



Markenfels

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Whitepaper

# How a strong brand drives business success

## Value Creation

A strong brand contributes substantially to the business success of a company: by creating value and reducing costs.



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**A strong brand reduces costs**

A strong brand can reduce communication costs substantially. A focused and memorable brand appearance enables maximum image transfer between the various touch points of a brand. In summary, lower communication spending is required to achieve the same effect.

Standardization further contributes to reducing costs: implementation and ongoing brand maintenance increase efficiency – with the pleasant ancillary effect of improving the brand’s recognition.

Finally, a strong brand will reduce acquisition and retention costs. Winning new clients and keeping existing clients require significantly less effort for known, relevant and desirable brands.



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**A strong brand creates value**

In terms of added value, a strong brand can secure future earnings by building and maintaining preference over competitor brands.

In addition, a strong brand allows a higher price: customers are willing to pay a price-premium in trade for trust and desire.

Last but not least, the result of firm brand management is a measurable increase in brand value: a relevant and substantial contribution a strong brand provides to the success of a company.

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**How can you strengthen your brand?**

Strong brands will not just fall into your lap. They are the result of strategic efforts and careful maintenance. We are happy to elaborate where your brand stands today and how you can specifically strengthen your brand for the future.



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