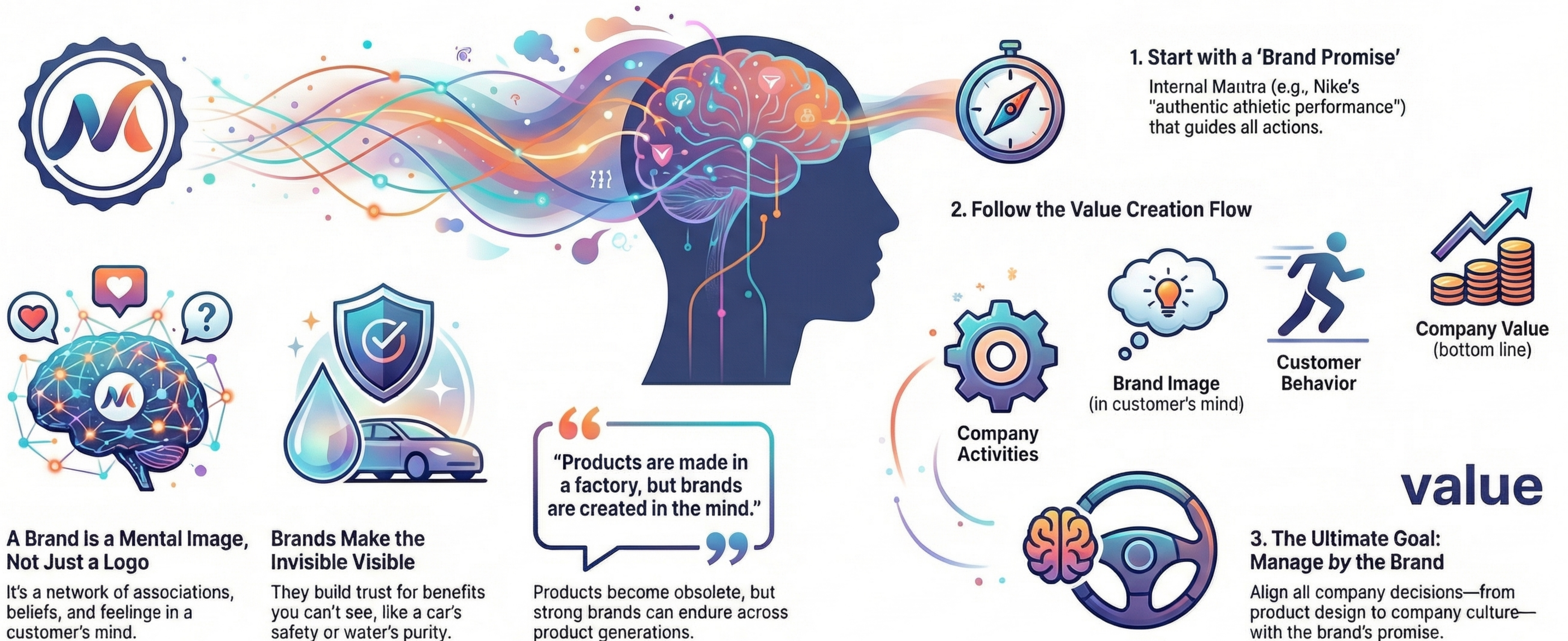


FROM MARK TO MIND: HOW BRANDS CREATE VALUE



The Anatomy of Brand Value

HOW BRANDS CREATE CUSTOMER VALUE



Functional Value: The Practical Benefits

Brands identify offerings, signal quality, and can even enhance perceived performance.



Psychological Value: The Emotional Connection

Brands build value by evoking emotions, enabling self-expression, and supporting social causes.



Monetary Value: The Financial Equation

Brands communicate price points and can command a premium over unbranded alternatives.



HOW BRANDS CREATE ENTERPRISE VALUE (For the Company & Its Partners)



Strategic Value: Driving Demand & Support

Strong brands attract customers, secure better collaborator support, and help retain talented employees.



Monetary Value: Boosting the Bottom Line

Brands generate incremental revenue, increase company valuation, and can be sold as assets.



Brand Power
A brand's influence
on behavior

Brand Power
vs.



Brand Equity
Its total
financial value