The *Multiplier* Effect

David Tiltman
Chief Content Officer
WARC

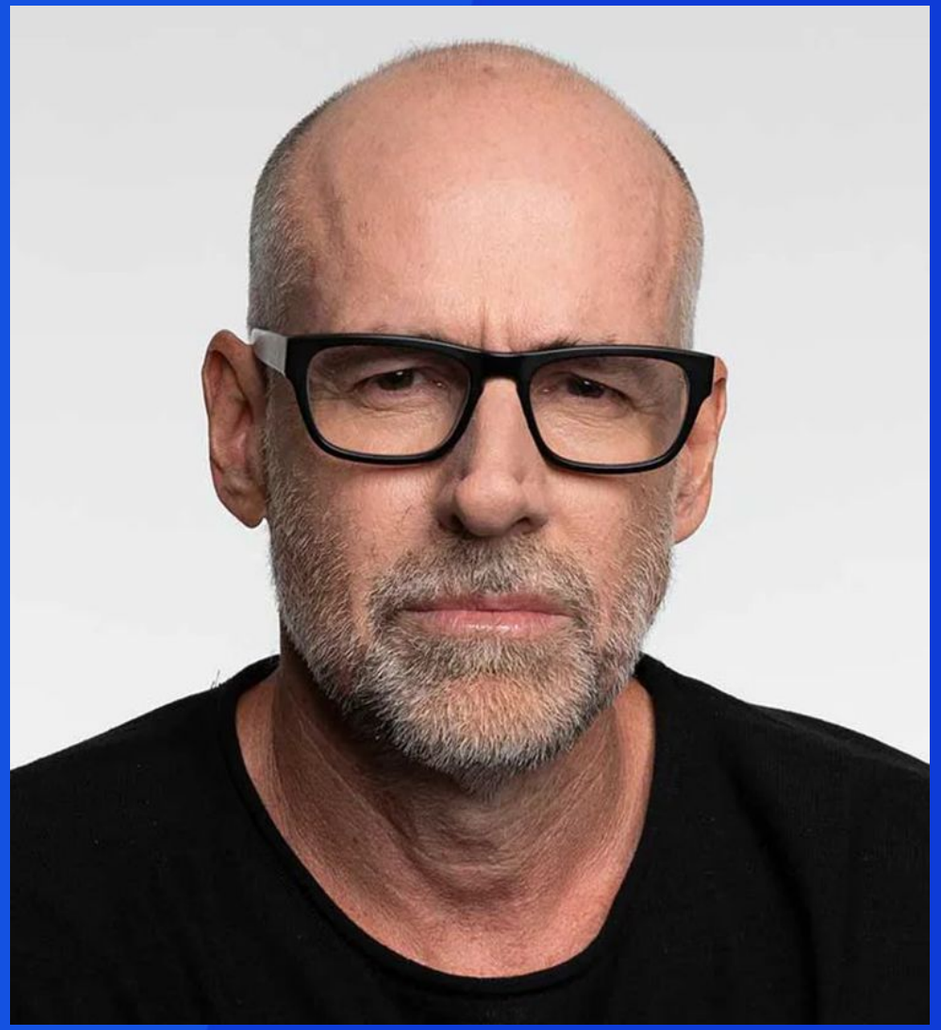


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WARC
The Multiplier Effect
A CMO's guide to brand building in the performance era
Analytic Partners
BERA.ai
PROPHET
System1
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WARC
The Multiplier Playbook
The CMO's guide to integrating brand and performance
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“The era of brand is *dead*”



