



VOLUME #1

Topographic

ISSUE #3

A SMALL PUBLICATION ABOUT THE BIG WORLD OF BRANDING

WHAT'S THE ROI



OF BRANDING?

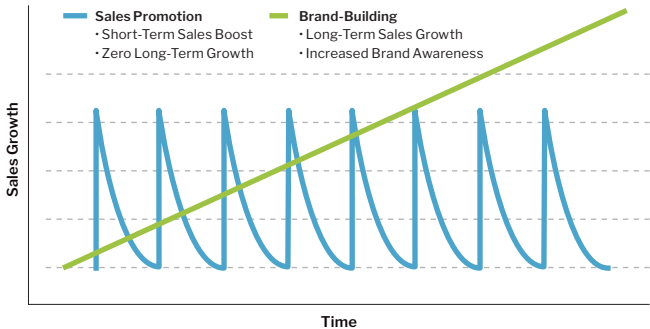
Because it's relatively easy to measure the metrics of tactical digital marketing campaigns, many organizations fail to consider the ROI of brand-building strategies. That short-term boost in sales often places blinders on the long-term value of a strong brand.

However, studies show that commercial value increases when companies think of their brand as a business tool. In fact, branding is one of the smartest investments a business can make today. Here's a few key points underlying the ROI of branding.

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Sales Promotion vs. Brand-Building

Brand-building provides greater long-term ROI than offers or promotions.



FACTS:

The ROI of branding is that a strong brand attracts more customers, at a lower cost per acquisition, who are happy to pay a little more.

A strong brand will also help attract, motivate, and retain your second most valuable asset: employees.

Every modern company that has driven above-average profitable growth has invested heavily in building their brand.

74%

The impact of a strong brand on the bottom line is well documented. A 14-year study by McKinsey & Company revealed that top-ranked brands outperformed the world market as measured by return to shareholders by 74%.



The Brand Avocado

At Map Agency, we like to think of branding as big, ripe avocado. The outer layer acts similar to our definition of what a brand is — the perception of a company. Literally everything that people see, hear, or say about a product, organization, or business reflects and builds upon our perception of a brand. While the outer layer is thick and bumpy, we know based on reputation — in other words, branding — that an avocado is actually quite delicious inside.

The set of visual and verbal elements that make up a brand is referred to as its Brand Identity. This is the meat of our

avocado, where strategy takes hold and brand identity design and activation offers the most value. By creating appropriate and consistent design elements, the goal is to influence the public's perception of a brand.

The logo is arguably the most memorable part of a brand identity. Out of all the elements that makeup an identity system, it is usually the most consistent, just like the seed at the center of our avocado. Over time, depending on how the brand strategy works and how the company engages with its audience, the logo can come to symbolize what the brand actually stands for.

Still question branding's ROI?

Consider the alternative costs of businesses and organizations that don't invest in branding and design: Misleading communications, misguided audience, confusing directions, brand dissonance, failed product launch... the list goes on. Branding helps overcome these challenges, and gets your business moving in the right direction.



Topographic

We start each issue of Topographic with a burning question about branding or design. Then we share our journey to explore and discover creative solutions — helping to make sense of the brand landscape, so you can make your brand demand attention.

MAP

Map is a strategic brand and graphic design agency in Sandy Hook, CT. We leverage insights to develop brand identities, websites, print solutions, digital marketing platforms, and advertising campaigns.

Contact Us

Have an interesting project in mind? We'd love to hear about it!

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