

imperative for CMOs

[illegible]

Brandwhat?

Brandformance
is the new
marketing holy
grail: measurable
short-term wins
that build lasting
brand equity.

INTRODUCTION				
				This eBook offers both the context and framework needed to successfully adopt a brandformance mindset and strategy within organizations. It emphasizes the need to revise outdated practices, break down organizational silos, update measurement and attribution approaches, and place creativity at the core of marketing efforts.
				CMOs, Heads of Marketing, Digital Leaders
				In this eBook, you can expect to find a comprehensive guide that equips you with the essential insights, frameworks, examples, and actionable steps to successfully implement a brandformance mindset and strategy within your organization.

WHY THIS EBOOK?

WHO IS IT FOR?

WHAT TO EXPECT?

... and
what will
you gain?



Key insights on brandformance and modern marketing shifts



Strategic frameworks for integrated planning and measurement



Practical examples including real brand case studies



Actionable steps for implementation, team alignment, and strategy rollout

By the end of the eBook, you'll have the tools and strategies to transform your marketing approach, break down organizational barriers, and achieve both immediate results and sustainable growth.



CONTRIBUTORS



AGNIESZKA
SEKRETA

Head of Design
& Partner,
Elespacio

Agnieszka is a creatively-minded professional with a passion for turning strategic insights into visually compelling, emotionally resonant brand experiences. With over two decades in the marketing and advertising space, she blends design leadership, storytelling intuition, and cross-functional collaboration to every project. From global brand campaigns to nimble digital activations, Agnieszka has helped shape the creative voice of clients big and small—always prioritizing clarity, consistency, and human connection.

Known for leading by doing, she believes the best work happens when craft meets curiosity. Whether it's designing a brand system, building a campaign from the ground up, or aligning design with performance goals, her approach is grounded in empathy, creativity, and a body of work that continues to prove — good design is good business.

CONTRIBUTORS



LUCAS
ONOFRE

Managing
Partner,
Elespacio

Lucas is a results-driven marketing strategist with deep expertise in accelerating growth across global markets. With a strong foundation in performance marketing, e-commerce, and digital transformation, he specializes in designing and executing end-to-end strategies that translate business goals into measurable outcomes. Known for bridging creative vision with commercial impact, Lucas has led cross-functional initiatives that boost customer acquisition, retention, and revenue at scale. His leadership blends data intelligence with strategic foresight—powering brand growth in competitive, fast-evolving markets.

CONTRIBUTORS



AHMED
ANWAR

Senior
Performance
Specialist,
Elespacio

Ahmed is a Senior Performance Marketing Specialist with over 12 years' experience in leading and managing performance and growth marketing strategies across both B2C and B2B business models in ecommerce and lead generation. He has worked with many well-known international brands across a variety of sectors on a global scale. He has hands-on experience in executing, optimising, and scaling multi-channel PPC campaigns using a data-driven approach. He is passionate about data analysis and delivering measurable growth through actionable insights.



The Evolution
of Marketing —
**closing the gap
between brand
and performance**

Marketing has evolved dramatically, shifting from traditional brand-building approaches to performance-driven tactics aimed at immediate results.

This transition has been fueled by media fragmentation and the challenges of digital transformation, which have disrupted the clarity and consistency of audience engagement.

Marketers, eager to measure ROI, became obsessed with tracking every click and conversion. This brought efficiency but often came at the cost of long-term brand equity. As a result, the old divide between brand and performance no longer holds up; in today's complex landscape, effective marketing demands an integrated approach where storytelling and data-driven execution work hand in hand.

What Is Brandformance? How data and storytelling synergize



Brandformance is a modern marketing approach that seamlessly blends long-term brand building with short-term performance marketing

Its core principle is synergy—recognizing that brand equity and immediate results are not opposing forces but complementary drivers of sustainable growth. Where brand efforts create emotional connection and trust over time, performance tactics drive action and conversion in the moment.

Many believe brand campaigns can't be measured or that performance marketing lacks creativity. Brandformance proves otherwise—showing how data and storytelling can inform and strengthen each other.

In today's fragmented marketing funnel, where consumers move unpredictably between touchpoints, Brandformance offers a unified strategy that meets audiences where they are—balancing awareness with accountability, and narrative with numbers.



