
May 9, 2025

Question of the Week:

“What does ‘brand’ mean and how does it drive growth for my business?”



‘Brand’ includes image, perception, reputation and trust which all combine to fuel performance

In an industry that’s seemingly always discussing what the right balance is between brand vs. performance, we thought we’d take a step back and define what ‘brand’ truly means to marketers.

Therefore, in partnership with Advertiser Perceptions, we asked 200 marketers:

- ▶ ***What does ‘brand’ mean to you in the context of your company’s products or services?***
- ▶ ***How does ‘brand’ contribute to your company’s overall growth strategy?***
- ▶ ***What are the factors that contribute to the success of a brand?***

The key takeaway was clear based on marketers’ own words to these questions:

Brand is Performance

Note: see appendix for full details on methodology behind the custom survey



Marketers' definition of 'brand' generally fall within eight themes, with the most common being across identity, image, reputation & perception

In your own words, what does 'brand' mean to you in the context of your company's products or services?

Based on summary of verbatim responses

Top Themes	Common Responses Among Marketers
 Identity & Image	<ul style="list-style-type: none"> ▶ The identity of the company or product ▶ How the brand comes across visually
 Reputation & Perception	<ul style="list-style-type: none"> ▶ How customers and non-customers perceive the brand including trust, recognition, sentiment ▶ The quality and reliability associated with the brand
 Values, Purpose & Mission	<ul style="list-style-type: none"> ▶ The brand reflects the company's values and what it stands for ▶ Core values as a reflection of company beliefs and aspirations ▶ Mission-driven, representing a higher purpose or community goal
 Promise & Value Proposition	<ul style="list-style-type: none"> ▶ A promise of quality or consistency to the customer ▶ Articulates what the company delivers and why it matters
 Awareness & Recognition	<ul style="list-style-type: none"> ▶ Branding is key to awareness and growth ▶ What makes the company stand out / be remembered
 Customer Experience	<ul style="list-style-type: none"> ▶ How someone experiences the brand ▶ What customers think or feel about the brand ▶ Customer familiarity and mental association with the company
 Emotional Connection & Loyalty	<ul style="list-style-type: none"> ▶ The emotional bond between consumers and the brand ▶ What makes customers loyal or choose the product repeatedly
 Differentiation & Positioning	<ul style="list-style-type: none"> ▶ Standing out against competitors or positioning the brand as a leader or unique market-player ▶ Clear market position or POV ▶ Unique and exciting providers in the marketplace

Source: VAB / Advertiser Perceptions 'Marketer KPI Survey,' February 2025, fielded January 27 – February 7, 2025 (n=200). Survey base: Brand marketers directly involved in influencing or executing video advertising. Q9. In your own words, what does "brand" mean to you in the context of your company's products or services? Responses have been sorted by frequency and relevancy.

Building customer trust and loyalty is the most vital factor in brand success, making it essential for marketers to prioritize authentic connections

Top Factors That Contribute to the Success of a Brand
% of brand marketers



Source: VAB / Advertiser Perceptions 'Marketer KPI Survey,' February 2025, fielded January 27 – February 7, 2025 (n=200). Survey base: Brand marketers directly involved in influencing or executing video advertising. Q10. Which of the following factors contribute to the success of a brand? [Rank up to 3].

'Brand' is seen as a critical enabler across the purchase funnel that builds awareness, trust and distinction which directly impacts revenue

How does your 'brand' contribute to your company's overall growth strategy?

Top themes based on summary of verbatim responses



**Drives
Awareness &
Visibility**



**Builds Trust &
Reputation**



**Differentiates
in the
Marketplace**



**Reinforces
Identity &
Company
Values**



**Fuels
Customer
Acquisition &
Revenue**

Source: VAB / Advertiser Perceptions 'Marketer KPI Survey,' February 2025, fielded January 27 – February 7, 2025 (n=200). Survey base: Brand marketers directly involved in influencing or executing video advertising. Q9a. How does your brand contribute to your company's overall growth strategy?

'Brand' delivers performance – it attracts leads, converts consumers to customers, creates repeat buyers, enhances pricing and improves ROI

How does your 'brand' contribute to your company's overall growth strategy?
Sampling of responses from marketers



Drives Awareness & Visibility

Brand recognition and awareness are critical for **reaching new audiences**, increasing visibility and **attracting leads**

Ex., "It contributes a lot to our **company growth strategy** by making more folks aware of our brands"



Builds Trust & Reputation

Trust in the brand leads to customer loyalty, long-term relationships and **repeat business** which is all crucial for **sustainable growth**

Ex., "Our reputation helps us **attract new customers**"



Differentiates in the Marketplace

A strong brand sets companies apart from competitors, **allowing them to charge a premium**, position effectively and target specific niches

Ex., "It allows us to be **relatable** to our specific demographic"



Reinforces Identity & Company Values

Communicate values, mission and culture, making it foundational to both **alignment** and **external perception**

Ex., "It was built on a set of core values that are community and **customer focused.**"



Fuels Customer Acquisition & Revenue

Branding is seen as a tool that **not only attracts but converts**, playing a direct role in **growing sales**, **expanding customer base** and **improving ROI**

Ex., "If we raise brand awareness and have a good reputation then **we will generate more sales**"

Source: VAB / Advertiser Perceptions 'Marketer KPI Survey,' February 2025, fielded January 27 – February 7, 2025 (n=200). Survey base: Brand marketers directly involved in influencing or executing video advertising. Q9a. How does your brand contribute to your company's overall growth strategy?

