

HOW TO ENABLE ORGANIC BRAND GROWTH
WITHIN YOUR COMPANY

1

W E L C O M E T O

WIBRAND

EXECUTIVE BRAND CONSULTING



OLIVER SCHMITT

CEO & FOUNDER

W H Y W E C R E A T E D V I B R A N D

BECAUSE YOUR BRAND DESERVES IT

Digitalization has finally arrived in the here and now. Under these conditions, the brand takes on a special significance. Today, we know that companies with a strong purpose and a strong brand strategy are more successful and more profitable. At the same time, however, we regularly see companies that struggle with digitization and a brand-centric focus.

Missing out on strategic opportunities in this playing field already had negative long-term consequences in the past decade, some of which we are only now seeing. Today, this is no longer an option.

That's why we support companies in developing their appropriate strategy, transforming their business model and putting new measures into practice. And we do this wholeheartedly.

HOW WE MAKE THINGS HAPPEN

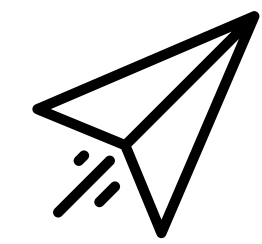
HOLISTIC BRAND MANAGEMENT

We create a strong strategic base that is ready for implementation & enables organic growth.



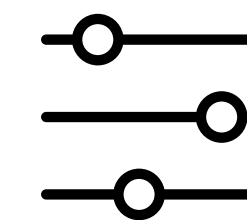
TEAM

Experienced, innovative partner team



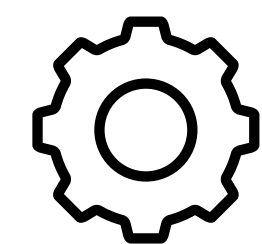
PRAGMATISM

Depth of detail depending on competence in the company



SKILLS

Long-standing analytical and strategic competencies



HANDS-ON

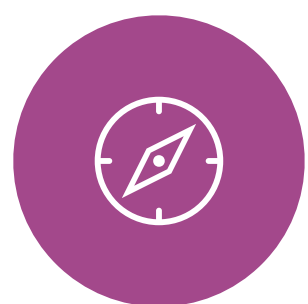
Entrepreneurial & management experience with a high level of commitment

“Your brand is the single most important investment you can make in your business.”

Steve Forbes

EXECUTIVE BRAND CONSULTING

Our approach combines a sound, comprehensive strategy for the brand with the necessary steps, resources & skills for successful implementation.



1 STRATEGY

Brand strategy, customer experience and marketing performance based on business model, organization & culture



2 IMPLEMENTATION

Planning, onboarding of specialists & agencies, setup / programming / design / processes & implementation



