



WILSONADV.COM



THE POWER OF GREAT BRANDS



BRANDS MATTER

For customers, brands can make their decisions simpler and their lives happier. For the companies that steward them, brands can contribute significantly to the value of the company. Some experts put that figure at 30% of the stock market value 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.**



60%

GROWTH RATE

[FULL CASE STUDY →](#)



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.**

11K EMPLOYEE FAMILY TREE

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.**



A+
CONVERSIONS

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!**

Gilardi
Authentic Italian Food

Italiano
PIZZA

HAVE A GOOD DAY

100%

BROKER PARTICIPATION

FULL CASE STUDY [→](#)

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.**

FULL CASE STUDY [→](#)



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>