The Strategic Foundations of Brandformance

At its core, Brandformance is grounded in aligning business objectives with a cohesive marketing strategy that spans the entire customer journey. Rather than siloing brand and performance efforts, this approach embraces full-funnel thinking—guiding audiences from initial awareness through to conversion and loyalty.

Success depends on using meaningful metrics—linking brand indicators like awareness and consideration with performance KPIs such as ROAS and customer acquisition cost. **Budgeting strategies play a critical role here, with models like the revisited 60/40 split** (favoring brand investment) offering a starting point—not a rule—for balancing long-term growth with short-term gains. **Ultimately, Brandformance empowers marketers to be both storytellers and strategists, building value that performs .**

Will Brandformance Redefine Your Marketing Funnel Stages?

Brandformance blends brand building with performance marketing, meaning the lines between funnel stages become more integrated and less siloed. The stages don't disappear — but **how they're executed and measured changes.**

Here's how each stage shifts under Brandformance:

Awareness : Beyond just impressions and reach, it's about measurable brand lift and data-driven creative optimization, connecting brand building directly to future business outcomes.

Consideration : Focus shifts to emotional connection and personalized engagement, tracked by real-time metrics, helping pre-qualify leads more effectively.

Acquisition : Drives sales and leads, but leveraging strong brand equity for higher conversion rates and lower acquisition costs. It extends to remarketing and retention, making the funnel more efficient and self-reinforcing.

In essence, Brandformance creates an integrated, dynamic, and holistic funnel where every activity builds both brand and measurable results, leading to greater efficiency and long-term value.

Marketing Funnel Evolution with Brandformance Strategy

	Brandformance Approach	KPIs	Key Changes
Awareness	Drives brand visibility while generating measurable signals of early intent. Focus shifts from passive reach to active interest indicators.	• Branded search uplift • Direct traffic growth • View-through rate (VTR) • Ad recall (if available)	Awareness is no longer just exposure — it's expected to trigger measurable downstream actions.
Consideration	Builds on user interaction to signal intent and feed performance tactics (e.g. retargeting). Engagement is a key conversion primer.	• Engaged user conversion rate • Lead quality score • CRM growth • Retargeting efficiency	Engagement is treated as a measurable driver of performance, not just interaction.
Acquisition	Focuses on conversions with consistent brand messaging. Performance is optimised for efficiency and long-term value.	• Conversion rate • ROAS • Revenue per user • Cost per acquisition (CPA)	Performance is maintained while ensuring brand alignment and future value potential.
Retention	Ensures continued customer value through loyalty, repeat purchases, and ongoing brand engagement. A core component of profitability.	• Repeat purchase rate • Retention & Churn rate • Purchase frequency • Cross-sell/upsell conversion • Customer lifetime value (LTV)	Retention becomes a critical performance layer focused on sustainable growth and LTV realisation.



How does Brandformance add real value to marketing without adding complexity or risking performance?

Brandformance transforms the role of marketing from siloed objectives into unified impact. It seamlessly connects brand-building with measurable performance, ensuring every campaign contributes to both immediate returns and sustainable, **mid-term to long-term growth**. This isn't about running separate initiatives; it's about making each effort work harder.

There's no need to restructure teams, overhaul channels, or run complex new campaigns. Instead, it's a strategic shift in mindset — making brand activity more accountable by integrating **data-driven decision-making**, layering in performance signals, and optimizing based on actionable insights.

You gain significantly clearer insight into what's truly driving growth. This means understanding precisely how brand actions boost **brand awareness and recognition**, influence **conversion rates**, which engagements lead to sales, and how retention fuels overall ROI, not just month-over-month (MoM) but also year-over-year (YoY). This deeper understanding allows for proactive adjustments and can unlock significant **potential revenue increase** by optimizing budgets towards strategies that deliver both brand strength and measurable financial returns.

The value? Smarter, **data-informed decisions**, stronger outcomes, and demonstrably more impact and **potential revenue** from the same effort. No added risk — just amplified return and sustainable growth.



Unlocking Sustainable Evolution: **The Power of the Growth Funnel**



Many businesses face a frustrating challenge: despite capturing high search impression shares, website traffic and sales remain lower than expected. The problem often lies in limited demand—customers simply don't yet realise they need the product or service. Without that early spark of interest, even the best marketing efforts in awareness and acquisition struggle to convert enough buyers.