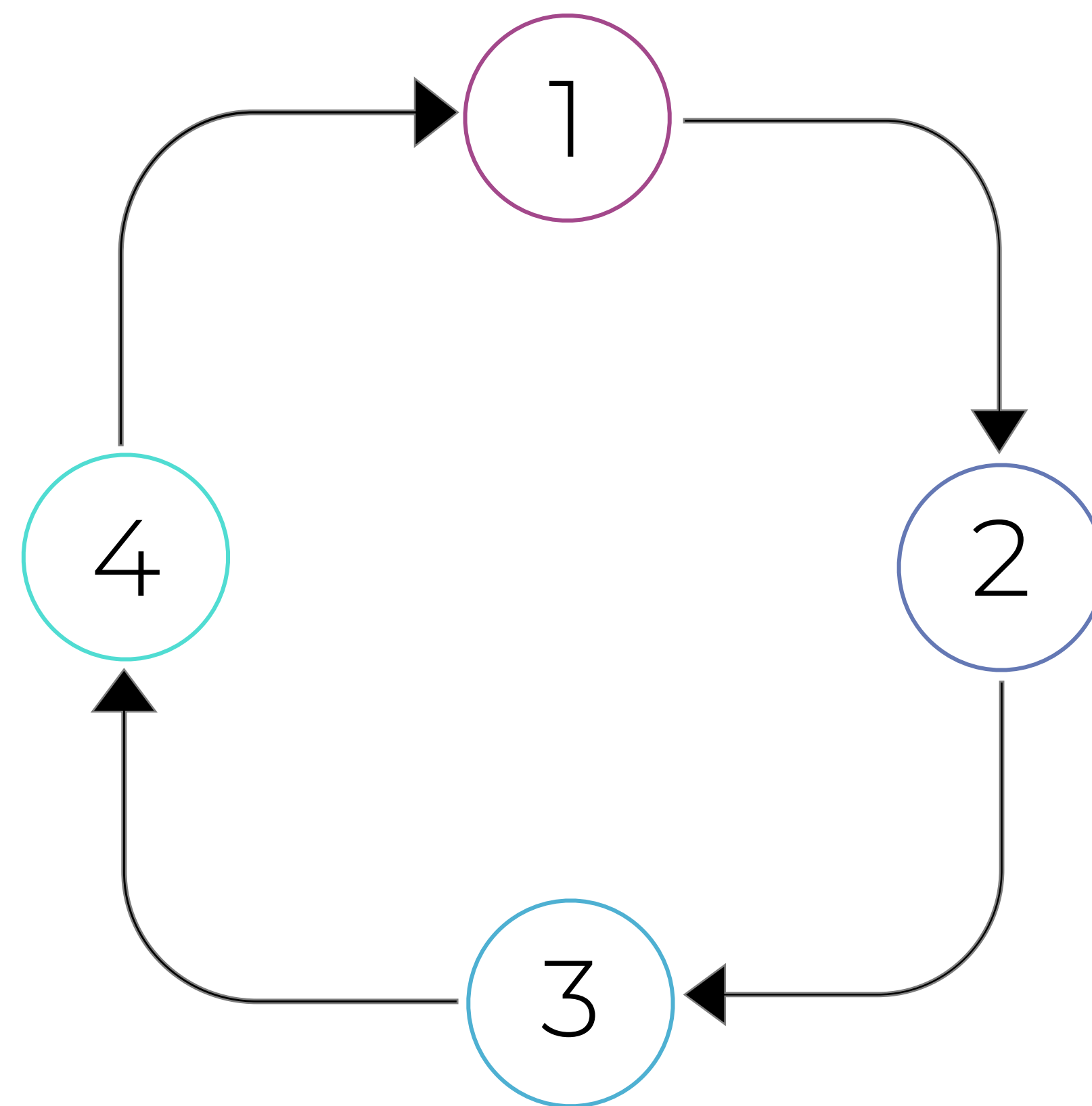
3 TRANSFORMATION

Digital brand strategy implemented in measures, structure, organization & brand-driven digital culture



4 MANAGEMENT

Ongoing optimization in the interplay of strategy, measures & organization



V I B R A N D S U R V E Y 2 0 2 0

BRAND GROWTH CAPACITY

vibrand surveyed more than 100 companies on their "Brand Growth Capacity" - significant differences and great potential for optimization emerge for the brand in terms of growth capacity. If you want to take advantage of the growth opportunities in 2021, there is a need for action.

O U R F I N D I N G S

IT IS HIGH TIME TO RIDE THE WAVE

The business media and the business world agree that digitalization has finally arrived and that business models need to be completely rethought. The corona pandemic of 2020/21 has meanwhile made even the last ones wake up. But how do we start or finally manifest it in order to achieve sustainable effects?

Companies are currently managing and founding their own digital units or establishing digital advisory boards*. Many companies are desperately looking for digital experts. It is also becoming increasingly clear that brand management is taking on an ever more important role, while at the same time that of classic marketing is changing significantly.

Our "Brand Growth Capacity" study surveys how companies are positioned in terms of brand strategy. The key finding is that those with strong brand strategies are more profitable. As a consequence, accelerated digitization demands more from companies in strategic terms in order to be successful on the market.

According to Simon Sinek, the purpose of a company is decisive - and this does not lie in making money. Like a car, it acts as fuel, the purpose is mobility. The reality: In our study, for example, about 50% rated their purpose (in terms of brand vision) as weak to mediocre.

INTERESTING DETAILED FINDINGS

Although benefit innovation, core competencies & the business model are becoming even more important in the digital context, about half of the companies do not see this as a strength.

VISION
50%

of companies strongly value their brand vision

INNOVATION
50%

see a high level of innovation for their brand

EXPERIENCE
40%

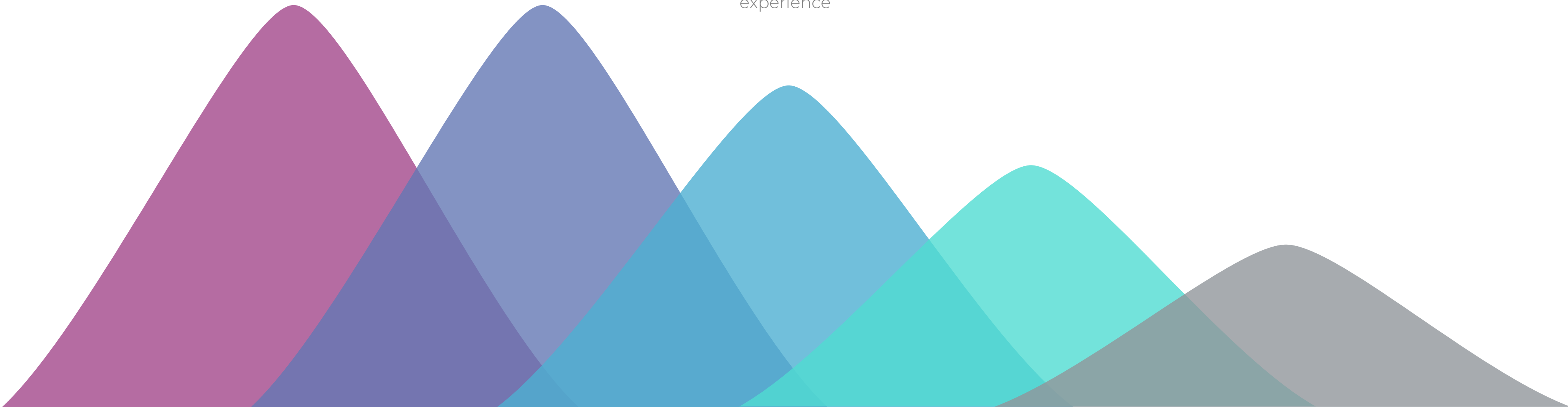
only 40% have a clear brand architecture & sufficient reference system for the customer experience

