

# The big brand comeback

Why focusing on your brand positioning is more important than ever



dentsu  
AEGIS  
network

# From performance to brand

# There's a disconnect in advertising

**83%**

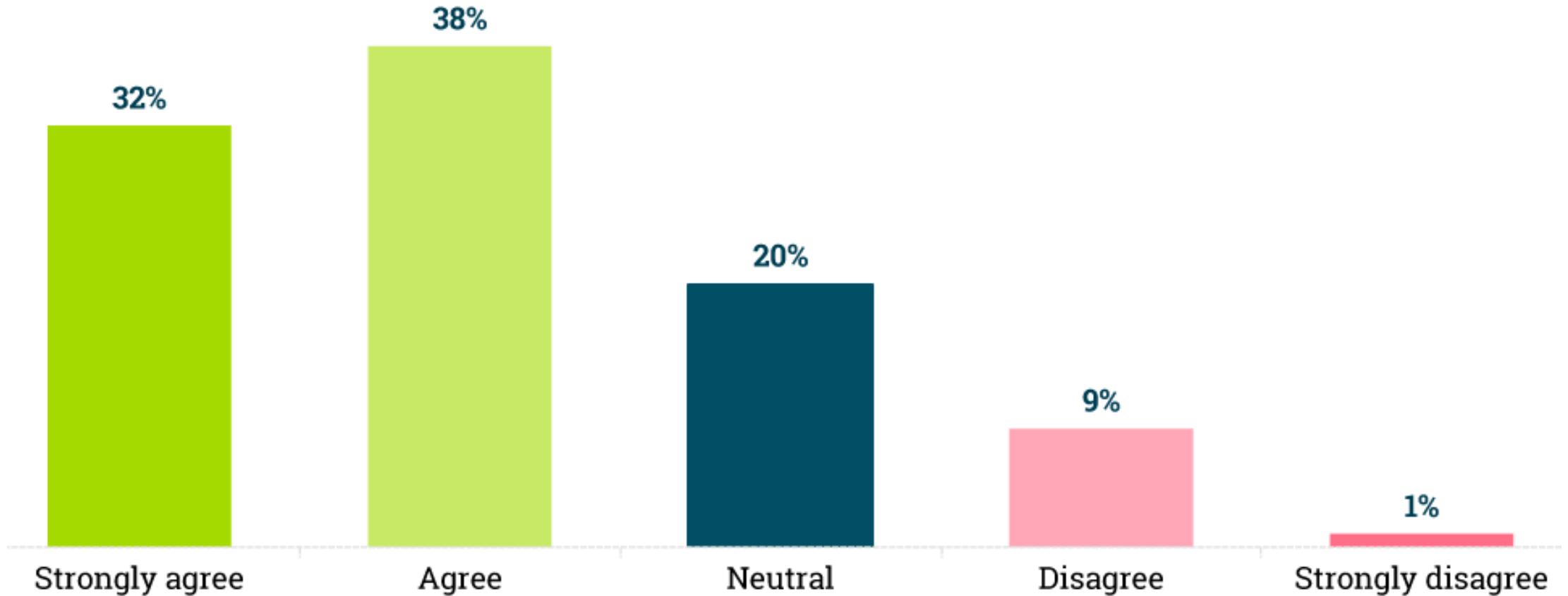
Of the C-Suite believe in the value of brands to deliver business results

**70%**

Of all advertising growth is in direct response led campaigns

# Have Marketers Over-Invested in Performance?

Survey of 800 Marketers globally – “Brands have over-invested in performance at the expense of brand”