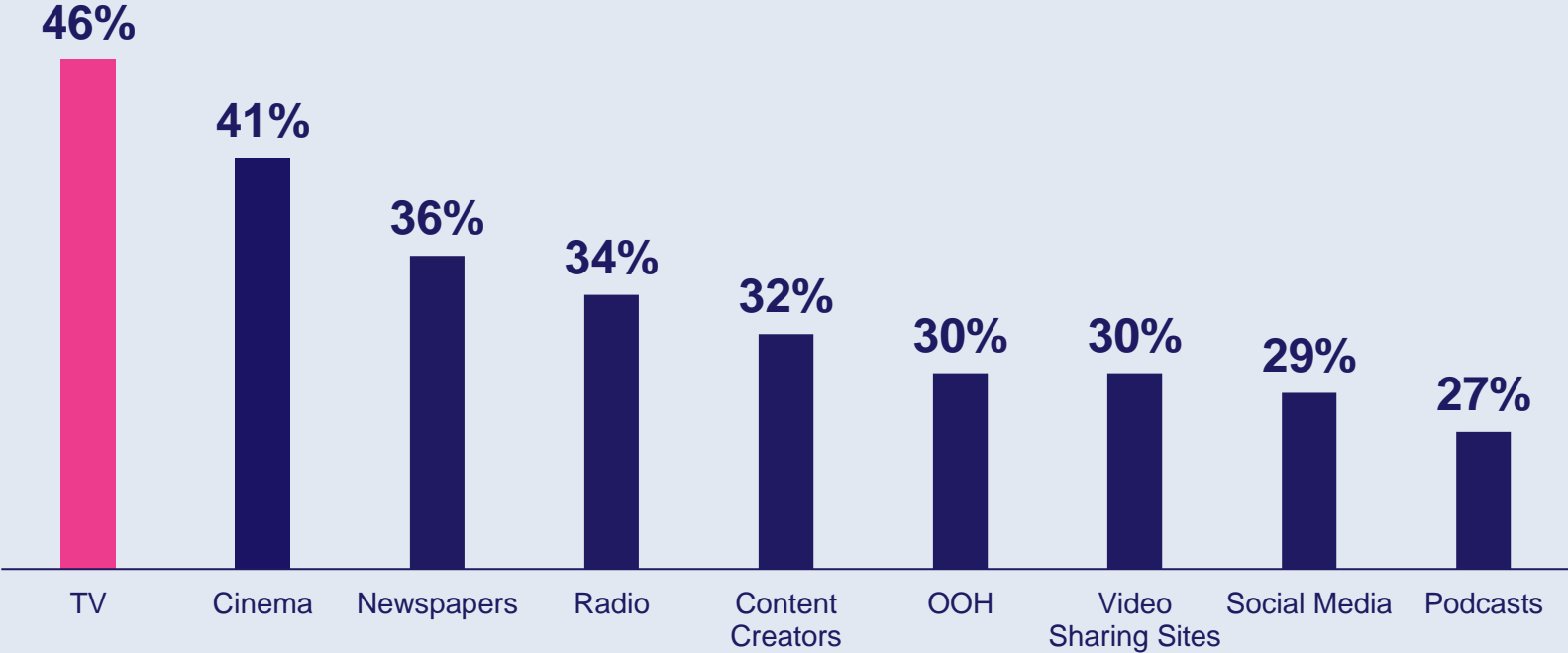
Separate research has illustrated just how important TV and cinema is in enhancing the key brand attributes of its advertisers

Media signaling:

The perceived cost and scale of an advertising channel that can **enhance brand attributes** in the eyes of the consumer.

Signaling determines a platform's ability to **strengthen brand perception** in terms of its **financial footing, reputation, popularity** and **degree to which it could be trusted**.