At the same time, businesses often focus heavily on acquiring new customers but see very few return. Without effective retention strategies, customers don't come back, resulting in a low lifetime value (LTV) and forcing companies to spend more on continually finding new buyers. This cycle limits sustainable growth and reduces marketing efficiency.



This is where the **traditional performance funnel** starts to show its limits. Typically, it focuses on three key stages: **awareness, consideration,** and **acquisition.** The goal is to attract potential customers, engage them, and drive sales. While this approach works for short-term results, it tends to overlook the broader customer journey—especially the crucial phases before and after these three stages.

To overcome these limitations, the **growth funnel** expands the framework by adding two important stages: **demand generation** at the very start and **retention** at the end. This approach better reflects the full customer lifecycle and creates a more sustainable path for growth.

The growth funnel consists of five stages:

Demand Generation

Awareness

Consideration

Acquisition

Retention

By starting with **demand generation**, the funnel addresses the problem of limited demand head-on. This stage focuses on creating interest and highlighting the need for a product or service before potential customers even realise it themselves. It's about educating the market and sparking curiosity, whether for personal use or business needs. This early engagement helps to widen the top of the funnel and build a pipeline of future prospects.

Next, **awareness** builds brand visibility, introducing the brand to the market and emphasising unique selling points (USPs) to stand out in a crowded space. This ensures that when customers start looking for solutions, your brand is already top of mind.

Moving to **consideration**, the funnel helps potential customers evaluate the brand as a strong solution. Engagement tactics and relevant information support prospects as they compare options, increasing the likelihood of moving forward.

The **acquisition** stage drives sales by targeting or retargeting users who are most likely to convert, optimising marketing spend and maximising immediate revenue.

Finally, the growth funnel recognises that the journey doesn't end at purchase. The **retention** stage focuses on post-purchase strategies to keep customers engaged, encourage repeat business, and increase lifetime value. Through upselling, cross-selling, or promoting complementary products, businesses build loyalty and extract more value from each customer.



Creative in
a Brandformance
World



Balancing emotional storytelling with direct-response design

“The ideal split between brand-building and sales activation is 60:40, ensuring both long-term affinity and immediate conversions.” (Avinash Kaushik)

Emotional storytelling captures attention, making your brand memorable—just like Oatly, Cricut and Victorinox campaigns (chapter 8) do with its bold, aspirational messaging. But that emotion needs to be paired with **actionable design** to drive results. **Great creativity is a differentiator**, turning engagement into action.

In short, **emotion** opens the door, but actionable design is what guides customers to the next step.