## Beware of shiny things

***Adidas: "We over invested in digital advertising"***

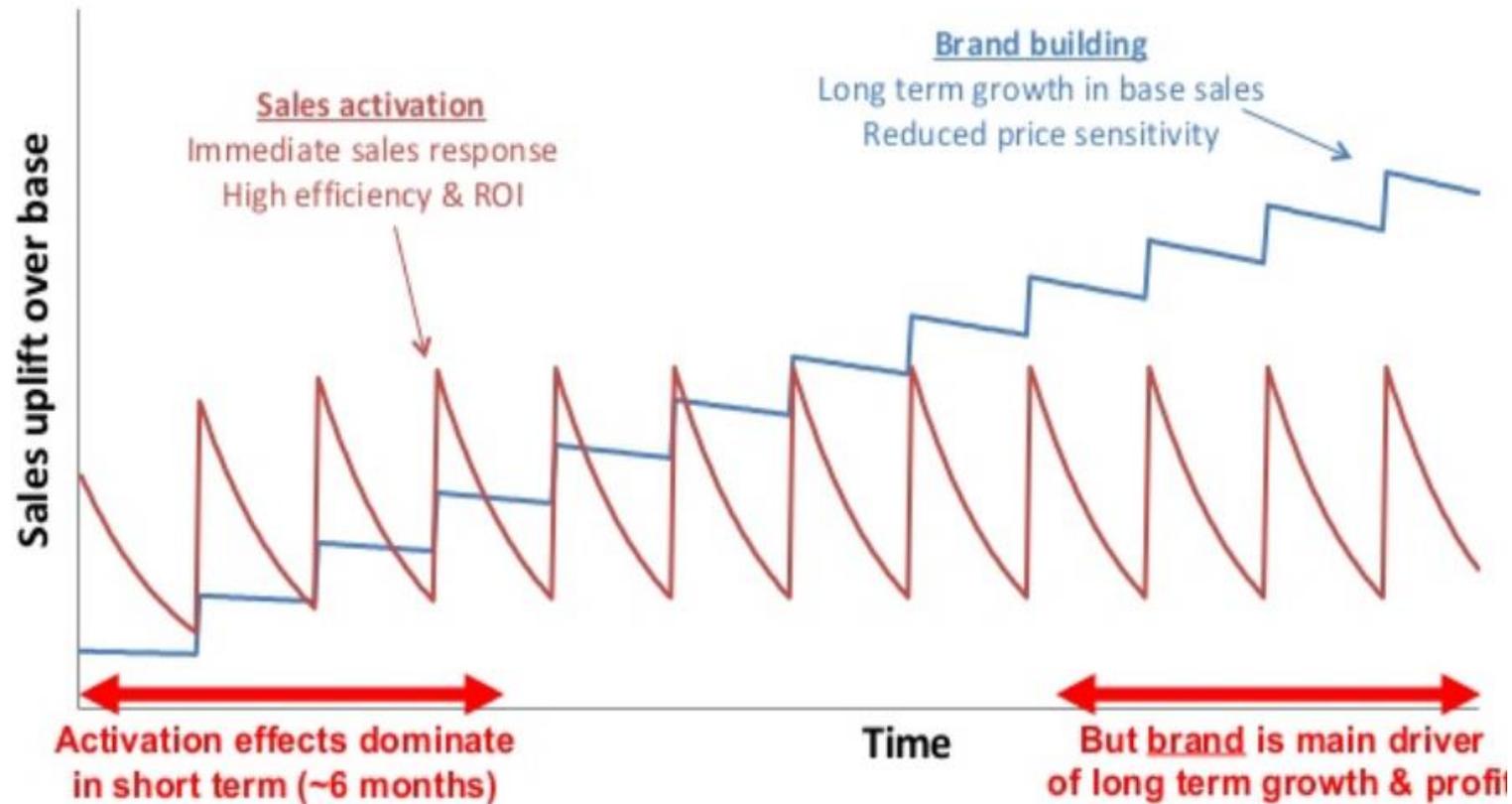


# Brand marketing as growth enabler



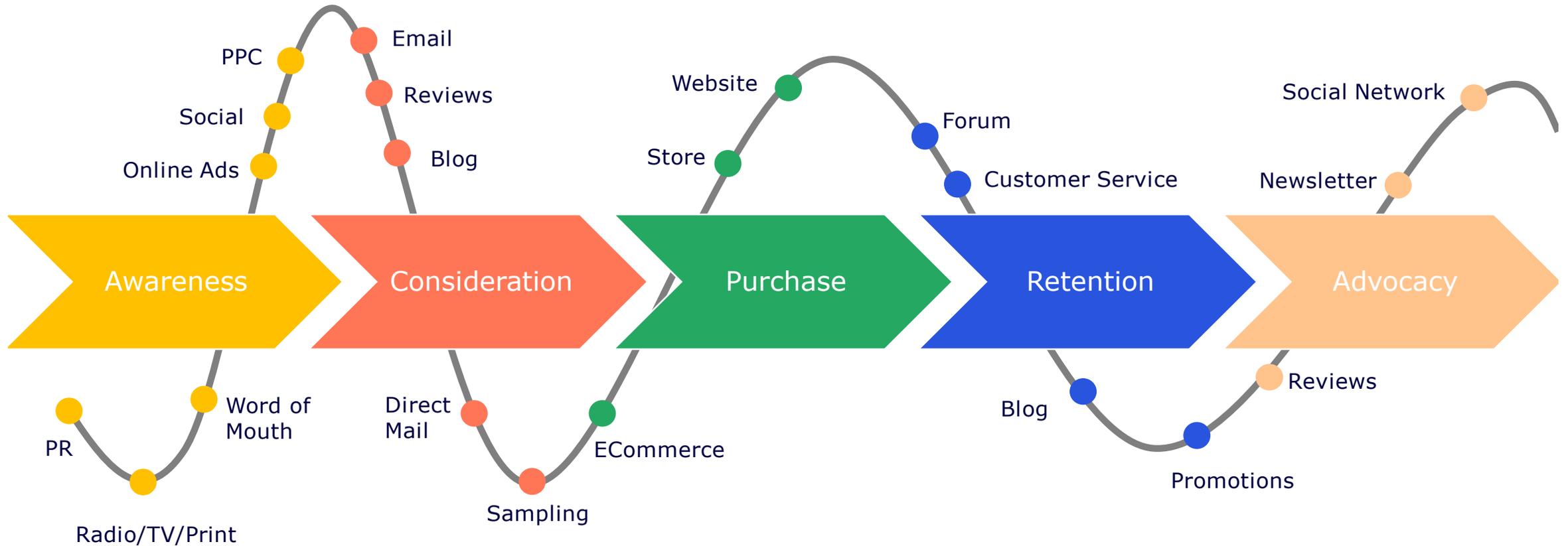
# The really successful brands balance both

