually relevant network/site
- CTV ad during a live/sports event
- OOH that speaks to the surrounding environment
- Sponsorship of in-person or virtual events that the audience attends

HOW DO SUCCESSFUL COMPANIES GROW WITH BRAND ADVERTISING?

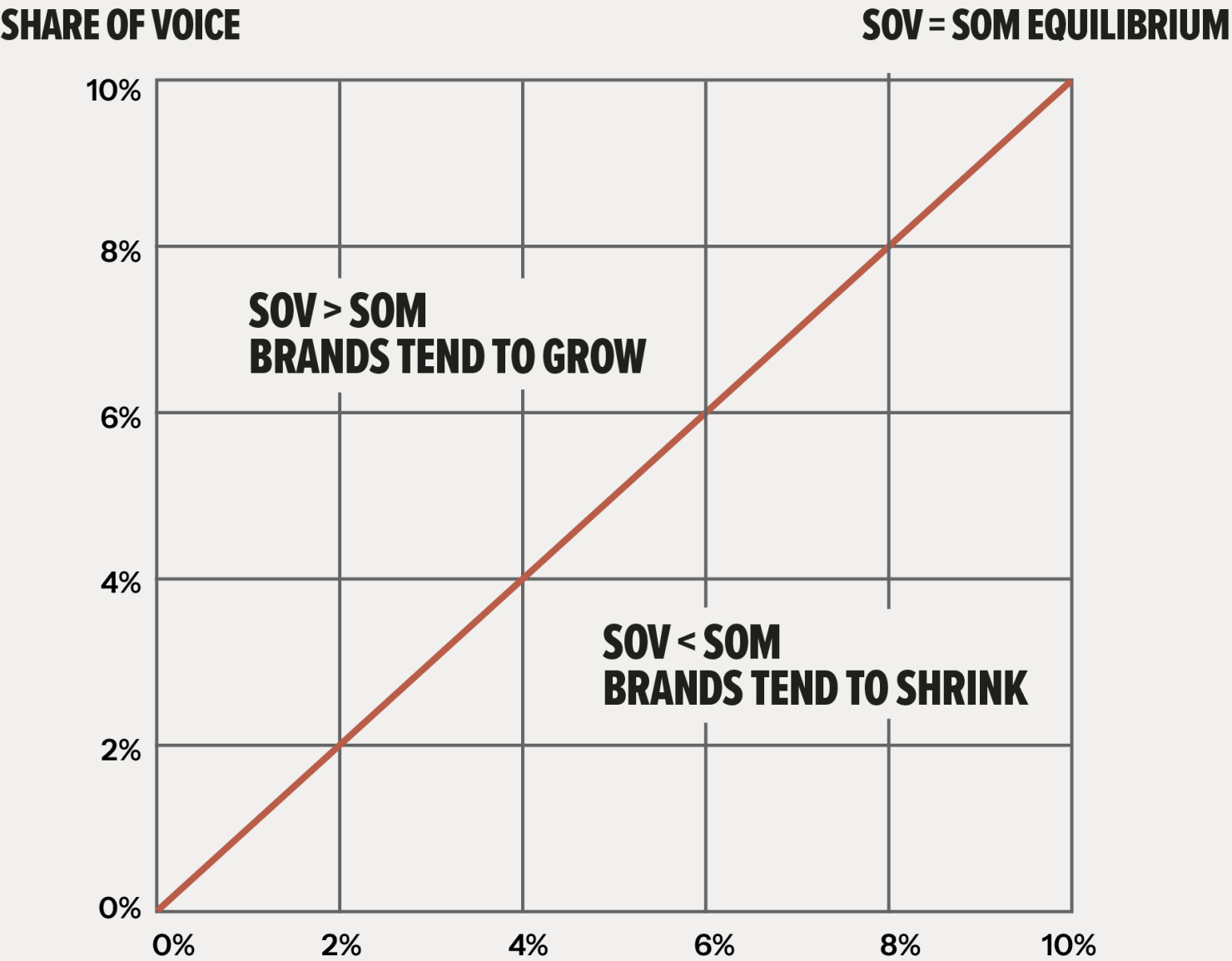


INCREASE YOUR SHARE OF VOICE TO INCREASE YOUR SHARE OF MARKET

To grow market share, you have to increase your share of voice amongst your competitive set to a higher level than your current market share. This is especially important on channels such as YouTube and television, which have an outsized ability to capture consumer's attention. High Share of Voice strategies also enhance brand loyalty and customer lifetime value.

