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# The *multiplier* Effect

A CMO's guide to brand-building in the performance era

System1

BERA

 Analytic  
Partners

PROPHET

tl;dr

1

Advertising works hardest when it does two jobs

2

Those two jobs are interlinked; strong brands see stronger performance

3

It's not brand + performance; it's brand **x** performance

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Out of market

95

In market

5

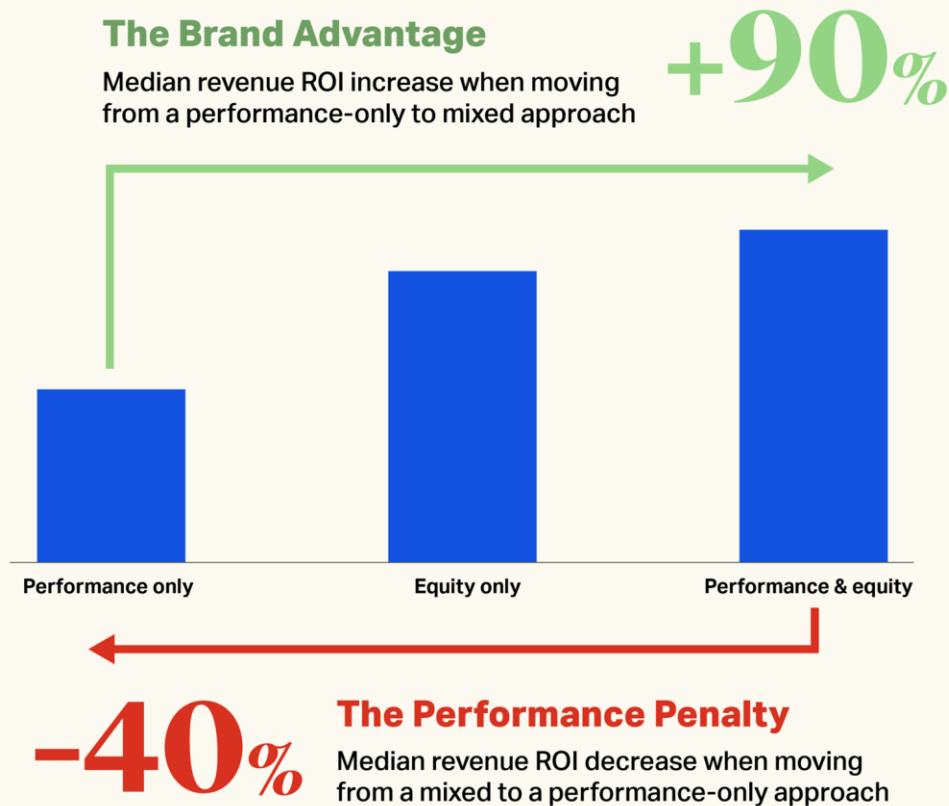
## **Brand/equity-led**

- Attract attention
- Build and maintain memory
- Emotional appeals

## **Performance**

- Locate demand
- Provide timely reasons to buy
- Rational, functional

It is much  
more  
effective to  
*do both*



# Two jobs, *two silos*



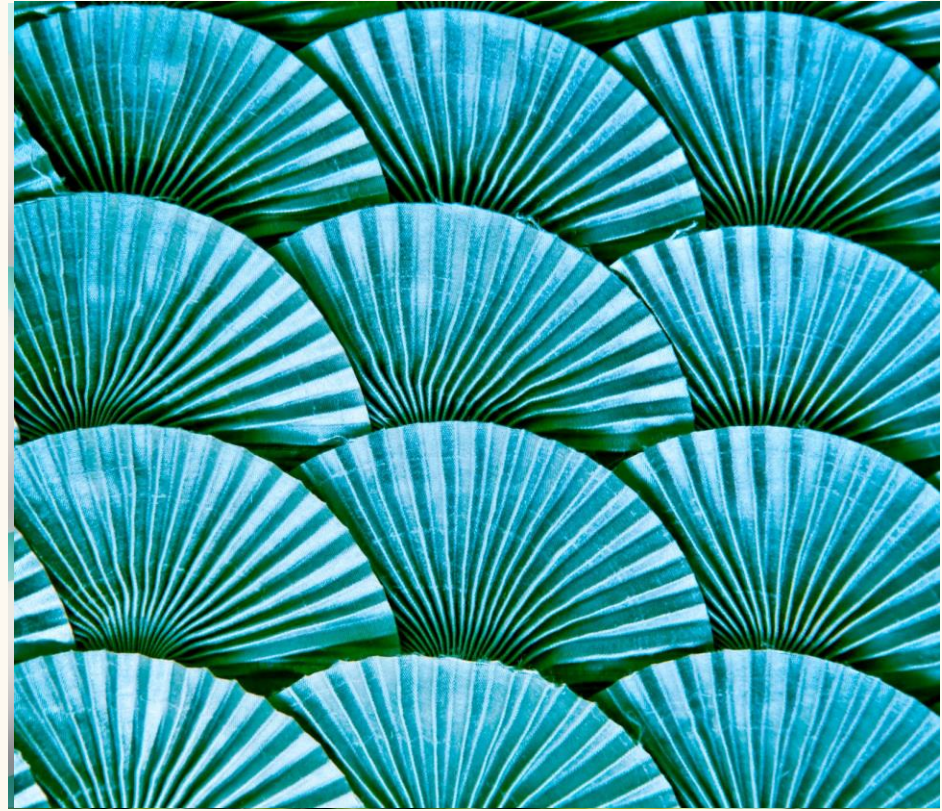
## Hyundai splits CMO role into creative, performance positions

