

# GEORGSON

& Co. *Proudly Presents*



## BULLISH ON BRAND.

Investors are good at gauging the value of your **marketing**. In fact, probably better than your board and C-suite. How can I say this? **Read on!**



What is most **important** to an investor?

Technological **innovation**?

Leadership **quality**?

Reported **profit**?

Nope. **Marketing.**

200 financial analysts across the UK & USA cited '**strength of brand/marketing**' as important in **79%** of cases – the **single most important factor**.

IPA/Brand Finance Investment Analyst Survey 2023



A woman with vibrant red, wavy hair is lying on her back in a field of green grass and clover. Her eyes are closed, and she has a peaceful expression. Sunlight filters through the leaves, creating dappled shadows on her face and hair. Her right hand is raised above her head, and a black wristband is visible on her left wrist. Three white text boxes with black text are overlaid on the image.

Let me give you **two** strong reasons why investors care.

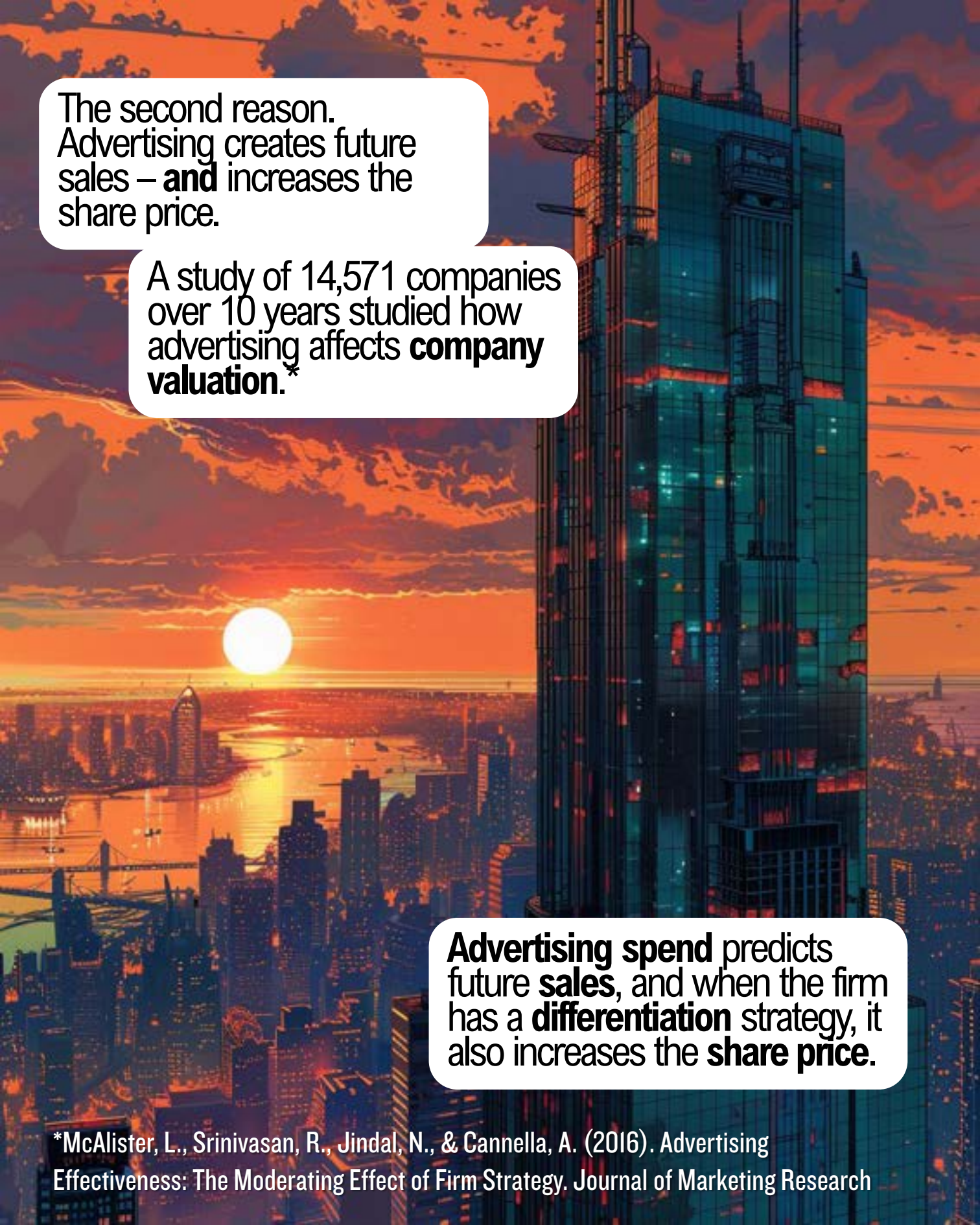
First.

**“Strong brands** not only deliver **greater returns** to stockholders versus a relevant market benchmark, they do so with **less risk.**”

**More** returns, **less** risk. Nice.

\*Madden, T., Fehle, F., & Fournier, S. Journal of the Academy of Marketing Science





The second reason.  
Advertising creates future  
sales – **and** increases the  
share price.

A study of 14,571 companies  
over 10 years studied how  
advertising affects **company  
valuation**.\*

**Advertising spend** predicts  
future **sales**, and when the firm  
has a **differentiation** strategy, it  
also increases the **share price**.

\*McAlister, L., Srinivasan, R., Jindal, N., & Cannella, A. (2016). Advertising Effectiveness: The Moderating Effect of Firm Strategy. Journal of Marketing Research



A comic book style illustration of a woman with dark, curly hair and red lipstick, wearing a red blazer and a necklace. She is looking directly at the viewer. In the background, there are other people in business attire, including a man with white hair and a mustache, and a woman with glasses. The setting appears to be a modern office with large windows.

**So there it is.** Wall street believes in marketing.

They **reward** advertising spend, when it **differentiates**.

But this is **not** the reality of most CMOs.

**71%** of CMOs believed they **lacked sufficient budget** to fully execute their strategies in 2023.\*

\*Gartner CMO Survey 2023





The problem is in the **C-suite**.

And the **boards**.

Somewhere they lose the plot. It may be because of **biases** to their own **expertise** and **background**...

...or that they simply don't **understand marketing well enough** to hold opinions on it.





So lets **summarize**.

The **CMOs** tend to be frustrated over budgets.

The **C-suite** does not give them enough to execute.

The **boards** might not sign off either.

But **their** bosses – the investors on wall street – understand and **reward** strong **brands** and even **advertsing spend**.

How do we **fix this**?





It is not **that hard** really.

Any company has **goals and objectives** three or more years into the future.

If these are to come true, there are **marketing metrics** that need to be true.

To achieve those, marketing needs **realistic budgets**.

If the board or C-suite wants to **discuss** if there are “smarter ways” to do this...

Then do so **after** they take a **relevant course** and/or under **guidance** in a **workshop**.



FOR **TWENTY YEARS**, WE'VE MADE **BRANDS SHARPER**  
AND **BUSINESSES** MORE **SUCCESSFUL**.

**WORKING** FROM **RESEARCH-BASED** MODELS,  
EXTENSIVE **EXPERIENCE**, AND A **CREATIVE EDGE**,  
WE **LIBERATE YOU** FROM **COMPLEXITY**.

**BECAUSE,**

IT'S **REALLY EASY** WHEN YOU **KNOW HOW**.

**GEORGSON**  
& Co. *Brand Magic*

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