



For customers, brands can make their decisions <u>simpler</u> and their lives <u>happier</u>.

For the companies that steward them, brands can contribute significantly to the value of the company. Some experts put that figure at <u>30% of the stock market value</u> of a company.

THAT'S WHY WE'LL ALWAYS FIGHT FOR THIS IDEA: GREAT BRANDS CAN LIVE FOREVER...

if they are bold enough to renew, refresh, and even reposition themselves to evolve with their audiences. And when they do, they see results, like these Brand Champs.



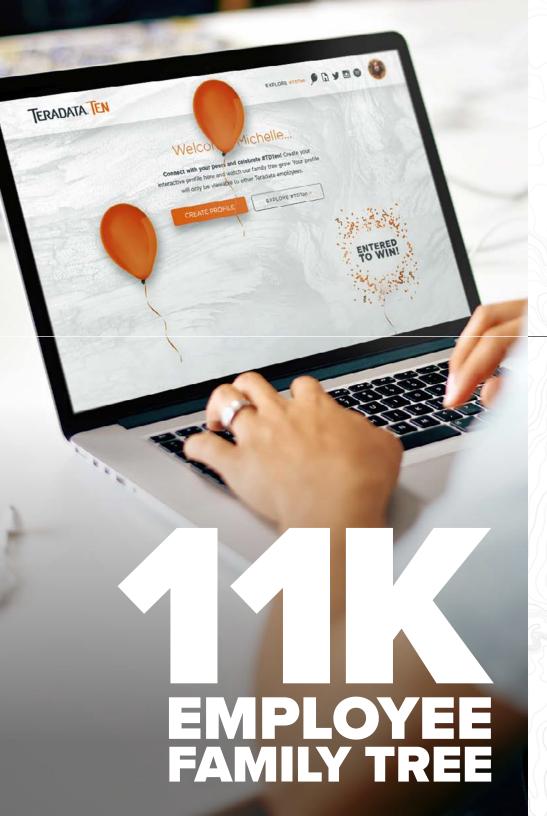




**TERADATA PARTNERS** 

#### MOBILIZE AN EXTERNAL AUDIENCE

The evolving Teradata PARTNERS brand is a unique event created by customers for customers. Strategic annual refreshes have resulted in a **60% average growth** rate in attendance.





**TERADATA** 

# PULL AN INTERNAL GROUP TOGETHER

"Teradata Ten" marked the 10-year anniversary of the company's independent status. A celebration mobilized employees to renew their connections through an employee Family Tree 11K strong and involving more than 1/3 of employees.

FULL CASE STUDY →





KEIR EDUCATIONAL RESOURCES

#### JUMP TO THE FRONT OF THE CLASS

Keir Educational Resources repositioned themselves as the hip new teach with a great back-to-school look. Better still, they're **delivering A's with increased** sales conversions and web traffic.



FULL CASE STUDY ----

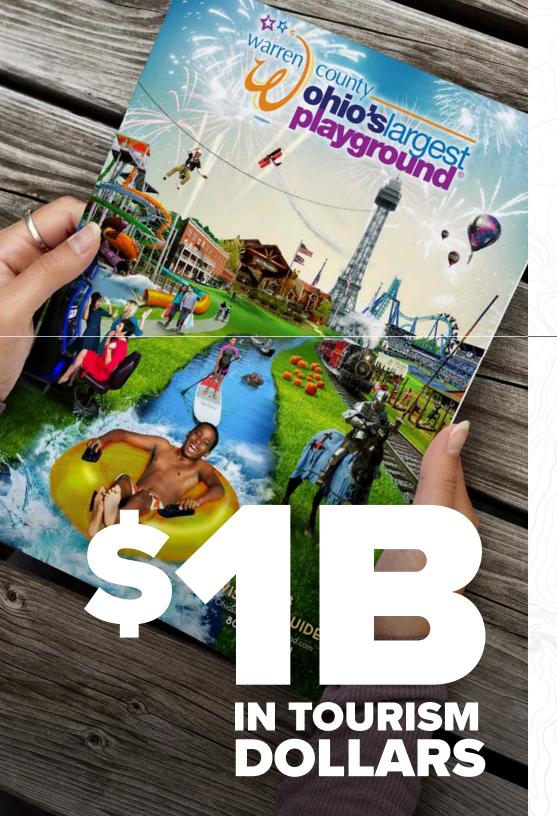




**CONAGRA FOODSERVICE** 

#### CREATING APPETITES FOR TOMORROW'S MEALS

Conagra's new upscale Italian brand,
Gilardi, evolved to match changing student
taste palettes. The new menu items
launched into schools with 100% broker
participation and a 30% lift in presale
orders—without a product to taste!





**WARREN COUNTY** 

## DRAW FAMILIES IN FOR THE NIGHT

Within a day's drive of 60% of the U.S.,
Warren County, Ohio's Largest Playground,
needed to encourage visitors to stay
overnight and explore all it has to offer.
Multiple marketing touchpoints resulted
in \$1 billion in yearly tourism for the
first time.



### BIG THINKING. BOLD IDEAS. WINNING STRATEGY.

We've made a habit over 20 years of solving tough challenges for leading brands.

You can see more of our work in detail HERE

Or discover our creative process and methodology HERE

**Or, cut to the chase and contact us** to see if your brand needs a fresh direction—we'd love to chat.

**CONTACT WILSON** 

#### **SOURCES**

https://martech.zone/brand-impact-consumer-purchase-decision/

https://www.forbes.com/sites/meghancasserly/2011/10/06/the-happiest-brands-in-the-world/#412ea8246c06

https://www.economist.com/news/business/21614150-brands-are-most-valuable-assets-many-companies-possess-no-one-agrees-how-much-they