Longtime CMO Angela Zepeda will serve as chief creative officer as the automaker looks to engage consumers with more data-driven marketing.

# Two silos, *three* *problems*

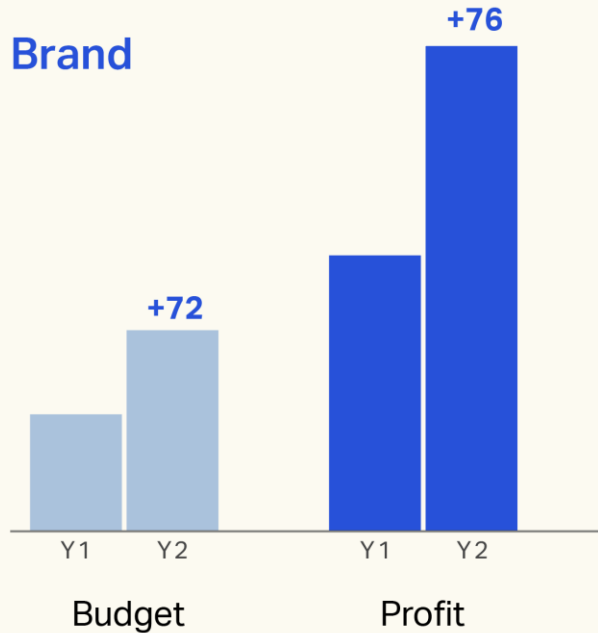
- 1 The brand team is divorced from commercial results
- 2 The performance team is divorced from brand
- 3 Commercial returns are only attributed to performance