We built a *coalition*

Analytic Partners

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TL; DR

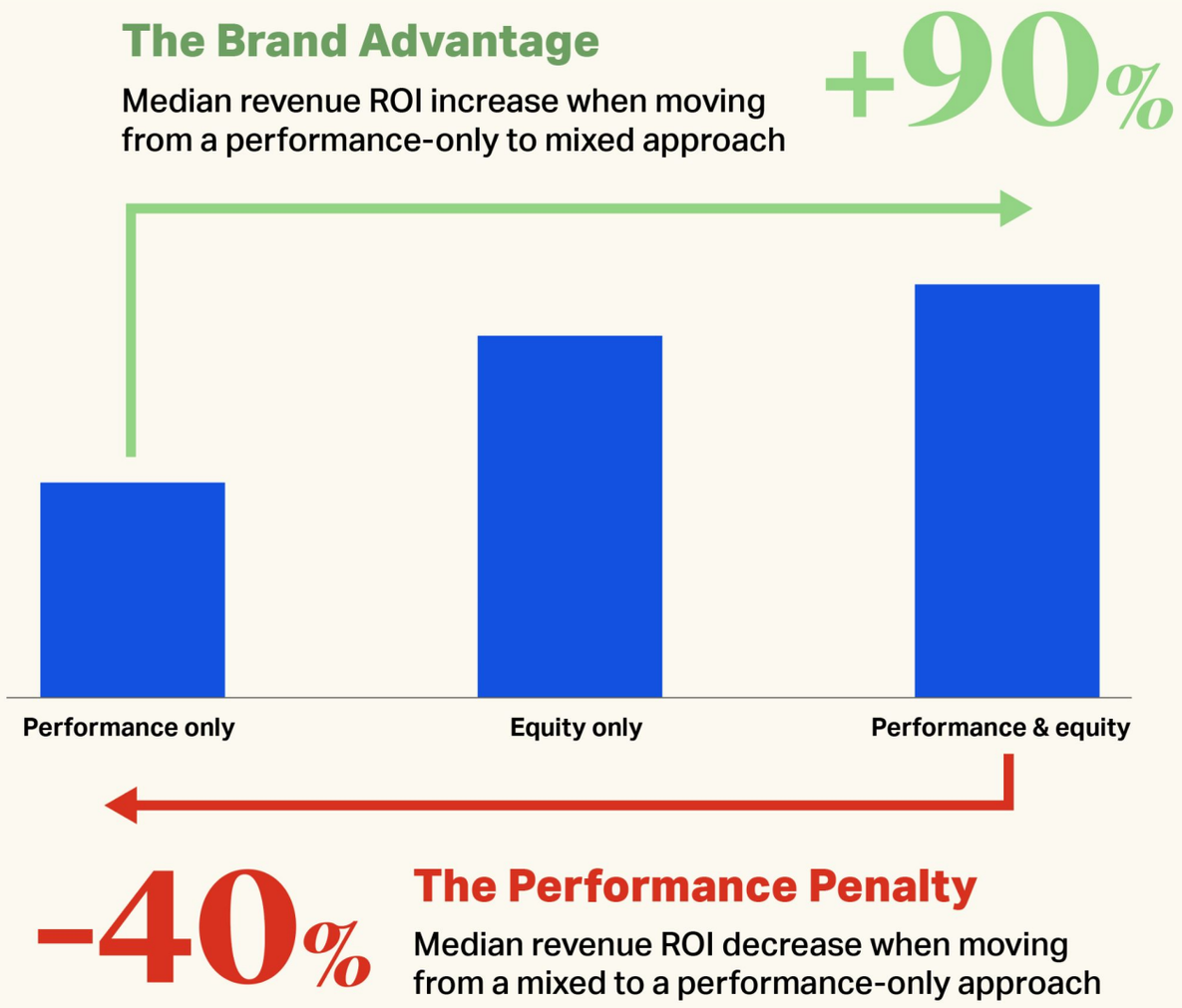
1. **Brand matters – stronger brands see stronger performance**

