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up next

BRAND EQUITY:

The Most Underrated Asset In Business

INDUSTRY INSIDER summit



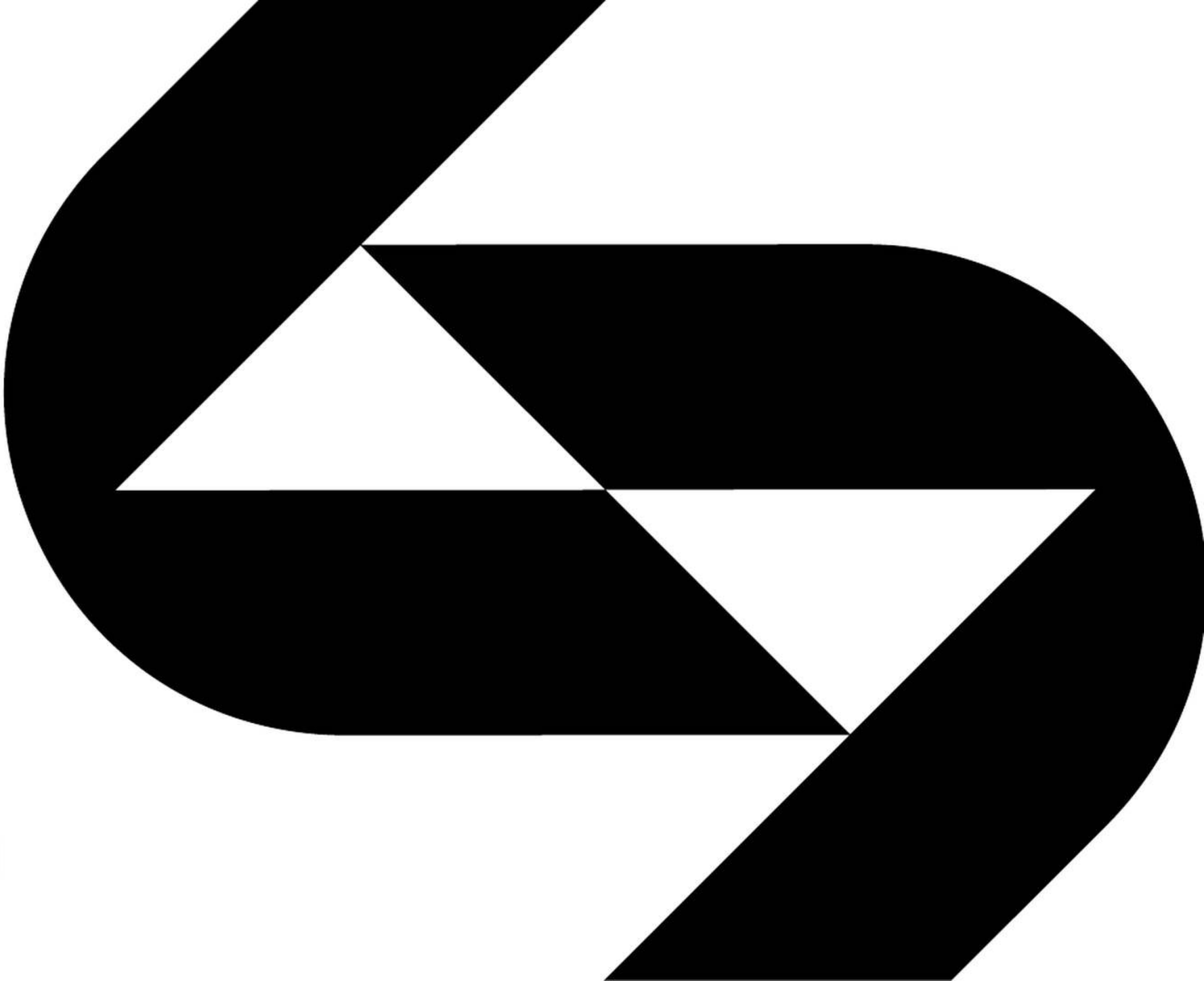
Andrew Howlett

CEO, Struck

Apr. 2026

STRUCK™

Brand Equity:
The Most Underrated Asset in Business



We are builders of brand equity.

What is Brand Equity?

The financial value of a brand beyond its functional products, services, and offerings.

A



B



The difference in perceived value between A and B is Coca-Cola's **brand equity.**

Why Brand Equity?

Brand equity drives critical business outcomes that are often overlooked.

Pricing power
Acquisition efficiency
Perceived product quality
Market resilience
Market entry and expansion
Conversion of SOV to SOM
Recruitment and retention
Upstream and downstream leverage
Customer loyalty

The list goes on...

Ritson, M. Marketing Week Mini MBA in Brand Planning. Marketing Week.

Brand Building vs. Sales Activation







Brand Building

Like watering the tree, brand building ensures future harvests. It grows preference, strengthens loyalty, and drives long-term growth and profit.