EFFICIENCY
30%

efficiency in marketing channels seen by only a weak third

CHANNELS
20%

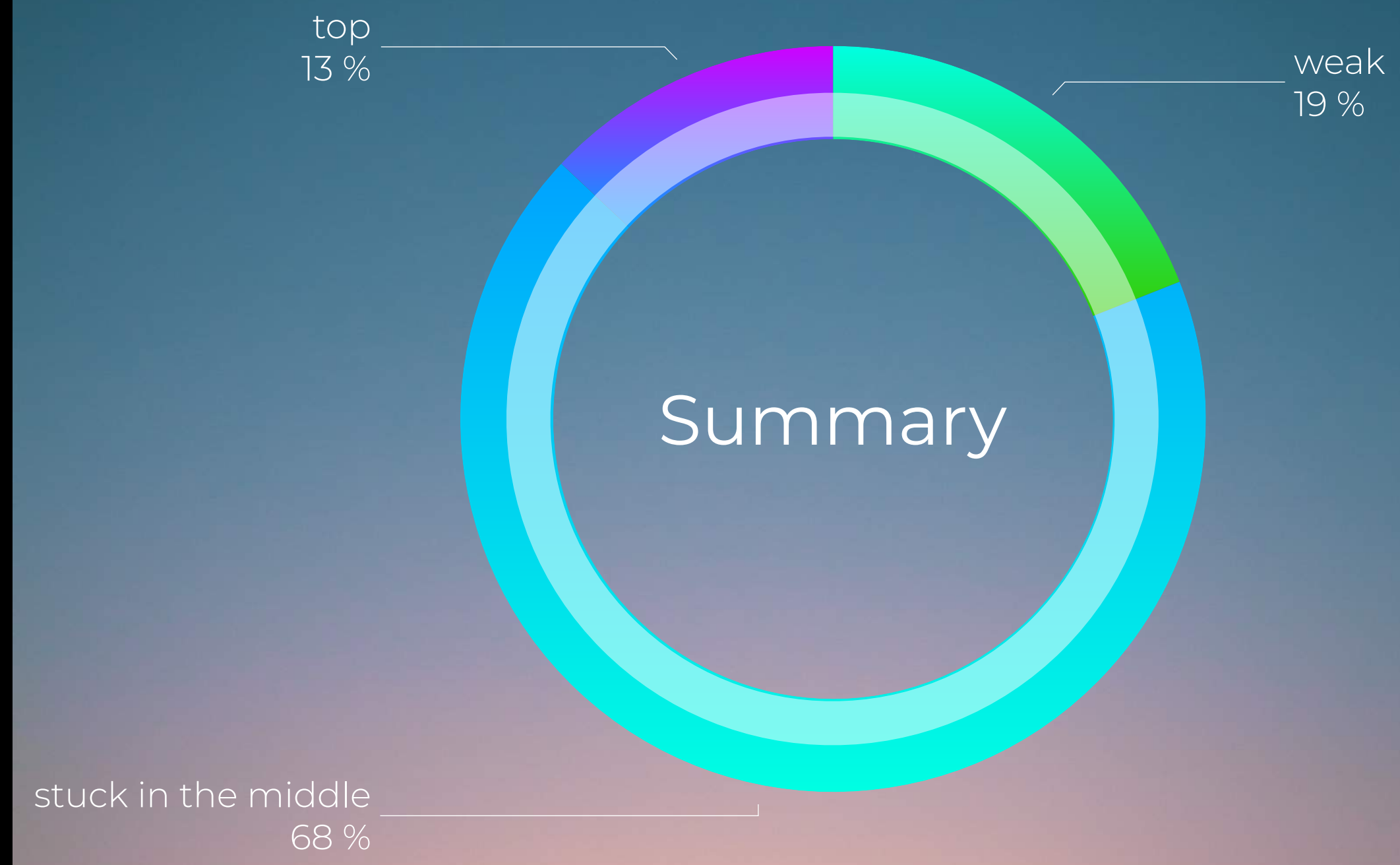
only 20% see their activities synchronized accordingly across all channels (on- & offline)



