

Improving Resilience Could Save Your Brand \$700,000

A BRANDFOLDER GUIDE

Improving Resilience Could Save Your Brand \$700,000

From the printing press to the assembly line to marketing automation platforms like HubSpot, humankind has been on a centuries-long quest to enhance workplace productivity and do more with less. Thanks to these efforts, we're now able to fly across the world in a single day, mass-produce fashionable runway looks for a fraction of the cost and cause a viral sensation overnight (tortilla challenge, anyone?).

It's safe to say that society is able to connect, share information and take action at a greater speed and scale than ever before. But as Spiderman warned us all, with great power comes great responsibility, and this has introduced a new set of challenges and opportunities for brands. While many have mastered the art of efficiency, very few are prepared for the velocity of change it brings.

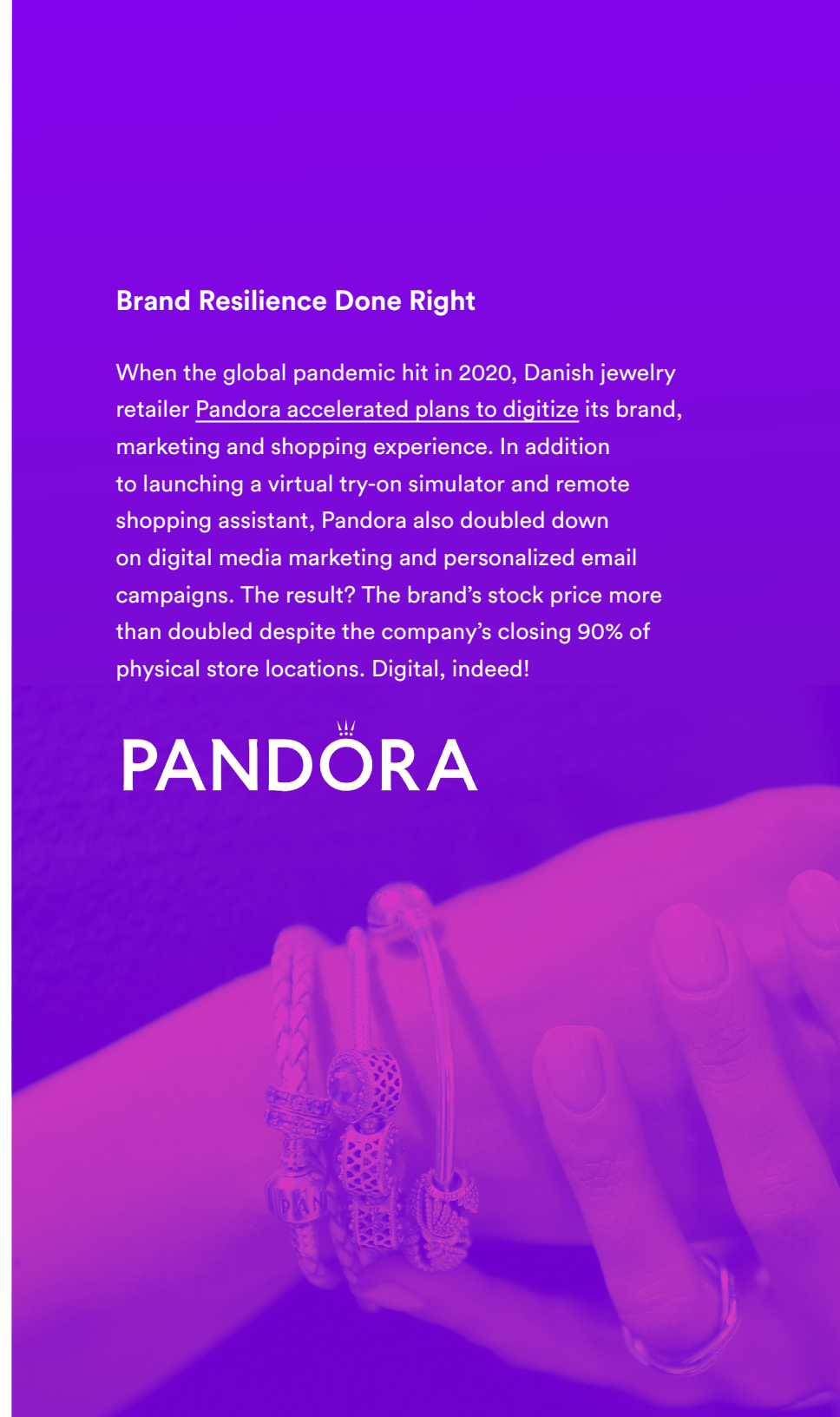
From COVID-19 to the looming recession, recent events have highlighted the need for brands to shift focus from moving as quickly as possible in one direction to mastering the ability to respond rapidly to change. And while everyone in an organization must play a role in this transition, the stakes are particularly high for those responsible for the brand's face and voice: marketers and creatives.