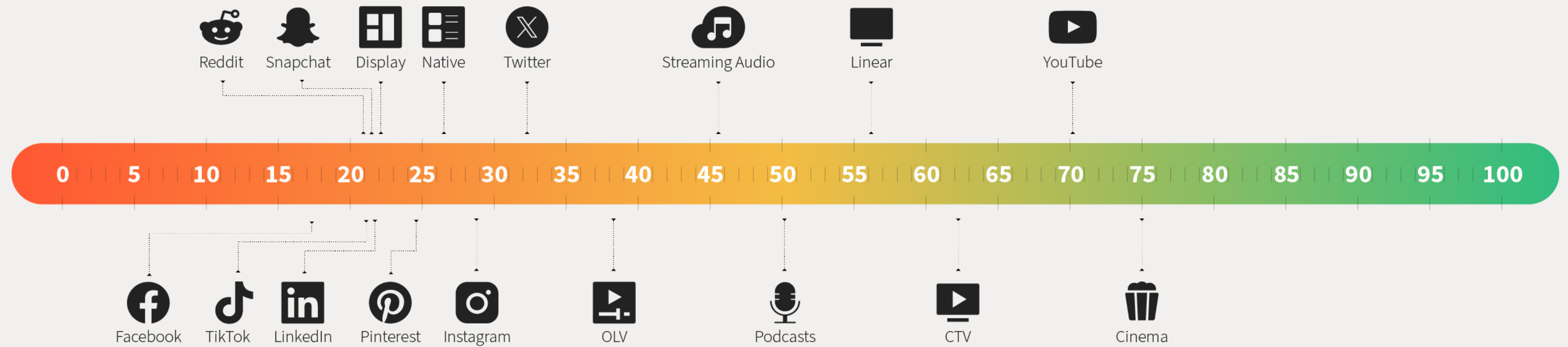
0.5%

Excess share of voice ($ESOV = SOV - SOM$) is an important contributor to the level of growth. On average, a 10 point difference between SOV and SOM leads to 0.5% of extra market share growth. So a brand with a share of 20.5% with an EOVS of 10 points would grow to 21% market share over a year.



THE QUALITY OF IMPRESSIONS MATTERS MORE THAN EFFICIENCY (CPMs)

The quality of attention your ad gets from the audience is more valuable than merely reaching a large number of people. Attention isn't just about creating scroll-stopping creative, though. It is also critical to consider the channel, ad format medium (i.e., video, animated, static), coverage/size, position, page clutter, and contextual relevance.