OVERALL RESULTS

ONLY 13% HAVE A STRONG STRATEGIC BASE

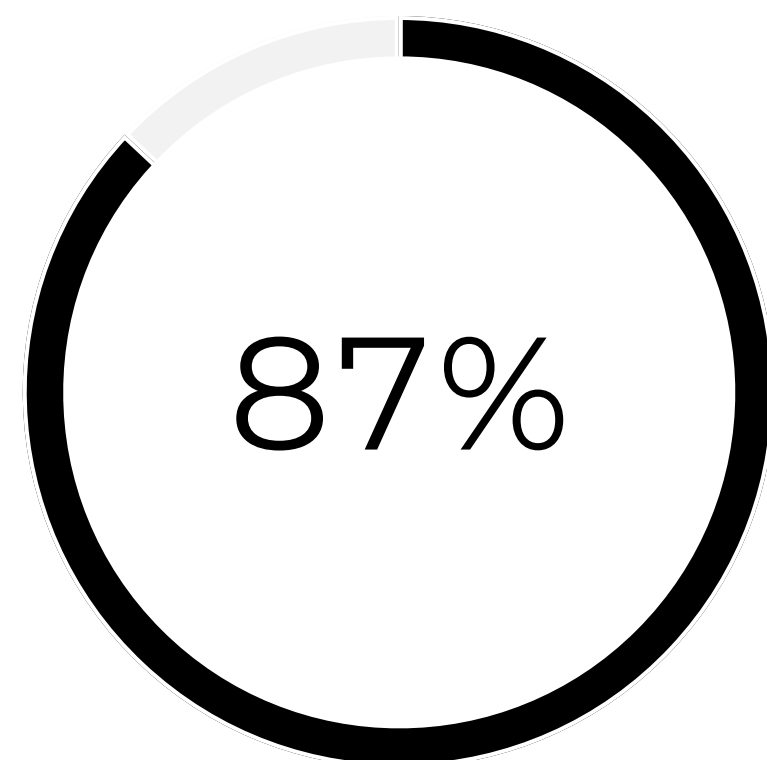
With 87% of companies having weak or mediocre brand concepts, there is great potential for optimization. There is a need for action here to exploit international and digital opportunities.



FURTHER DETAILS

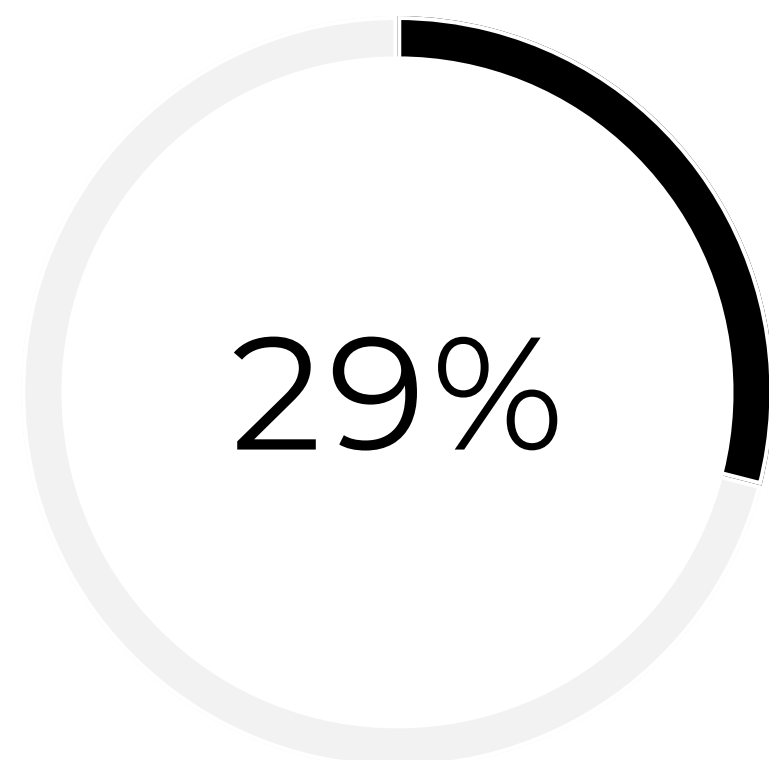
REMARKABLE CORRELATIONS

The size and profitability of the companies in particular show remarkable differences. Accordingly, large companies have a stronger brand strategy.