We surveyed 300 creative operations and marketing professionals to explore just how big of a priority resilience is to brands, how often teams must consider changing course, what happens when they don't and the tools they believe will help them succeed in this "new normal." The results are in, and it turns out that improving resilience could save your brand \$700,000. Let's see what our respondents have to say!

Brand Resilience Done Right

When the global pandemic hit in 2020, Danish jewelry retailer Pandora accelerated plans to digitize its brand, marketing and shopping experience. In addition to launching a virtual try-on simulator and remote shopping assistant, Pandora also doubled down on digital media marketing and personalized email campaigns. The result? The brand's stock price more than doubled despite the company's closing 90% of physical store locations. Digital, indeed!

PANDORA



The background of the entire page is a photograph of a workshop or meeting. Several people are visible, with their hands raised in the air, suggesting an interactive session. The image is overlaid with a semi-transparent purple filter. On the left side, there is a dark purple rectangular box containing white text.

A Quick Note on Survey Methodology

Brandfolder commissioned [Paradigm Sample](#), an online research company, to survey creative operations and marketing professionals about how their brands respond to change.

During the month of May 2022, 300 online interviews were conducted across four key segments, each with a quota of n=75:

Small business: 1 - 100 employees

Middle market: 101 - 500 employees

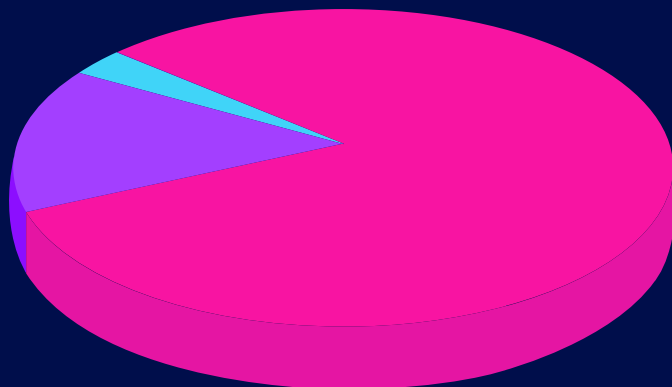
Commercial: 501 - 1,000 employees

Enterprise: 1,001+ employees

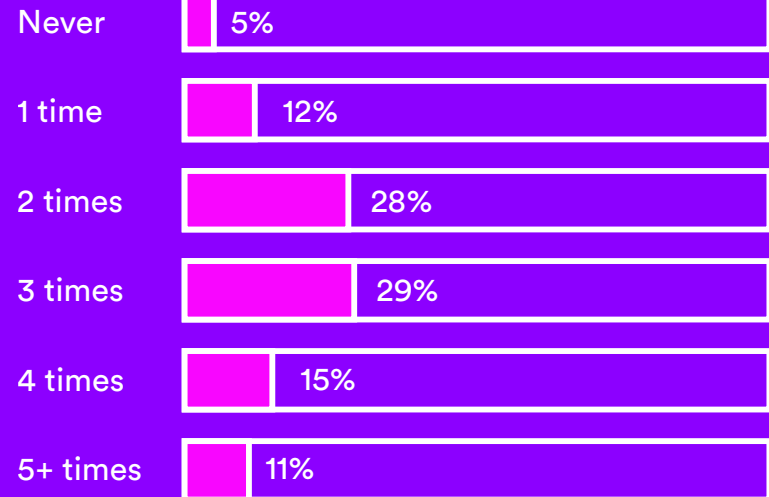
The margin of error is $\pm 5.7\%$ at a confidence interval of .95. Please note that not all percentages may add up to 100% due to rounding.

The Times They Are A-Changin'

When asked whether the ability to swiftly change course due to unexpected events has become more important for brands over the last 18-24 months, 84% of our survey respondents agree that it is “significantly more important” than before. Just 2% believe the need for brand agility has stayed the same.



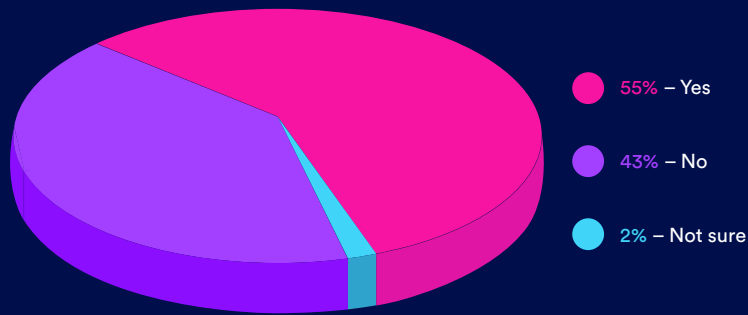
- 84% – Significantly more important
- 14% – Somewhat more important
- 2% – No more important than before