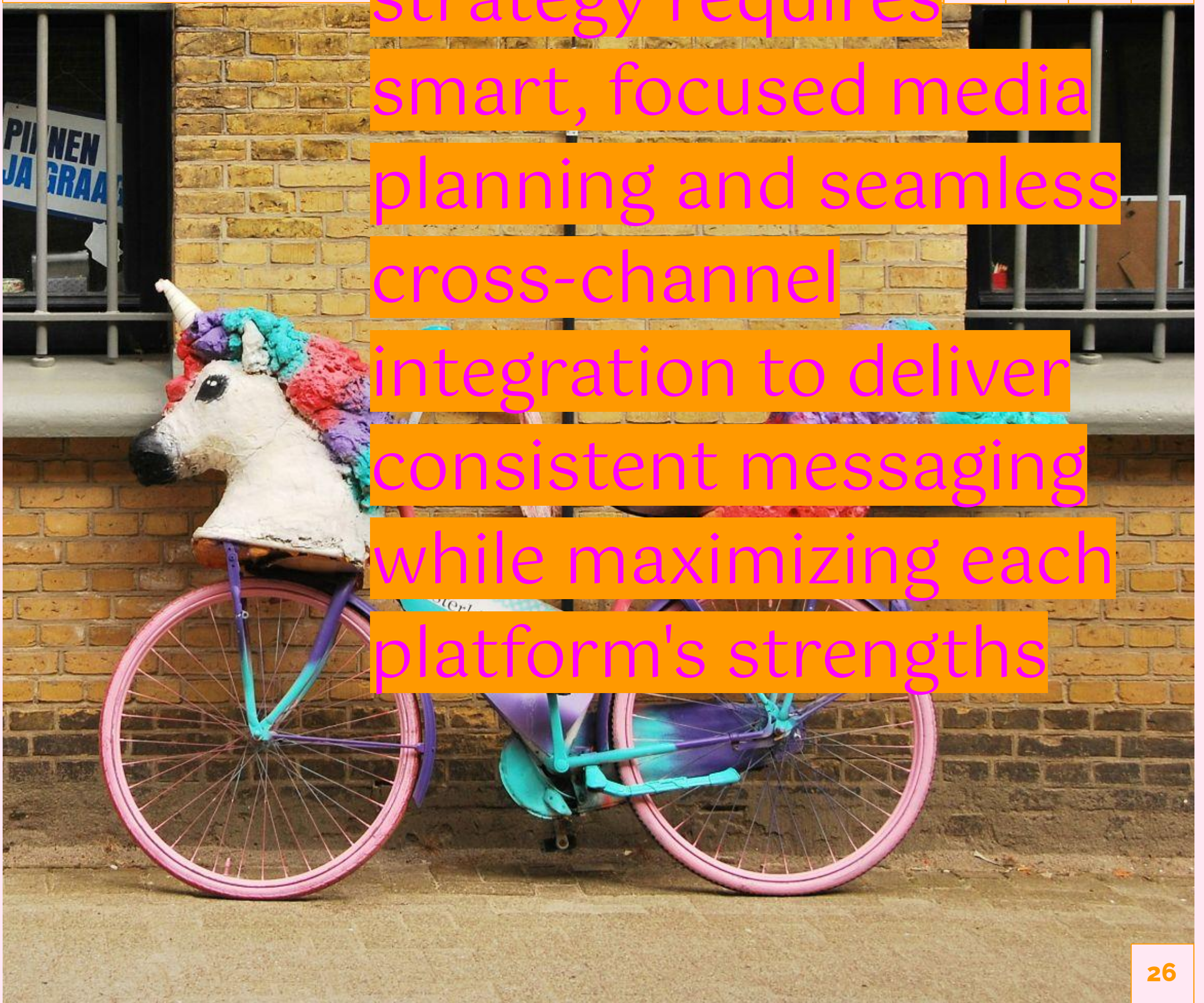
Content formats and channels: what works best and where

Effective media planning doesn't need to be overly complicated. A simple, focused media plan is often the most effective approach, allowing you to ensure that your creative works seamlessly within the chosen platforms and formats. **The creative must align with the media plan**—ensuring that both elements complement each other for maximum impact.

CHAPTER 5		Creative in a Brandformance World	
Content Format Consideration : Creative formats need to be tailored specifically to where they will be placed. For example :			
Short-form content , like TikTok or Instagram Reels, works best when it focuses on quick, emotional storytelling that grabs attention fast.		Hero brand videos are more effective for broader brand awareness campaigns, especially on platforms like YouTube, where you can engage the audience for longer periods. Put spend behind this.	
Collection Ads combine brand-building with performance marketing. A video or image at the top engages emotionally, while a carousel of products below drives conversions. This format balances storytelling with direct action , making it ideal for both brand engagement and immediate results.		For Paid Search & Display Ads , simple and direct-response creative is crucial. These ads should cater to immediate consumer intent, offering a clear and concise call to action.	
By understanding where and how content performs best, you can optimize campaigns ensuring the right message reaches the right audience . Testing creative formats and adapting them to each channel's strengths increases effectiveness.			
			25

Media Strategy and Channel Integration

A successful
Brandformance
strategy requires
smart, focused media
planning and seamless
cross-channel
integration to deliver
consistent messaging
while maximizing each
platform's strengths



Key Pillars of a Brandformance Media Approach

Cross-Channel Orchestration : Align campaigns across TV, social, search, and programmatic in order to **maintain consistent brand messaging** and **leverage each platform's unique format and targeting strengths**.

First-Party Data as a Strategic Asset : With the phase-out of third-party cookies and tightening privacy regulations, the data that brands gather directly from their customers—such as email addresses, purchase patterns, and website interactions—has become crucial. This "first-party data" enables marketers to create personalized, compliant, and effective campaigns without depending on external data sources.

Balancing Brand Equity with Performance : A Brandformance mindset requires **building awareness and emotional connection** (Reach + Resonance) and **driving measurable actions like conversions or leads** (Real-Time Results).