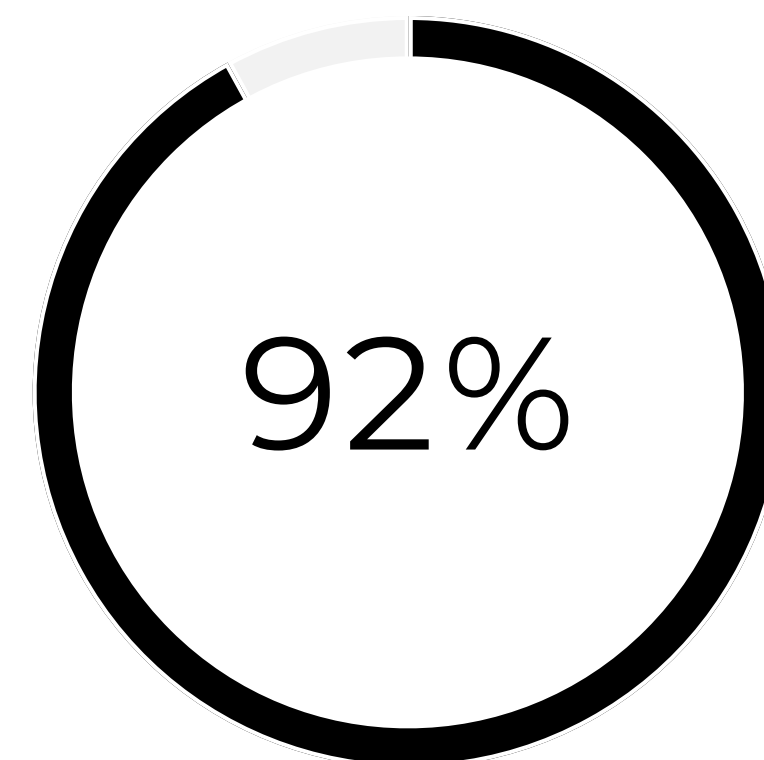
OF SMALL

companies suffer from weak or mediocre brand strategies



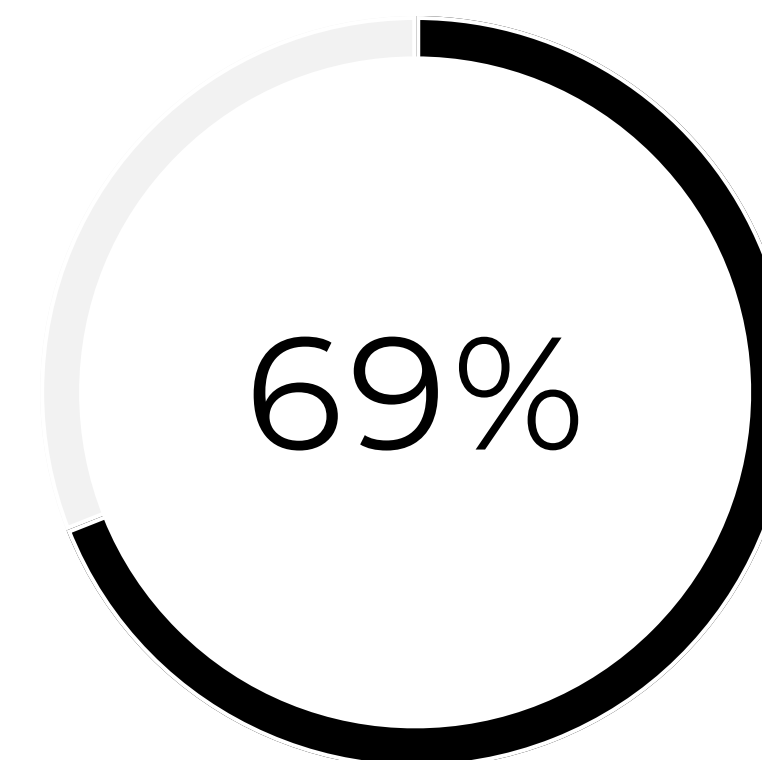
OF LARGE

companies are strongly positioned in terms of brand strategy



UNPROFITABLE

companies are weak or mediocre in terms of brand strategy



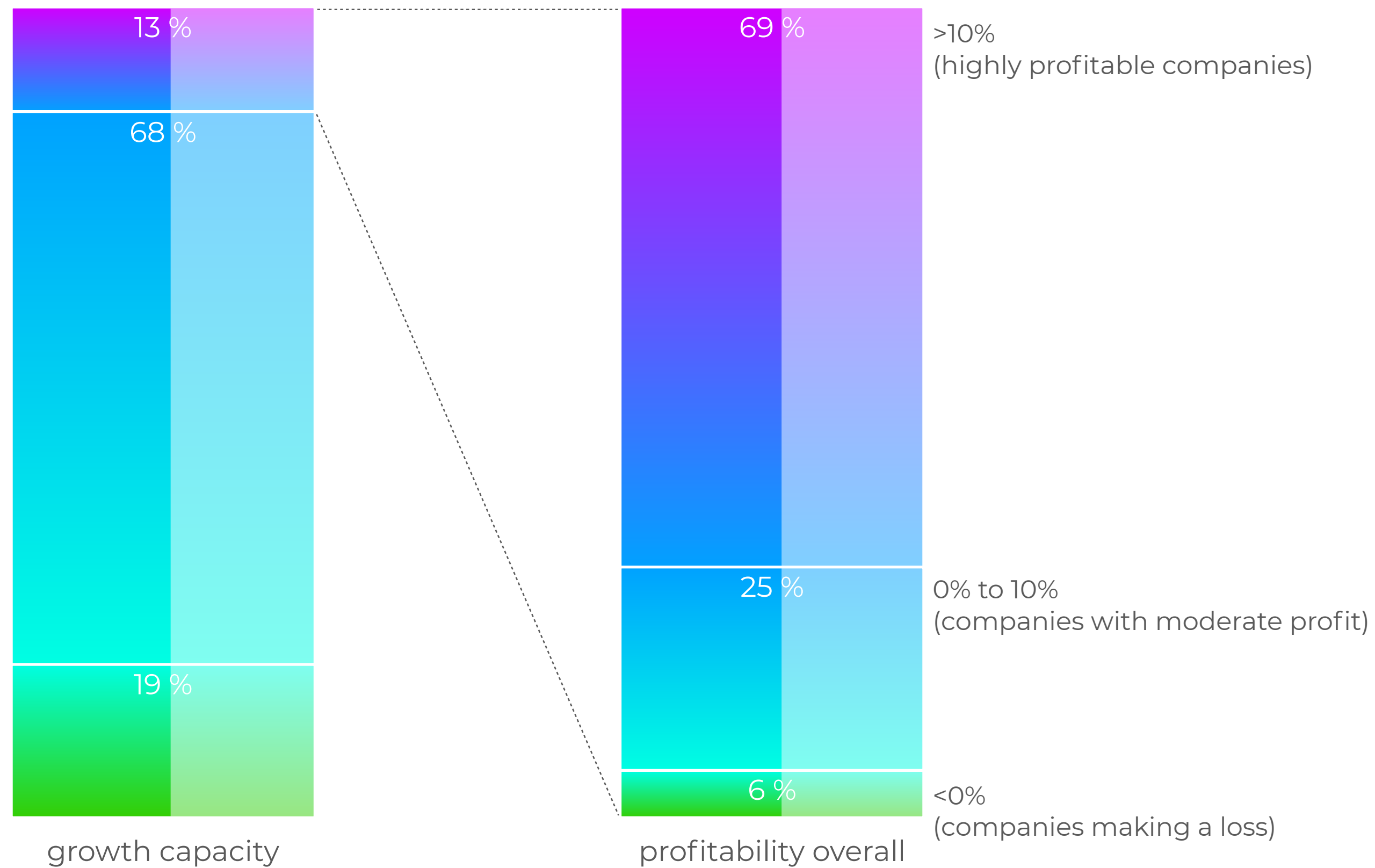
TOP OF CLASS

companies are highly profitable >>