Adelaide Metrics: The Attention Pathway: How Attention to Advertising Works

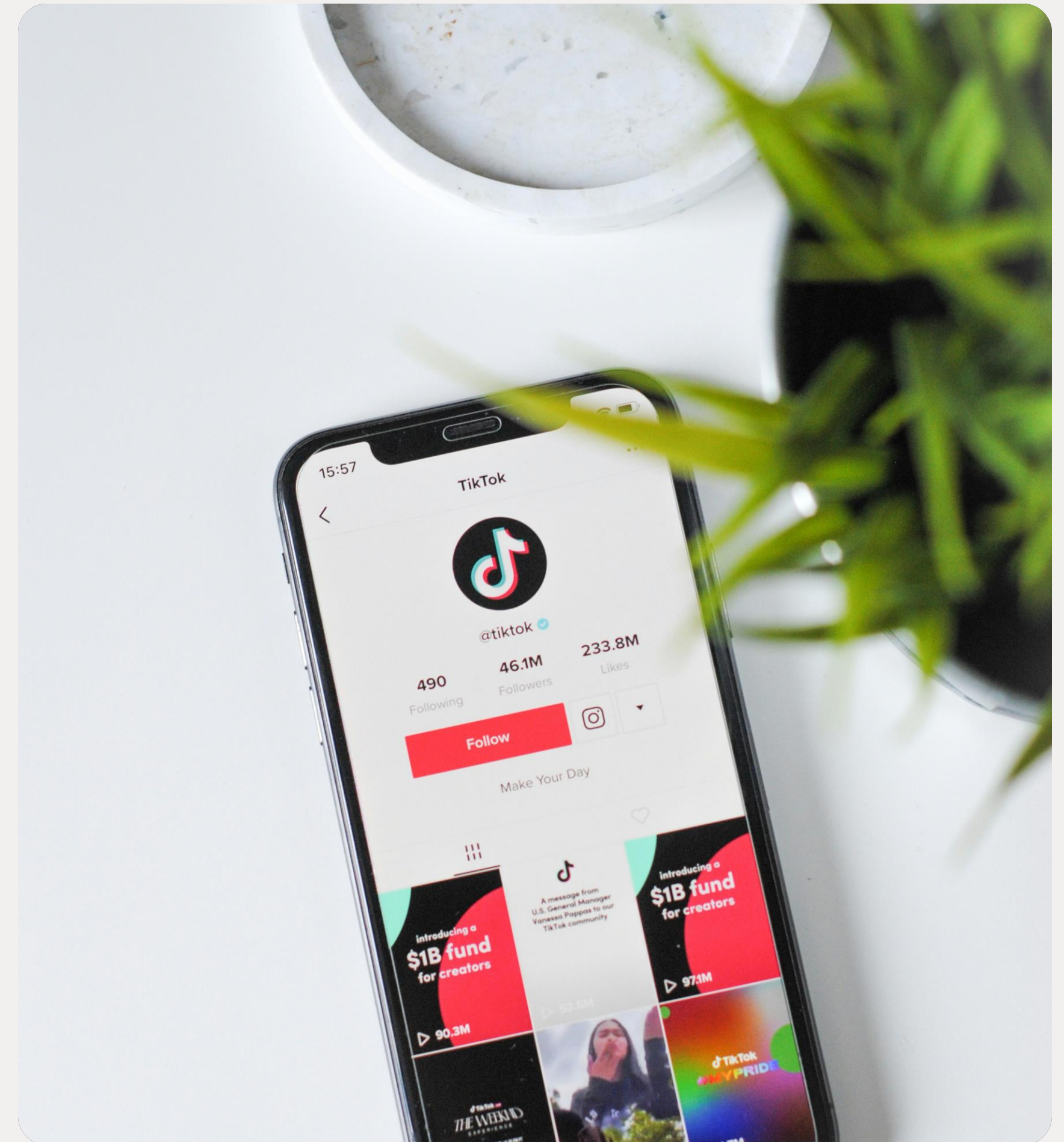
INTEGRATED, YET FOCUSED, CAMPAIGNS PERFORM BEST

Integrating multiple marketing channels with consistent and distinctive creative enhances brand reach and effectiveness. By leveraging a mix of online and offline channels, you can create a cohesive and comprehensive brand experience. However, it is important not to spread your budget too thin. Concentrating efforts on a few high-impact channels allows for more measurable brand perception improvements. Also, remember that the same platform (i.e. TikTok) can act as both a brand-building vehicle and a performance marketing mechanism, depending on the targeting, creative, ad type, and viewer's intent.

Cross-channel synergies account for

36% OF CAMPAIGN
PERFORMANCE

Kantar and WARC. (2023). Insights on navigating the ever-changing media landscape with confidence



EFFECTIVE BRAND MEASUREMENT TRACKS LEADING INDICATORS

Measuring the effectiveness of brand building is crucial for understanding its impact on business performance and making informed decisions. What you measure is what you optimize towards. So, if you only measure short-term performance, that is all you will get. However, many organizations can't afford to wait one to two years to determine if their brand-building efforts are likely to generate long-term impact on ROI. So, it is important to integrate multiple data sources, such as social media analytics and customer surveys, to capture leading indicators that predict future ROI. In-flight brand lift studies, pre/post-campaign brand health studies, social listening analysis, and search trend analysis are all viable solutions.

“What gets measured gets managed.”

Peter Drucker



INTEGRATED TACTICS > ISOLATED PROGRAMS

In summary, there are a handful of strategies that you can leverage to grow your brand.

1. The appropriate combination of brand-building and performance marketing reaps optimal results. Aim for a 60:40 brand: performance ratio.
2. Emotion outperforms ratiion. Focus marketing creative on joy, comfort, and inspiration to increase memorability and shareability.
3. Only 5% of your audience is ready to buy now. Leverage impactful brand-building to engage the remaining 95%.
4. Consistency wins. Create and deploy distinctive brand assets to build recognition.
5. Brand-building takes time to manifest. Measure leading indicators like brand awareness, salience, and advocacy to keep a pulse on performance.

Inspired? We figured you would be. Reach out to Red Door Interactive and explore how our proven approach to brand-building can accelerate your marketing program.

**INTEGRATED
TACTICS**



**ISOLATED
PROGRAMS**



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