# Brand as a *multiplier*

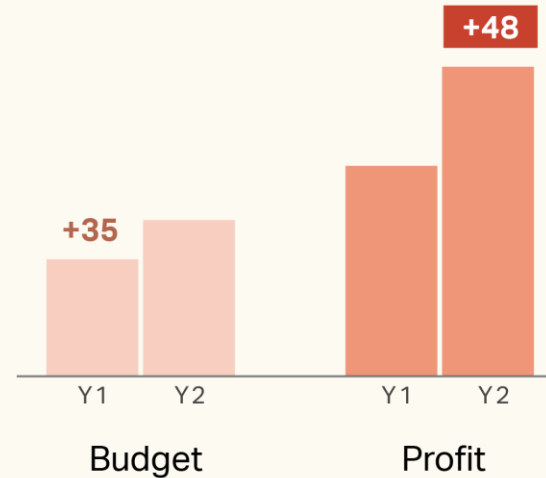




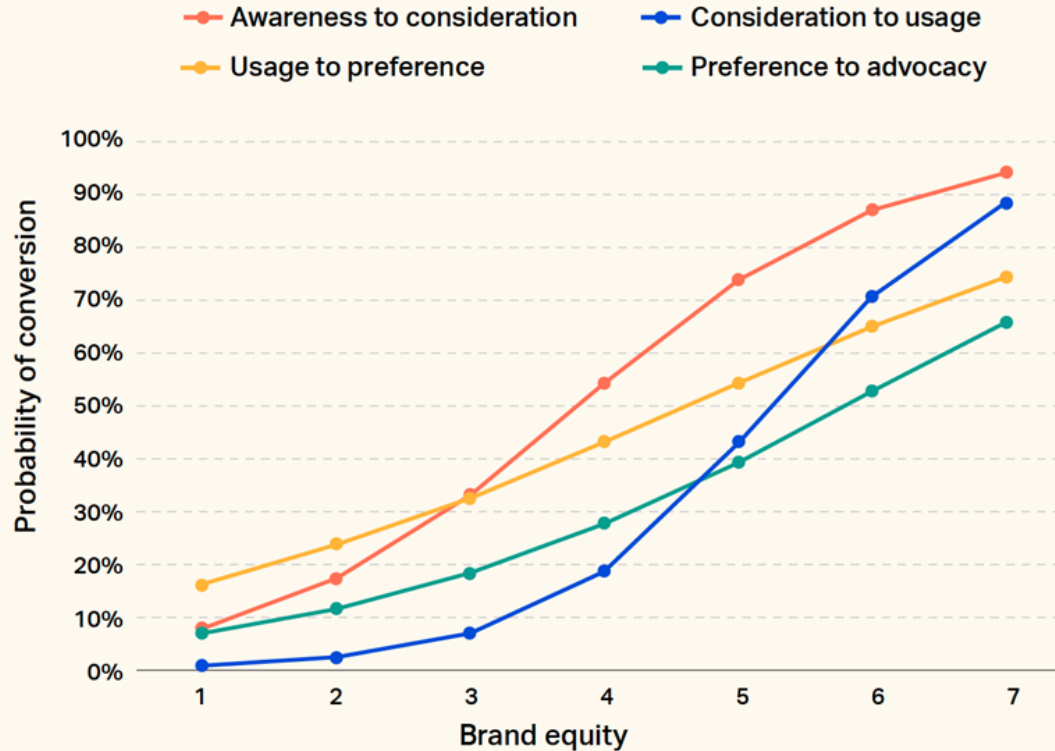
# Brand *amplifies* performance



Performance



# Brand *amplifies* performance





*It's not*  
**brand**



**performance**

*It's... brand*



**performance**

# Over to *you...*

- 1 Is your company siloing brand and performance?
- 2 Whose job is it to pull this together – in terms of budget, measurement and vision?
- 3 Any stories of success or failure to share with the group?

Apply it to  
the budget



The **brand**  
**baseline** is

**30%**

Most advertisers  
should allocate

**40–60%**

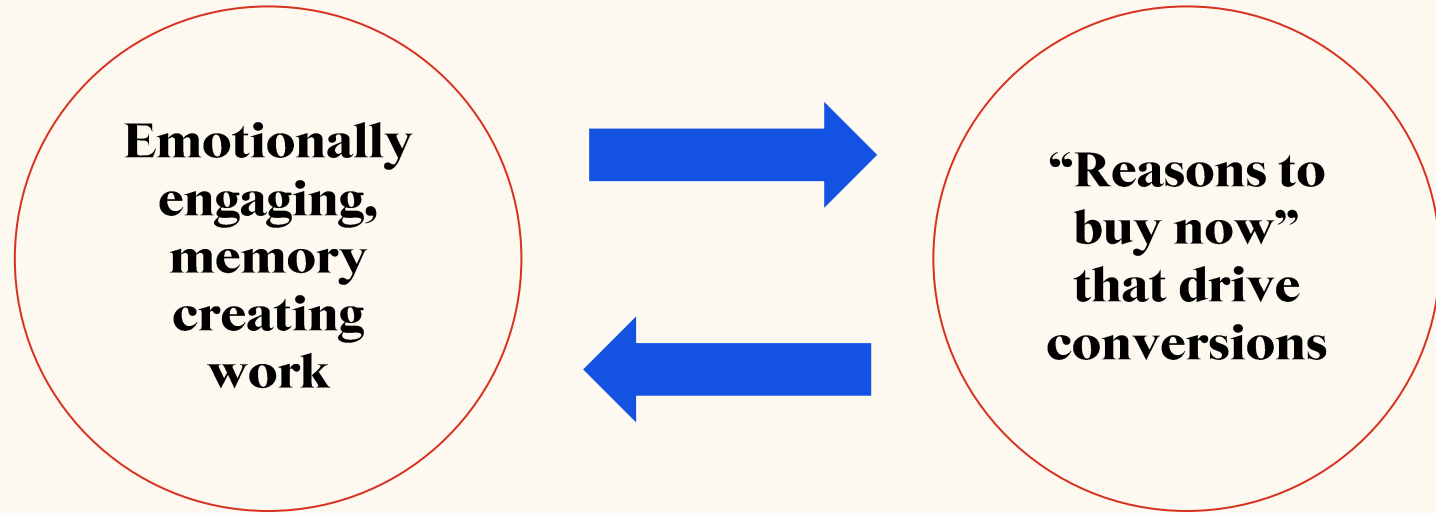
Apply it to  
the work

A thick, white, hand-drawn style brushstroke that curves slightly upwards from left to right, positioned below the text.