KEY FINDING

PROFITABILITY

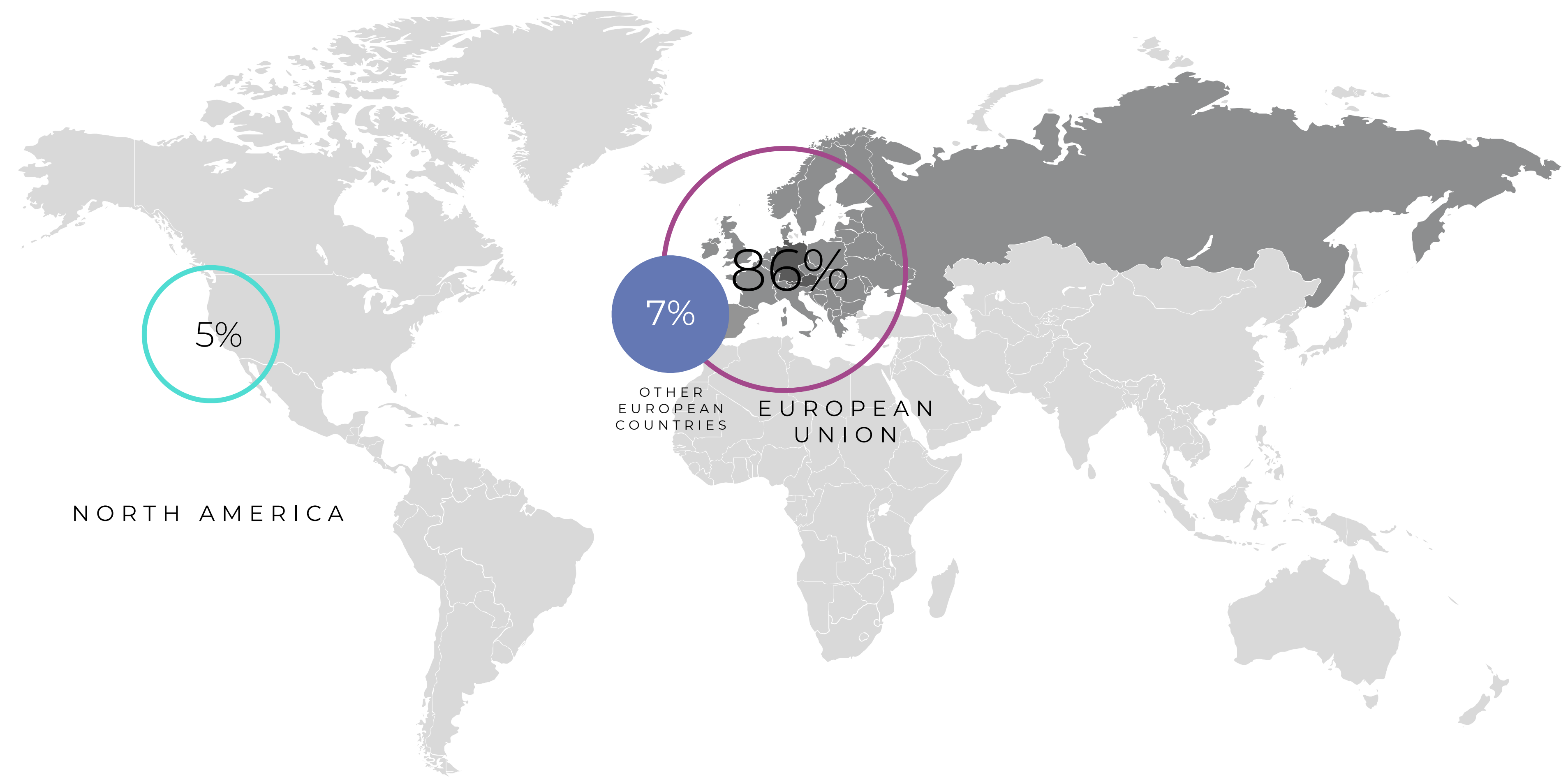
Companies with a strong brand strategy are more profitable - those 13% with a strong strategic base are overwhelmingly highly profitable at 69%.



R A N D O M S A M P L E

VIBRAND SURVEY

Participants mainly from Europe - Austria & Germany. 65% C-Level & VP-Level, 10% middle management, 14% specialists.