Platform Strengths to Leverage

Meta (Facebook/Instagram): Visual storytelling and precision retargeting

Google : Still highly effective for capturing high-intent search behavior, particularly close to purchase. However, as AI assistants like ChatGPT reduce traditional search traffic, brands must adapt their strategies to better capture demand for their product categories and brand.

TikTok : Excels at trend-driven, authentic content that resonates with younger audiences

Our Approach: Simplified, Strategic Media Planning

We advocate for a **minimalist strategy** that favors relevance and impact over complexity. That means **prioritizing fewer, well-aligned channels and formats**, while **focusing budgets where performance and brand resonance are strongest**, as well as **reducing fragmentation and enhancing campaign cohesion**.

This streamlined approach leads to:



More effective targeting



Clearer messaging



Better ROI across the funnel



CHAPTER 7			

Measurement
and Attribution
in Brandformance
— a comprehensive
full-funnel,
growth strategy

CHAPTER 7

Measurement and Attribution in Brandformance

We take **a holistic, integrated approach** to campaign measurement by aligning both brand-building and performance-driven efforts within a comprehensive full-funnel, growth strategy.

In Brandformance, measurement isn't split between brand and performance — it's unified. We track how brand building drives business outcomes and how performance tactics contribute to long-term growth.

Each funnel stage combines brand and performance metrics :

Funnel Stage	Brand KPIs	Performance KPIs
Demand Generation	Category Interest, Problem Awareness	Impressions, Reach, Clicks
Awareness	Brand & product Awareness, Branded search	CTR, site visits
Consideration	Consideration, Engagement	Leads, CRM growth
Acquisition	Preference, Intent	ROAS, CPA
Retention	Loyalty, NPS	Repeat rate, LTV, Churn, Upsell

31

Why Integrate Brand and Performance Metrics?

Traditionally, brand marketing is measured by softer metrics like awareness, recall, or engagement, which don't directly tie to sales. Performance marketing focuses on hard conversion metrics like clicks, leads, or purchases. These two sets of metrics often live in separate worlds, making it hard to get a full picture of a campaign's true impact.

Integrated measurement brings these together, giving marketers a holistic view. It answers :

How is the creative brand messaging driving business outcomes?

Are brand signals actually contributing to performance results?

How do early brand interactions translate into conversions later in the funnel?

How do early brand interactions translate into conversions later in the funnel?

Here's what the integrated view means in practice, **with examples:**

Ad Recall vs. Retargeting Effectiveness

Ad recall is a brand metric—how well people remember the ad or brand message. If a high percentage of people recall your ad, it means your brand messaging is sticking. Retargeting effectiveness measures how many of those people who recalled the ad then engage again (click, visit site, buy). By comparing recall to retargeting results, you can see if memorable ads lead to better retargeting engagement and ultimately conversions.

Social Engagement vs. Lead Quality

Social engagement (likes, shares, comments) is another brand metric signalling interest or affinity. But not all engagement is equal—some audiences might engage but

never convert. By linking engagement with lead quality (how likely those engaged users are to become customers), marketers can understand which creative or messages attract high-value prospects, not just volume.

Branded Search Interest vs. Conversion Rate

Branded search interest measures how often people search for your brand online—a strong brand signal. If increased branded search correlates with higher conversion rates, it shows that brand awareness is influencing buyer intent. This link highlights how top-of-mind awareness can drive Midfunnel and Lowfunnel performance.

Why This Matters

Bringing brand and performance metrics together ensures a more complete understanding of campaign effectiveness across the full funnel. It allows marketers to not only justify brand investments with hard data but also optimise performance campaigns by leveraging brand equity. In today's increasingly complex customer journey, integration is not just useful—it's essential.

Advanced Attribution Techniques

To truly understand what's driving results, attribution must go beyond basic last-click models—which often over-credit the final touchpoint and ignore the broader journey.

Multi-Touch Attribution (MTA)

MTA tracks and assigns value to all touchpoints before users convert, providing a more accurate picture of how each channel contributes across Upfunnel, Midfunnel, and Lowfunnel stages and identifying which interaction combinations most effectively move users toward conversion.