2. **Advertising works hardest when it does two jobs**

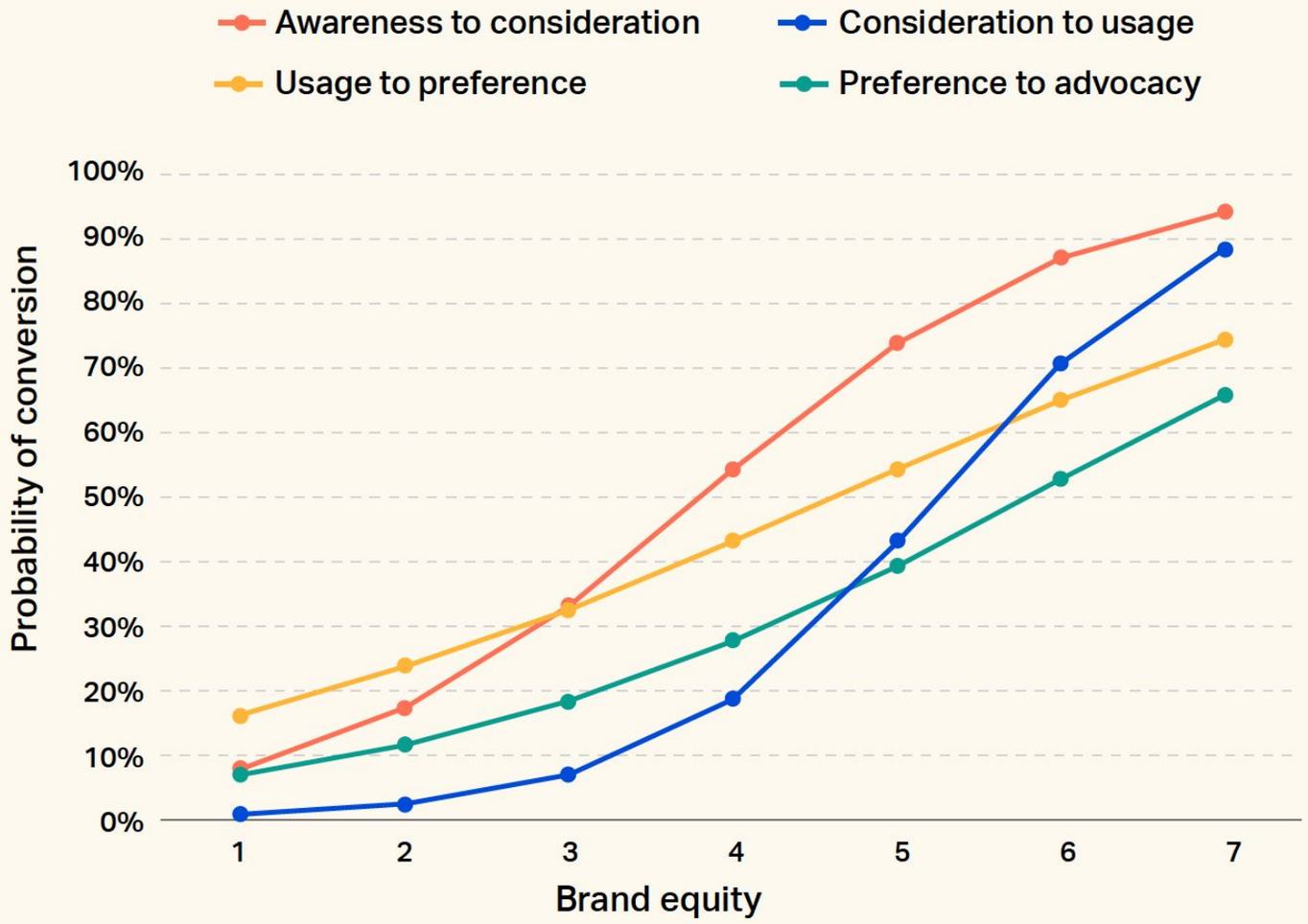
3. **Those two jobs are intertwined – avoid silo thinking**

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Brand and performance work best together