'Signaling strength' by channel



How to read: 46% of respondents believe TV advertising enhances a brand's attributes

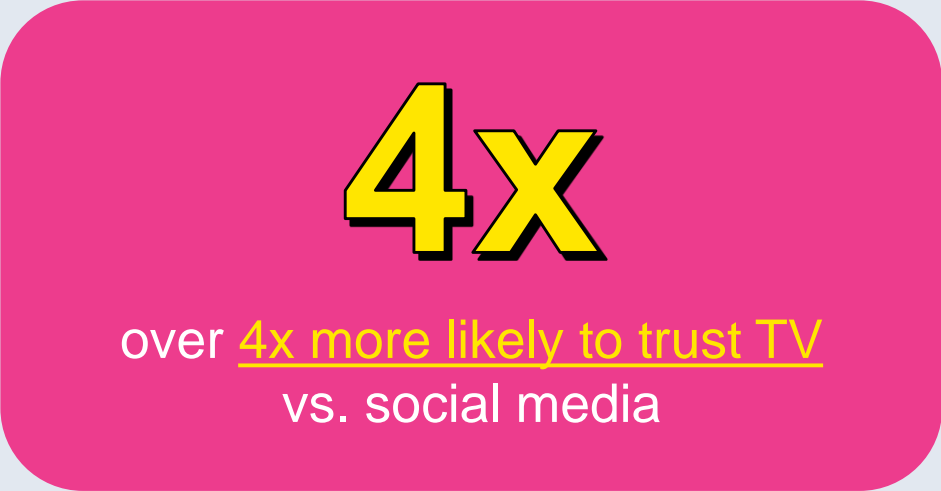
Source: WARC, *Why media quality will take centre stage in 2024*, 1/22/24.

Additional research has shown Multiscreen TV to be the most trusted media platform which enables brands to boost their credibility

“Trust is very important for brand marketing. It’s the driver for purchasing behavior for most consumers. A lot of the time, trust is going to play a different role in the relationships consumers have with brands.”

- Matt Prince, Head of PR, Taco Bell
Taco Bell's Matt Prince on how trust ties brands to new consumers, WARC, 9/24/24

TV is the #1 trusted media platform among adults, and they are...



Source: VAB analysis of MRI-Simmons Spring 2024 USA Study, A18+. Q: What is the media you trust the most? (pick one: TV, radio, podcasts, mobile internet, internet on computer, social media, magazines, newspapers).

To learn more about premium video's ability to strengthen both 'brand' and 'performance,' download these VAB reports

Transform

Marketer's Guide
Innovative thinking to make a lasting impact on your business growth.

Best in Show
Five Advantages of Multiscreen TV, From Brand to Performance

VAB Insights. Inspiration. Impact.




Transform

Marketer's Guide
Innovative thinking to make a lasting impact on your business growth.

The Power of Premium Video
What It Means for Multiscreen TV and Why It Matters to Marketers

VAB Insights. Inspiration. Impact.



Transform

Impact in Action
Practical guidance from real-world marketing examples

Breaking Through
How New Advertisers Are Using TV To Ignite Interest & Turn Consumers Into Customers

VAB Insights. Inspiration. Impact.



Transform

Marketer's Guide
Innovative thinking to make a lasting impact on your business growth.

Laugh, Cry, Share, Buy
How TV & Streaming Influences Gen Z More Than Leading Social Platforms

VAB Insights. Inspiration. Impact.



Discover

A Fresh Take
Staying ahead of evolving dynamics in the marketplace and our culture.

The Pursuit of Happiness
How Mood Lights Up Ad Engagement at the Cinema

VAB Insights. Inspiration. Impact.



Discover

Fast Facts
What you need to know about new & emerging trends, platforms or technology

Reel Talk
20 Trends Exploring the Resurgence & Heightened Value of Cinema

VAB Insights. Inspiration. Impact.



Key Marketer Takeaways

'Brand' is a strategic asset that drives performance

- ▶ Marketers see brand not just as identity, but as a strategic asset that drives awareness, shapes perception and fuels sales and customer retention, which makes it foundational to business growth
- ▶ Marketers rank customer trust and loyalty as the most vital elements of brand success, making genuine, audience-aligned messaging a top priority
- ▶ As the most trusted platform among consumers, premium video plays a unique role in enhancing brand reputation and delivering stronger awareness and credibility to customer prospects

About VAB

VAB plays a dual role in the video advertising industry. We are leading the change to bring about a more innovative and transparent marketplace. We also provide the insights and thought leadership that enables marketers to develop business-driving marketing strategies.

Drawing on our marketing expertise, we **simplify** the complexities in our industry and **discover** new insights that **transform** the way marketers look at their media strategy.



We are committed to your business growth and proud to offer VAB members, brand marketers and agencies ***complimentary access*** to our continuously-growing Insights library. **Get immediate access** at theVAB.com.



Custom Study Methodology



VAB commissioned *Advertiser Perceptions* to conduct an online survey between January-February 2025.

The results are based on 200 U.S. brand marketer respondents from Advertiser Perceptions' survey panel with a wide range of annual total advertising budgets (\$10K - \$250 MM+) across a variety of market sectors (e.g., CPG, retail, financial, auto, food / B2B, technology, entertainment, etc.)

Respondent Qualifications:

- ▶ Brand marketer decision maker involved in influencing or executing video advertising
- ▶ National / Regional sales focus
- ▶ Mix of job titles (junior, mid, senior level)

