

# Five principles to drive brand growth

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In a world of 24/7 data, the potential to make rapid and knowledgeable brand decisions has never been greater but most marketers aren't using it to their advantage.



The truth is, the quantity and speed of data today is a double-edged sword. It's hard to know which key measures to focus on. Making decisions based on short term responses is likely to result in a focus on short-term sales, when the strongest effects often occur over the long term. Many marketers are looking for clarity on which metrics to measure – we know that focusing on fast access to the metrics that matter is the smart approach that will translate into brand growth.

Over the past few years, Kantar Millward Brown has been rewriting the rules of tracking studies to provide what marketers needs in a world that has gone from fast to even faster. Brands that focus their continuous tracking on the metrics that matter for success – the long-term indicators that move most quickly in the short term – will gain a competitive advantage.

We have developed a Brand Guidance program to help you compete in today's fast-moving world. It's time to start measuring what matters to make the right decisions with speed and confidence to grow your brand.

## **Act quickly to gain competitive advantage**

Brands that have fast access to the right data are making real-time decisions to get ahead.

## **Be first to mind when it matters**

Salience has a strong relationship with volume share but it's not the only thing that matters.

## **Identify what drives sales now and into the future**

Brands that are both salient and meaningfully different grow bigger, faster.

## **Be seen to be meaningfully different to drive profits**

Meaningfully different brands can command a price premium that leads to higher profits.

## **Know where and how to invest**

Use solid data and insights to break the rules with confidence.

[Sign up for our free webinar on 21 November: Marketing in the World of 24 Hour Data](#)



Join Nigel Hollis, Executive Vice President and Chief Global Analyst, and Claire Spaargaren, Global Brand Director, Brand Guidance, to learn how to put these five principles into practice.

[Can't make the webinar? Register anyway to receive the recording after the webinar takes place!](#)

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