Strong brands expand the whole funnel



Brand

+

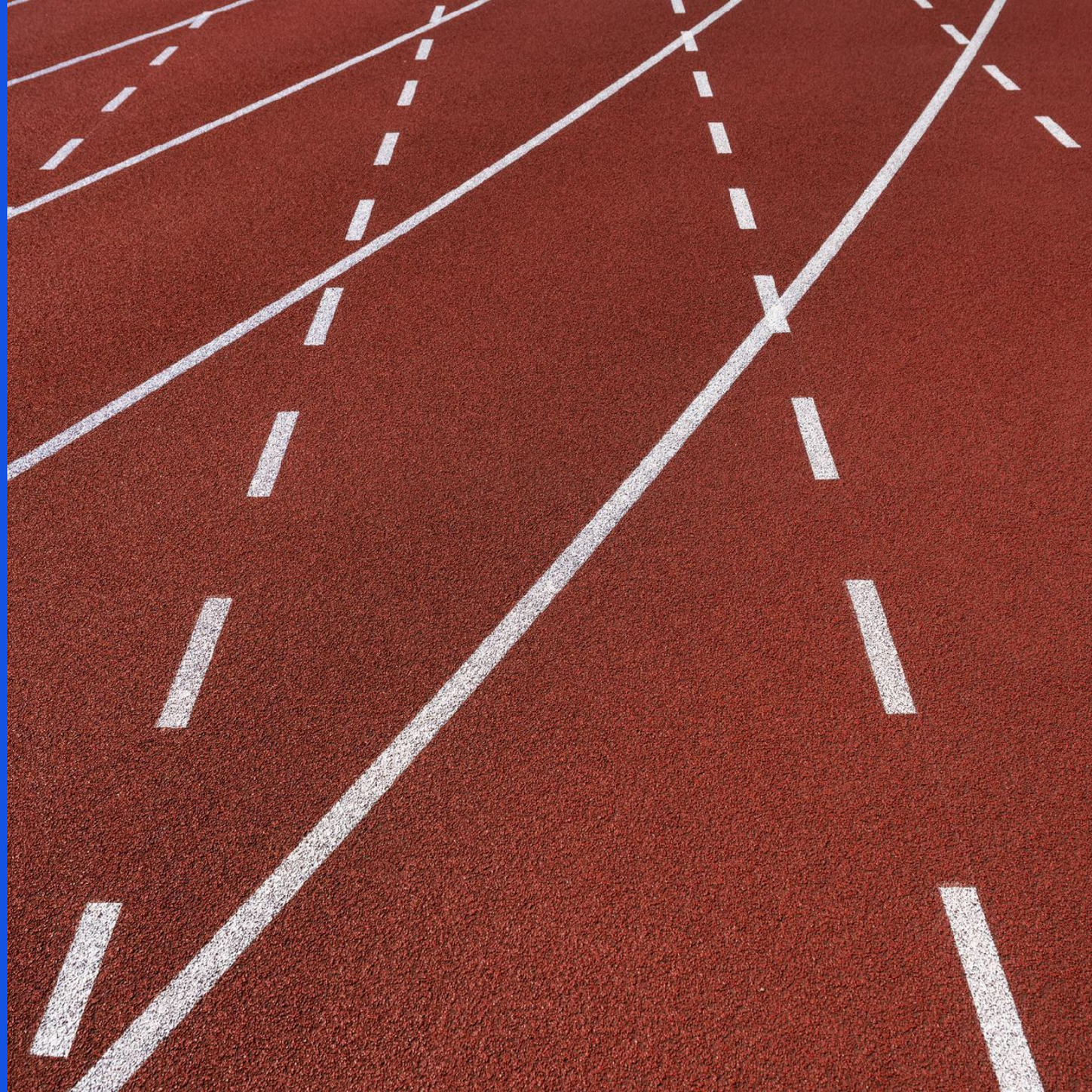
Performance

Brand

x

Performance

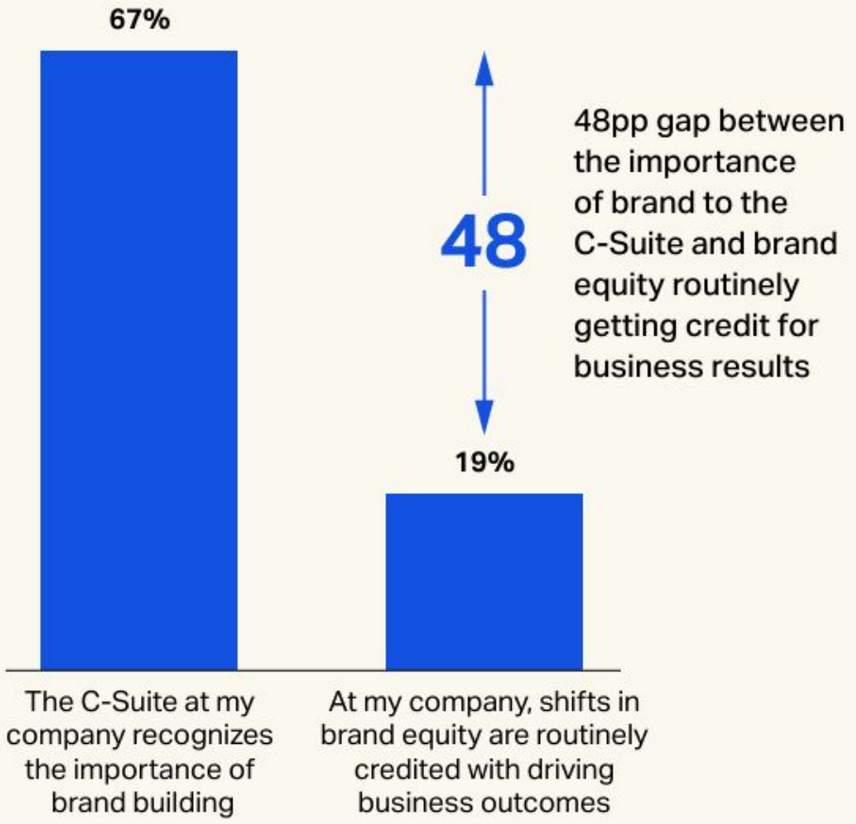
The Multiplier *Playbook*



Marketing’s ‘say-do’ gap

Brand is not seen as a *‘today’* problem

The importance of brand to the C-Suite vs. brand equity routinely getting credit for business results

