

Brand Leaders 2017 Report

Does brand need a rebrand?

Research insights and commentary on the role of brand in 2017 and beyond

We started with 14 brand leaders from some of Australia's preeminent brands:



Collectively they have more than 150 years' experience at the top of the brand profession



We gathered their more than

150 years

of experience and ideas relating to:

- C-suite attitudes towards brand
- The challenges they face navigating ROI, digital, employees and CX

through



16 hours

of interviews



These 16 hours were distilled

We then added:

- BrandMatters' collective experience working across Australia's biggest brands
- Our understanding of the complex world of brand including positioning, architecture, propositions, design and employee branding



To generate insights and commentary relating to:

- The three key 'brand attitudes' prevalent in businesses today
- The lessons brand can learn from NPS when looking to prove its value
- How high tech digital strategies can create a more high-touch customer experience
- What the new workforce generation is looking for from employer brands
- Ways to optimise the customer experience using your brand

We took these insights and built our Brand Leaders 2017 Report



Which includes five Deep Dives into:

1. Prevailing C-suite attitudes towards brand

2. Demonstrating ROI for brand

3. Brand in a digital world

4. Employees' role in defining the brand promise

5. Brand's role in customer experience

Stay tuned as we will be launching a Deep Dive monthly!

brandmatters