## Brand vs Activation



# Brand Experience

# Every single touchpoint is a brand experience





# Maximising experience



PAID MEDIA



UTILITY



COMMERCE

**FREE DELIVERY**  
ON ALL ORDERS OVER €25

**SUPER DISCOUNTS**  
NEW SPECIALS WEEKLY

**GET REWARDS**  
SIGN UP TO EARN POINTS

[HOME](#) > [PIP & NUT ALMOND BUTTER 250G](#)



Pip & Nut Almond Butter 250g

## PIP & NUT ALMOND BUTTER 250G

Be the first to review this product

€5.95

**IN STOCK**

SKU#: 487504

1 ▾

ADD TO CART

Available for Store Pickup

Choose your store ▾

ADD TO WISH LIST EMAIL

Spoil your store cupboard with a jar of our ridiculously tasty nut butter! Great eaten for breakfast, brunch, lunch and dinner. These almonds have come all the way from sunny California to brighten up your day. They're so good that we only add a little sea salt to enhance their nutty flavour. Pimp your banana bread recipe with a couple of tablespoons of almond butter.



**FREE DELIVERY**



**SUPER DISCOUNTS**



**CLICK & COLLECT**



# Contextual Agility

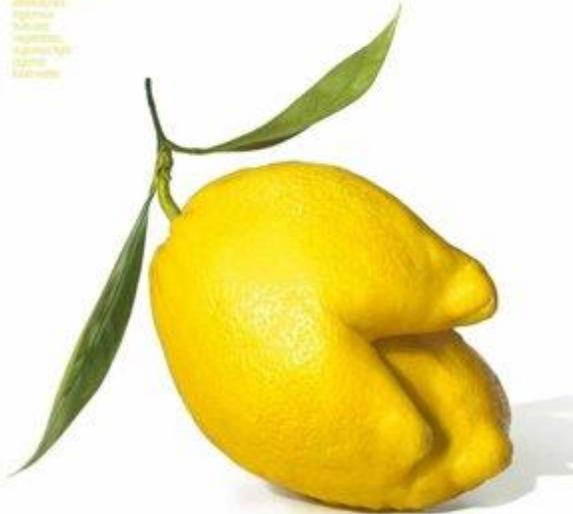


# Reducing food waste

## THE FAILED LEMON

FROM THE CREATOR OF THE LEMON.

removes  
ignores  
turns  
vegetables  
against  
food waste



## A HIDEOUS ORANGE

MAKES BEAUTIFUL JUICE.

removes  
ignores  
turns  
vegetables  
against  
food waste



## A GROTESQUE APPLE

A DAY KEEPS THE DOCTOR AWAY AS WELL.

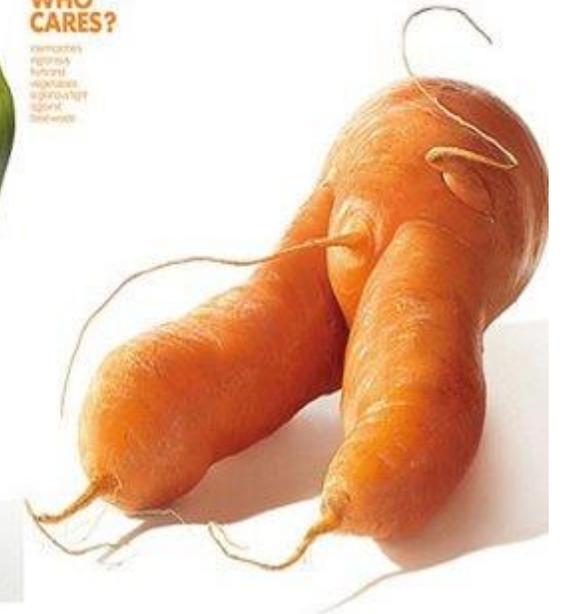
removes  
ignores  
turns  
vegetables  
against  
food waste



## THE UGLY CARROT

IN A SOUP WHO CARES?

removes  
ignores  
turns  
vegetables  
against  
food waste



# Promoting lower sugar consumption