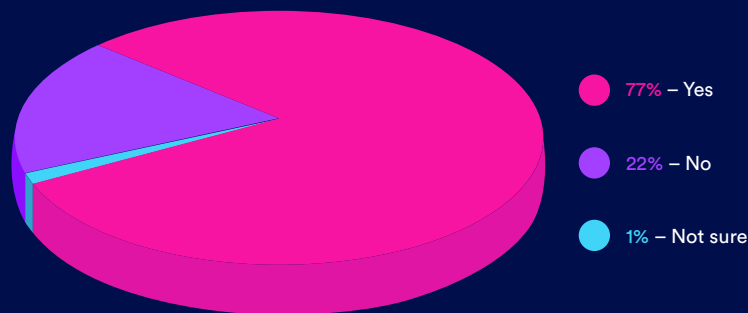
Case in point: Brands have had to suddenly change creative direction or marketing strategy an average of 2.8 times over the last year. Such shifts may include updating messaging and positioning, website visuals, content marketing materials, ad copy, email banners, persona targeting and more. Over half (55%) of respondents have had to unexpectedly switch gears three or more times in the past 12 months, while just 5% haven't needed to change direction at all.

Consumers Expect Brands to Keep Up

The majority of marketers and creative operations folks say their brand has upset a prospect, partner or customer due to its inability to quickly update marketing and creative assets in response to a current event or sensitive issue, such as climate change or inflation rates.



It's important to note that more than three-fourths of respondents say that their brands have also received positive feedback from an outside party for providing timely and relevant responses in these circumstances. This highlights consumers' growing demand for brands to actively take a stand for and against key issues and lead with a clear brand purpose.



Hitting the Right Note with Humanity

Just four days after the tragic death of George Floyd, Nike launched a multi-post social media campaign that put an entirely new spin on its famous “Just Do It” slogan. To show support for the growing Black Lives Matter movement, the brand asked fans, “For once, don’t do it. Don’t pretend there’s not a race problem in America. Don’t turn your back on racism.” The original campaign video was retweeted by Nike competitor adidas, perceived as more empowering than 98% of all other ads by consumers, and has more than 8 million views on Twitter to date.

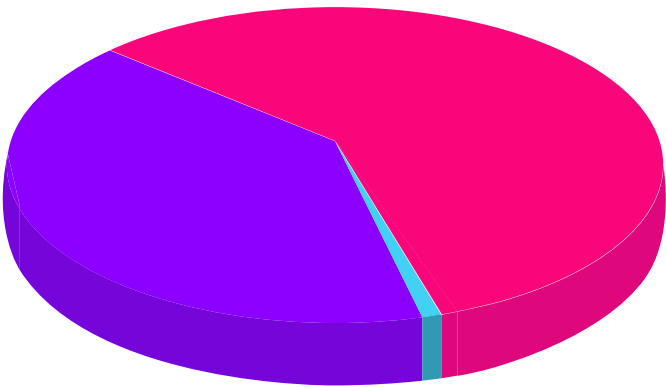


12:59 AM · May 30, 2020 · [Twitter for iPhone](#)

72.9K Retweets 211.1K Likes

Prioritizing Brand Resilience Makes Cents

Consumers aren't just expressing dissatisfaction with brands' lack of agility through disgruntled tweets and support tickets — they're putting their money where their mouths are. More than half of those we surveyed say their brand has lost revenue due to its inability to quickly update marketing or creative assets in response to a current event or sensitive issue.



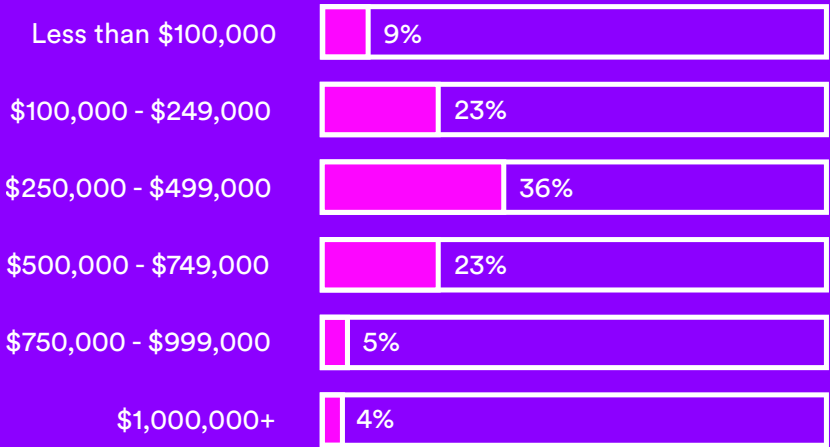
- 56% – Yes
- 43% – No
- 1% – Not sure

Of the 56% of respondents whose brands have had to pay the price for poor resilience, 36% have lost between \$250K and \$499K, while 32% have lost upwards of \$500K. The median loss comes in at a whopping \$700,000!