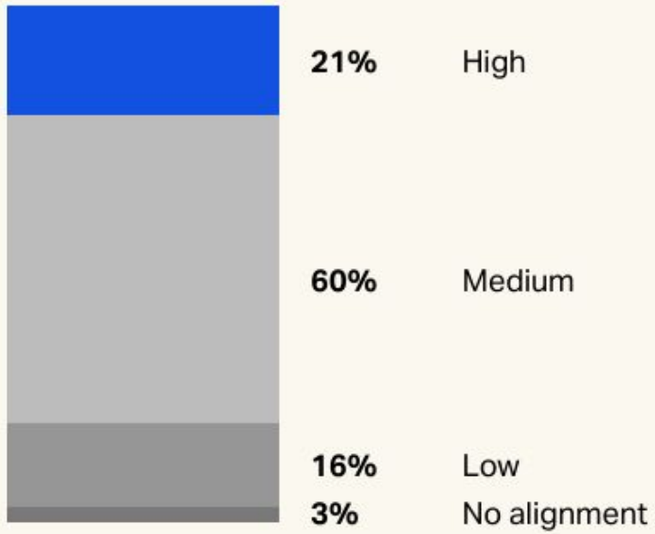


Source: ANA/WARC survey

60%

Of CMOs say the C-suite does not understand the role of advertising

How would you describe the level of alignment between C-Suite objectives and advertising objectives at your company?

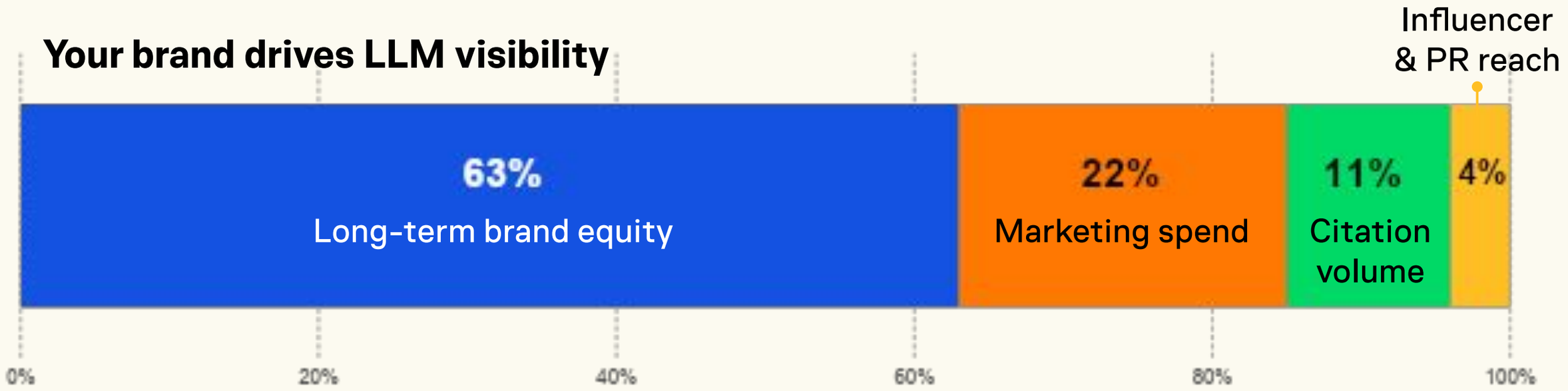


Source: ANA/WARC survey

We found eight ‘blockers’ facing CMOs

Lack of **alignment** with the C-Suite	The CEO does not believe in brand investment	The CFO is focused on misleading metrics	Advertising is disconnected from wider business goals
Teams that aren’t **built** for integration	My teams work in silos	My teams speak different languages	
The Multiplier Effect is not **embedded** in the work	We can’t afford to do both	We’re too risk-averse to be creative	We have siloed approaches to creative and media

And one last thing…



Source: Charlie Oscar / WARC