NORTH AMERICA

OTHER EUROPEAN COUNTRIES
EUROPEAN UNION

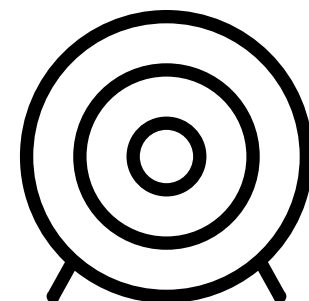
OUR EMPIRY

BRAND SUCCESS IN OUR DIGITAL WORLD REQUIRES...



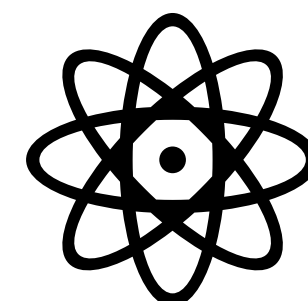
COMPETENCE

Digital competence is a necessary prerequisite.



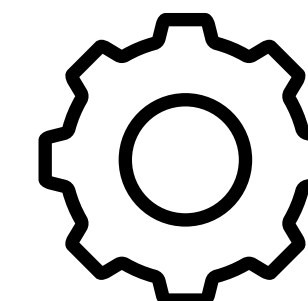
MINDSET

The right corporate culture as the foundation for success.



TRANSFORMATION

Understanding ongoing change as a process that becomes part of the culture.



ACTION

On this basis, the targeted measures can be realized with suitable partners.



IT DOES NOT FAIL
BECAUSE OF TECHNOLOGY
OR THE WILL...

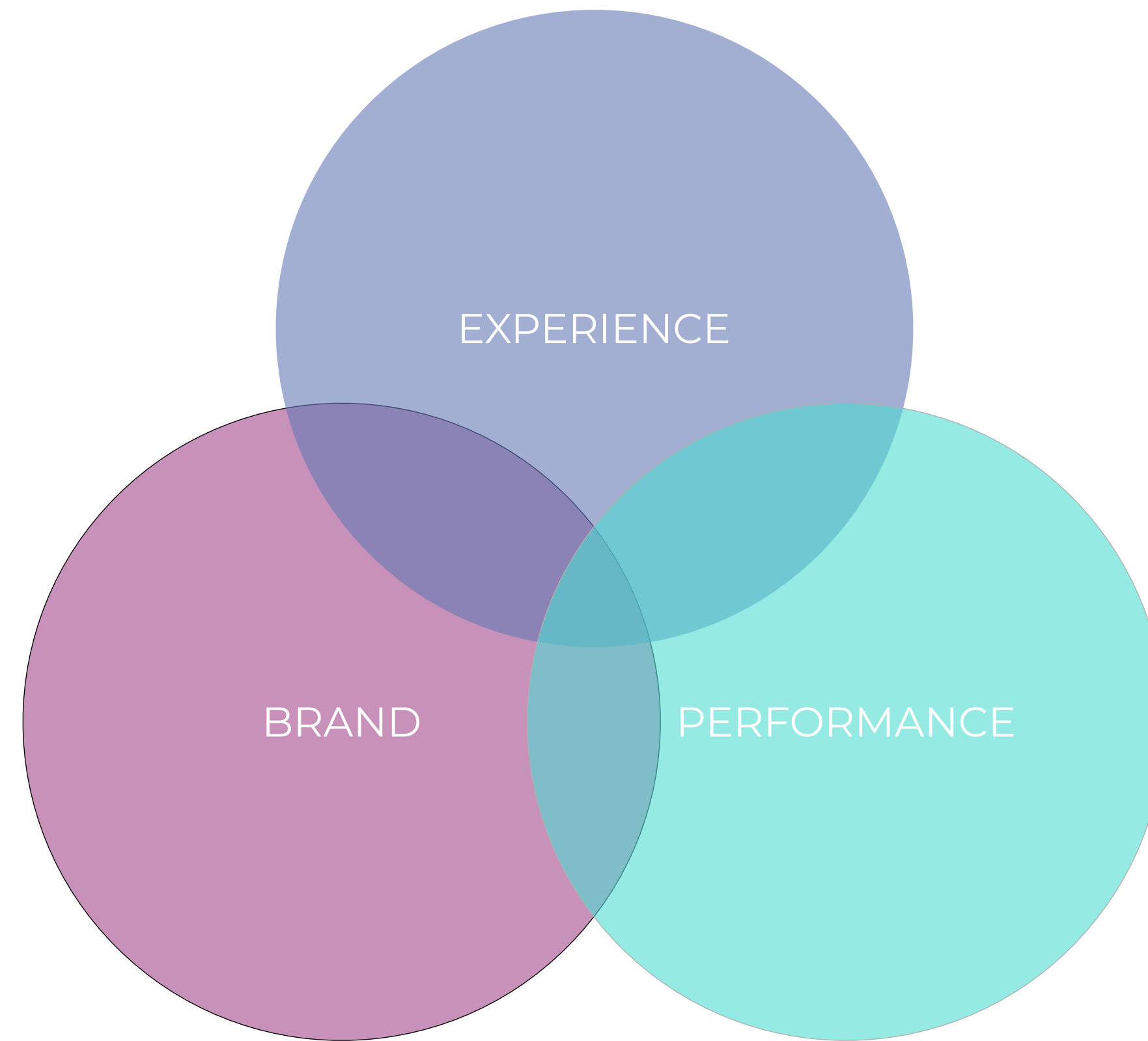
Our experience shows that the biggest hurdles lie in the "soft" factors - both the development of the conceptual basis and the technical implementation usually function smoothly. The challenges begin when the necessary transformation demands the competencies and mindset to be able to realize the activities in a way that produces results.