Media Mix Modelling (MMM)

MMM uses aggregated historical data to analyse how different media channels—online and offline—contribute to business outcomes over time, allowing to understand the impact of brand campaigns that don't have direct, trackable clicks, like TV, DOOH (Digital Out-of-Home advertising, such as digital billboards or screens in public spaces), or awareness-driven digital ads.

Together, these techniques provide comprehensive performance insights, enabling smarter budget allocation and channel planning that drives immediate conversions and long-term brand growth.



Case Studies

CHAPTER 8	Case Studies	
		Oatly — “It’s Like Milk, But Made for Humans”
Brand Building	● Provocative messaging positioned Oatly as a bold, purpose-led brand. ● Used humor and confrontation to challenge dairy industry norms.	
Performance Layer	● High-impact billboards in key urban areas supported by geo-targeted digital ads. ● Social amplification drove organic reach and user engagement.	
Brandformance Result	● Boosted brand awareness and visibility in a saturated category. ● Drove traffic to Oatly’s site and increased product trial in retail.	

Cricut — Full-Funnel Market Expansion in the UK

elespacio



Brand Building

- Launched Cricut in the UK using aspirational creative around DIY culture.
- Engaged new audiences with lifestyle-focused video storytelling.

Performance Layer

- Used DV360 with GA360 + CM360 integration for audience segmentation.
- Applied full-funnel structure with custom bidding + real-time dashboards.

Brandformance Result

- +27.5% site traffic, +28.9% conversion increase (vs. goal of 15%).
- Scalable model replicated in EMEA markets.

Victorinox — Dynamic Personalization at Global Scale

elespacio



Brand Building	- Developed multilingual, multi-market DCO to align with premium positioning. - Used audience lifestyle targeting (e.g., BBQ, outdoor, foodies).
Performance Layer	- Deployed custom bidding scripts to optimize bid values across conversion steps. - Executed dynamic remarketing using first-party data and Studio-built creatives.
Brandformance Result	- Prospecting:  70% CPM,  67% conversions. - RTG:  40% conversion lift, +60% creative efficiency via DCO.



Summary Table: Key Brandformance Takeaways

	Brand Building Focus	Performance Tactics	Outcome
OATLY	Bold challenger branding with social satire	OOH + geo-targeted digital + social amplification	Increased awareness + digital/retail trial
CRICUT	Full-funnel UK launch with creative lifestyle focus	DV360 + GA360 + Custom Bidding + Dashboards	+27.5% traffic, +28.9% conversions
VICTORINOX	Premium brand narrative with multilingual DCO	Dynamic RTG + Custom Bidding + Audience Testing	-70% CPM, +67% conversions, +60% creative efficiency

Organizational Change & Buy-In: **The need for cultural and structural change**



Adopting a Brandformance approach requires more than just new tactics—it demands cultural and structural change.

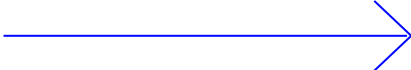
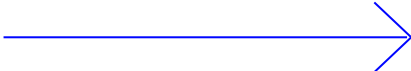
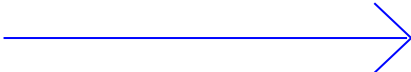
One of the first steps is breaking down internal silos between branding and performance teams, fostering collaboration instead of competition.

Adopting a Brandformance approach requires more than just new tactics—it demands cultural and structural change.

Securing C-suite and boardroom support is key to sustaining this shift; leaders need to see Brandformance not as a compromise, but as a strategic advantage that drives both brand value and business results. Finally, success often depends on the right external partners—whether agencies, consultancies, or tech providers—who can bring fresh expertise and help embed Brandformance thinking across every touchpoint.

Your Brandformance Action Plan — **practical tools and resources**



CHAPTER 10	Your Brandformance Action Plan
This section provides practical tools and resources designed to help you and your team adopt a Brandformance mindset within your organization. It begins with an organizational readiness assessment, followed by a phased roadmap — starting with a pilot initiative and expanding into a comprehensive, full-scale strategy. Additionally, you'll find a detailed growth funnel model that outlines key objectives, audience segmentation, messaging strategies, and performance metrics for each stage of your Brandformance campaign. To support execution, we've also included a media planning framework that combines both strategic and tactical perspectives: an annual plan that highlights budget allocation between brand and performance efforts, and a monthly plan for day-to-day implementation.	
	Checklist for assessing readiness
	30-60-90 day roadmap
	The Brandformance growth funnel
	The Brandformance Media Plan

Key takeaway: the future of marketing is hybrid

The lines between brand and performance marketing are no longer just blurring — they're merging. Today's most effective strategies blend the long-term value of brand building with the immediacy and measurability of performance marketing. This hybrid approach — often referred to as brandformance — enables brands to tell compelling, emotionally resonant stories while driving real-time results and ROI.