# Build *platforms*, not campaigns

**"Platform" approach: A creative platform that can be adapted to different styles of execution**



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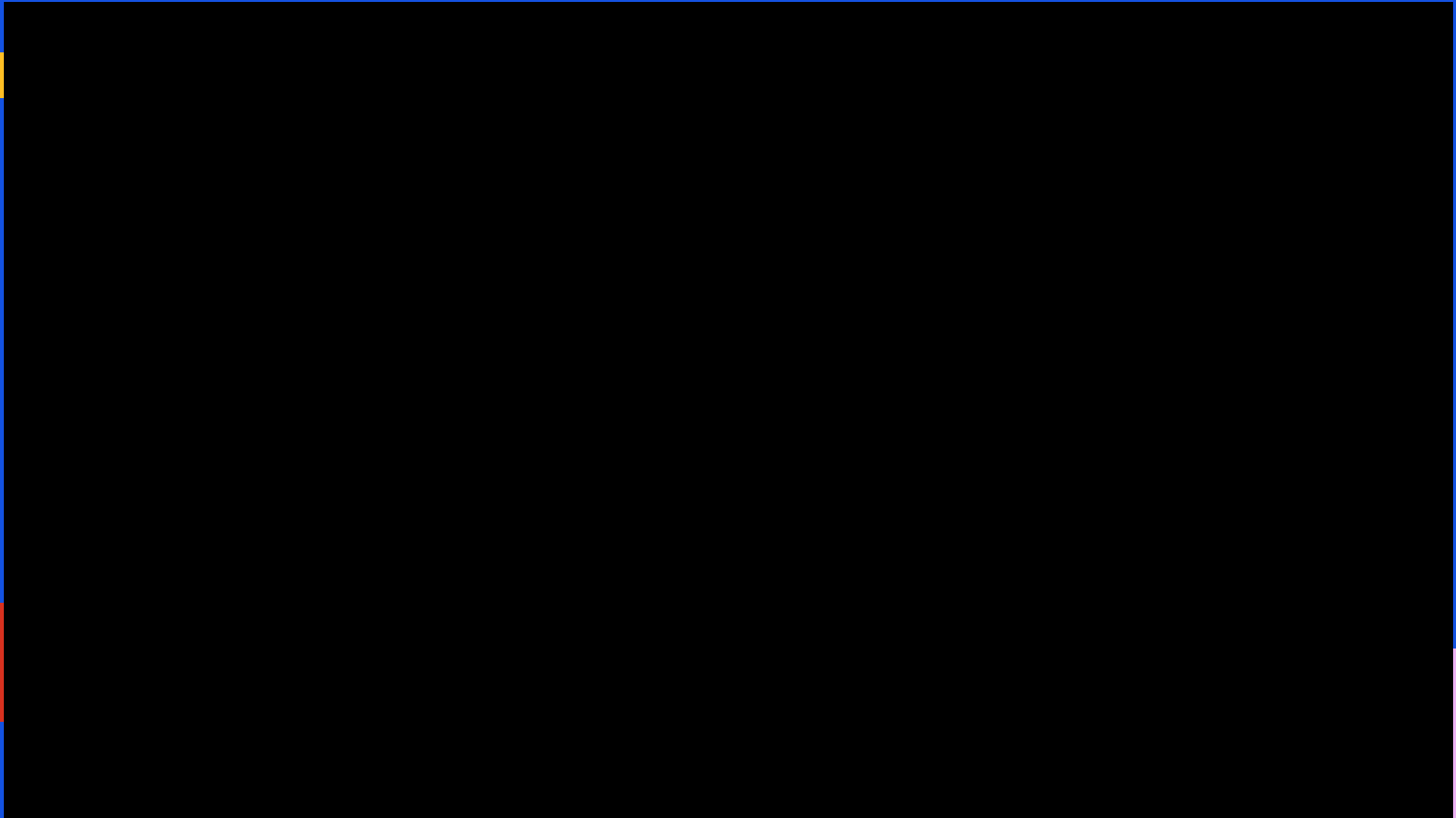
Drive  
*performance*  
with  
brand  
platforms



No matter who you are,  
we all have a go-to McDonald's order.



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Inject *brand*  
*thinking* into  
performance



DURING COVID, 3.5 MILLION MOTHERS  
LEFT THE WORKFORCE.  
NOW THEY'LL TRANSFORM IT.





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Summer  
like it's 1999  
with prices  
from 1999

[Download now](#)

Get 47.2%  
off \$10 on  
'90s faves\*

Throwback prices. Throwback snacks.



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Summer  
like it's 1999  
with prices  
from 1999

\*Limit 1 offer per order. Eligible items only. Exp. 9/5, while supplies last. Discount based on CPI comparison.

47.2%  
off  
an order of  
\$10+



# Over to *you...*

- 1 Are you integrating brand and performance in a single creative platform?
- 2 If not – what is standing in the way of it?
- 3 Any stories of success or failure to share with the group?

How do you  
join the dots?





How do you integrate  
*your metrics?*



How do we sell this  
to the C-suite?



# *The multiplier Effect*



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