

# Invest in the Future of **YOUR** Brand

JANUARY 2020

BEST VERSION MEDIA | BRINGING PEOPLE TOGETHER



Adidas recently made headlines after admitting that “We had an understanding it was digital advertising driving ecommerce sales, and as a consequence we were over-investing.”<sup>1</sup> They learned the hard way that, by focusing primarily on reducing costs and ignoring long-term branding, they were devaluing their overall brand and products.

With the growth of online channels, short-term strategies are the central focus for many businesses, causing them to lose sight of long-term brand building—a costly mistake. Extensive data reported by Peter Field and Les Binet shows that the ideal advertising ratio of brand-building to performance is 60:40.<sup>2</sup> Here’s how to drive short-term sales all while building a long-term brand response:

## INCREASE BRAND ESTEEM

Volume-based, short-term goals can be detrimental to the value of your product or service. Move away from steep discounts and toward rewards or gifts and toward building long-term trust and relationships with consumers.

## REACH BOTH NEW AND EXISTING CONSUMERS BY GIVING WORTHWHILE, CONSISTENT ADVICE

New and existing customers alike appreciate insight on the problems they are struggling with and learning how you can help.

## STAY TOP-OF-MIND BY GIVING READERS SOMETHING TO DISCUSS

Brands that are talked about or communicated with have salience, which is linked to long-term success.

## TELL YOUR STORY

Quick bits of information go by in a blur, whereas a narrative has longevity. Consumers who learn in-depth about your product or service’s features and benefits will be able to make an informed purchasing decision on their own.

## PROMPT PROSPECTIVE CONSUMERS TO TAKE ACTION

Give worthwhile insight, present trusted information and encourage readers to learn more by visiting in person, online or via phone.



Over-investing in quick, performance-based marketing strategies can be tempting, but if you stay the path with long-term branding efforts, you can protect the value of your products and services, thereby increasing your credibility within your consumer base and beyond.

<sup>1</sup> Vizard, Sarah. “Adidas: We over-invested in digital advertising.” 17 Oct 2019. [www.marketingweek.com](http://www.marketingweek.com).  
<sup>2</sup> Field, Peter and Binet, Les. “The Long and the Short of It.” [www.ipa.co.uk](http://www.ipa.co.uk).