In an attention-fragmented world, it's not enough to simply perform or simply inspire. Audiences expect relevance, creativity, and consistency — all delivered with precision. **That's why modern marketing must be both creative and data-driven, both strategic and agile. It's not either/or anymore. The future belongs to brands that can do both — beautifully and effectively.**

Is your brand ready to
accelerate growth with the
Brandformance funnel?

Discover how prepared
your organization is to
implement a strategy that
drives both brand equity
and performance results.
Let us help you take the
first step toward smarter,
scalable growth.

BOOK A FREE CONSULTATION

APPENDIX		Brandformance Glossary	
Key Performance Indicators (KPIs)		Quantifiable metrics used to evaluate the success of a campaign, strategy, or business objective. KPIs help track progress and guide decision-making by measuring performance against defined goals.	
Return on Ad Spend (ROAS)		A metric that measures the revenue generated for every dollar spent on advertising. It indicates the effectiveness and profitability of ad campaigns. Calculated as revenue divided by ad spend.	
Cost per Acquisition (CPA)		The average cost incurred to acquire a customer or lead through a marketing campaign. It reflects the efficiency of conversion efforts and is calculated by dividing total campaign cost by the number of conversions.	
Site Visits		The total number of times users visit a website, reflecting overall traffic and interest.	
CRM Growth		The increase in the number of contacts or customers within a Customer Relationship Management system, showing expansion of the brand's audience or customer base.	
Leads		Potential customers who have expressed interest in a product or service by providing contact information or engaging with a brand.	
		47	

APPENDIX		Brandformance Glossary	
CTR (Click-Through Rate)		The percentage of users who click on a specific link or ad after seeing it, indicating engagement with the content.	
LTV (Lifetime Value)		The total revenue or profit a customer is expected to generate for a business over the entire duration of their relationship.	
Repeat Rate		The percentage of customers who make more than one purchase, indicating customer loyalty and satisfaction.	
Churn		The rate at which customers stop using a product or service during a given time period, reflecting customer attrition.	
Upsell		A sales strategy where a business encourages customers to purchase a higher-end product or add-ons to increase the overall sale value.	
Brand Equity		The value a brand holds in the minds of consumers, built through consistent messaging, emotional connections, and trust over time.	
Brand Lift Studies		Research-based assessments that measure changes in brand perception metrics (e.g., awareness, favorability) due to marketing efforts.	
		48	

APPENDIX	Brandformance Glossary	
Business Impact Analysis	A technique that evaluates the broader effect of marketing activities on business goals beyond just direct performance metrics.	
Cross-Functional Collaboration	Teams from different departments (e.g., marketing, sales, product) working together toward shared goals, breaking down silos.	
Emotional Storytelling	Using narratives that evoke emotion to build deeper connections with an audience and enhance brand resonance.	
First-Party Data	Data collected directly from a company's audience (e.g., website visitors, customers), used for targeting and personalization.	
Hybrid Marketing	A modern approach blending creative storytelling with data-driven execution — merging brand and performance marketing.	
Incrementality Testing	A method to measure the true lift or impact of a campaign by comparing outcomes between a test group and a control group.	
Marketing Mix Modeling (MMM)	A statistical analysis technique used to estimate the impact of various marketing activities on sales or other KPIs, often used for high-level strategic planning.	
Multi-Touch Attribution (MTA)	An approach that assigns value to each touchpoint in a customer's journey, recognizing that conversions are rarely driven by a single interaction.	



**It is literally insane to ask
brand or performance
activity**



**High-Impact Marketing:
Rock Creative Pre-Testing!**



**What is Brandformance, and
how does it propel brands?**



**Win before you spend:
Pre-test creative + media
sufficiency**



**How marketers are
combining brand and
performance marketing on
TikTok**



**Adidas marketing
effectiveness**

elespacio

elespacio.net

Feeling still less
than confident about
brandformance?

BOOK A FREE CONSULTATION