M E T H O D O L O G Y

BRAND STRATEGY

Our brand strategy model is built on the interplay of the brand with the associated experiences and their performance in marketing.

- CX Targets & differentiation in terms of current industry focus
- CX framework
- CX Guidelines
- CX operating model, resources & cultural readiness



- Value innovation & ERCR
- WHY - purpose
- Business model
- Core competencies
- Target system
- Competitive strength
- Positioning
- Architecture

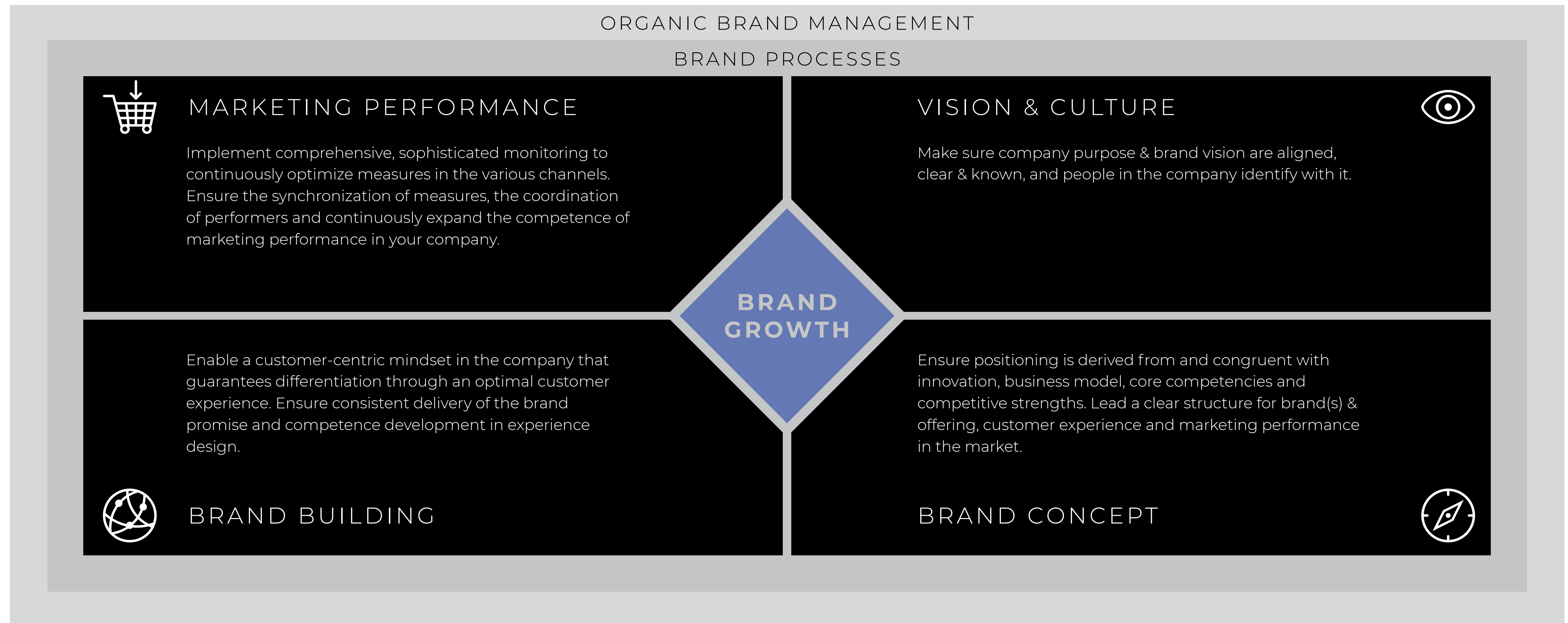


- Channel assessment - relevance valuation & selection
- PESO - content & target system
- End-to-end monitoring
- Activities along CJ & PESO
- Omnichannel synchronisation
- Operational & personnel readiness

HOW TO SCORE

ORGANIC BRAND GROWTH

Organic brand growth is based on the interaction of culture, conception and competencies. Brand management has to ensure that this interplay works with the appropriate processes.



VIBRAND FOR YOU

OUR OFFER

We offer implementation-oriented brand strategy to accompany companies with their brands to new opportunities for success. We do this with an appropriate level of detail - enabling organic growth in all aspects.

Our approach is always pragmatic and designed with the achievement of goals in mind. Typically, we start with a short briefing and a first sub-project. With a selected team of experienced marketing and brand professionals, suitable holistic brand concepts for strategy, experience and performance are developed.

On this conceptual basis, vibrand uses a network of agencies and specialists to ensure the implementation and management of the defined strategy. This ensures a bridge between a constantly growing number and complexity of different channels as well as service providers and tools. vibrand is thus a partner for coordinated & measurable brand management in the course of digital transformation across all industry boundaries.

Our mission is to design and effectively realize growth ambitions in a sustainable manner, adapted to the respective brand competence.



GET IN TOUCH

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