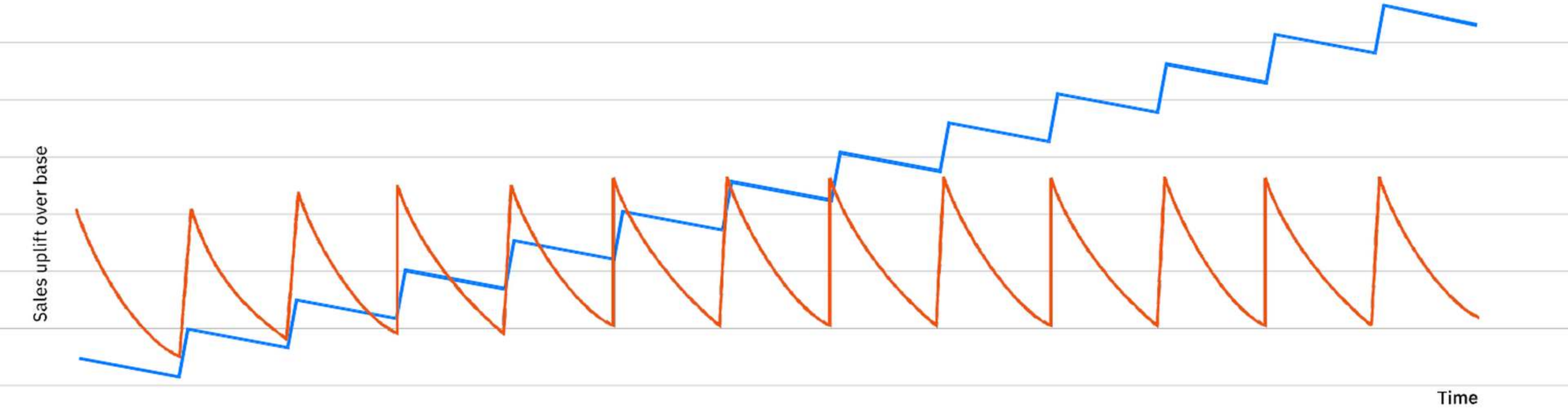
Sales Activation

Like picking ripe fruit, sales activation turns brand preference into immediate results. It's efficient, delivers quick ROI, and keeps momentum going.

Ritson, M. Marketing Week Mini MBA in Brand Planning. Marketing Week.

Brand Building + Sales Activation

Sales activation helps you win today, brand building creates more opportunities for you to win tomorrow.



Sales Activation

Converts brand preference into immediate responses. High efficiency & ROI.

Brand Building + Sales Activation

Builds brand preference & reduces price sensitivity. Main driver of long-term growth & profit.

Binet, L., & Field, P. (2013). The Long and the Short of It: Balancing Short and Long-Term Marketing Strategies. IPA.

Building Brand Equity

Brand equity is built through **low-consciousness interactions**, requiring more creativity, consistency, and sustained media investment than sales activation.

Creating low-consciousness impact:

Diagnostic Research
Distinctive Brand Assets
Disruptive Creative
Disciplined Consistency
Diverse Media Investment
Deep Patience

System1. The Creative Dividend: How Creativity Drives Profit. System1.

Measuring Brand Equity

Measuring brand equity is harder than sales activation because it's an **indirect, long-term driver** of business performance and can't be captured through traditional financial or media metrics.

Brand Equity = Brand Awareness x Brand Perception

...all relative to your **target audience** and **key competitors**

Annual Brand Tracking

Brand tracking helps us measure brand metrics, typically on an **annual basis** to allow sufficient time in market and avoid short-term decisions that undermine long-term brand building.

The holistic benefits of annual brand tracking:

Funnel Metrics
Attribute Associations
Market Orientation
Competitive Insight
Correlated Decision Drivers
Segmentation & Targeting Guidance
ROI & Investment Guidance

Ritson, M. Marketing Week Mini MBA in Brand Planning. Marketing Week.

B2B vs. B2C (It’s No Different)

The myth: B2B decisions are rational, objective, and immune to emotional brand building.

The reality: B2B and B2C follow the same growth laws. The difference isn’t how decisions are made, it’s how long they take.

B2B doesn’t need different rules. It needs to apply proven ones.

Share of voice drives growth
Brand and activation drive long-term growth
Mental availability beats message complexity
Emotion builds memory and preference

...~~even~~ especially in B2B.

Binet & Field, The 5 Principles of Growth in B2B Marketing, The B2B Institute / IPA, 2019

Brand building is big and bold.

Breakthrough brands build momentum through bold action: moments that capture attention, spark conversation, and make the brand impossible to ignore.











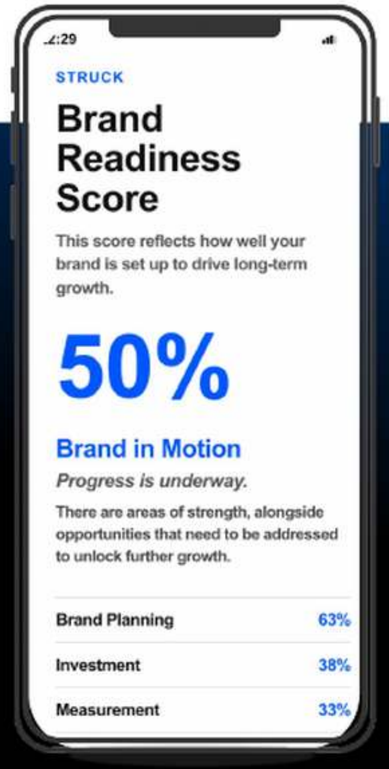
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Brand Readiness Index [Prototype]

We're helping brands of all sizes assess how well they're set up for success. This 5-minute survey spans eight core pillars of brand building culminating in a **Brand Readiness Score.**

Pillar 1: Brand Planning
Pillar 2: Investment
Pillar 3: Measurement
Pillar 4: Market Orientation
Pillar 5: Availability
Pillar 6: Distinctiveness & Differentiation
Pillar 7: Boldness
Pillar 8: Consistency





Ready to build more brand equity? Let’s talk.

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