What Could Your Brand Do With \$700,000?

- Take over a NY Times Square billboard for two weeks
- Purchase a commercial property in Phoenix, Arizona
- Employ 3-4 Silicon Valley engineers for an entire year
- Close down Florida's Magic Kingdom for a customer event
- Send 30 top-performing employees on a cruise around the world

Loss of Revenue

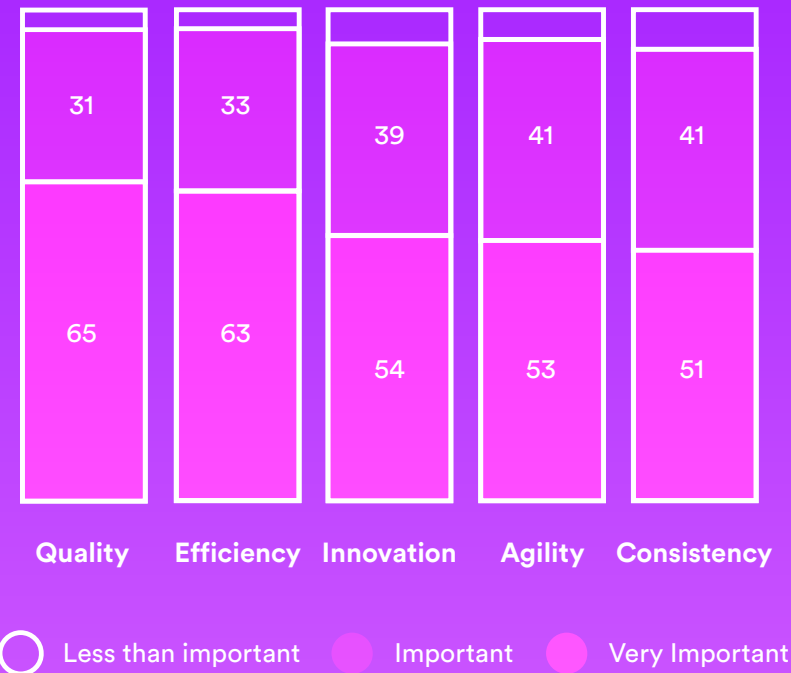


But the Struggle Is Real

Despite having so much at stake, fewer than a third (31%) of creative ops and marketing professionals rate their brands' ability to respond to change and shift creative or marketing direction without skipping a beat as "excellent." What's more, when respondents are asked to rank the importance of five key values within their organizations, agility comes in at number 4, followed only by consistency.

Quality reigns supreme as the most important marketing and creative value among brands, followed closely by efficiency. Respondents from enterprise brands place even greater importance on efficiency and quality when compared to those from smaller companies, which lines up with larger brands' higher visibility and the need for enterprise teams to execute at scale.

These statistics highlight the need for organizations to continue to instill agility as a core value in their workforces, and potentially have some tough conversations about when quality may come at the price of resilience — literally!

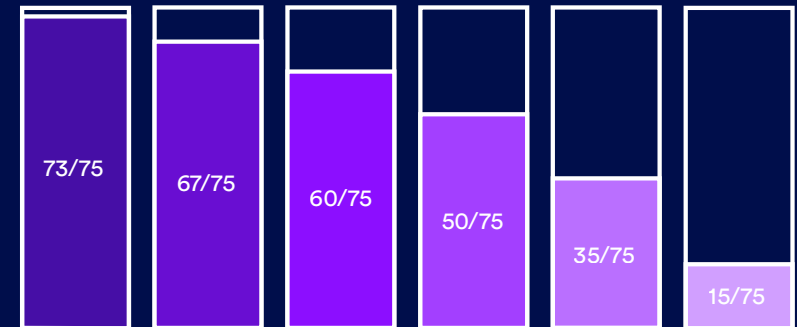


The Top 3 Resilience Roadblocks

When asked what's getting in the way of rapidly adapting to market conditions, the vast majority of respondents (73%) cite “asset chaos and poor distribution” among their top three challenges. The ability to adjust brand visuals and messaging cohesively across channels depends on everyone in a company having access to the right assets and being able to quickly find what they need when they need it.

“Too much red tape” comes in second, highlighting the need for brands to establish more streamlined review and approval processes to get new assets live in time to respond effectively to change. And finally, “lack of support from leadership” is ranked as a top-three challenge by 60% of respondents. This reiterates the need for brands to impress the growing importance of agility upon their teams.

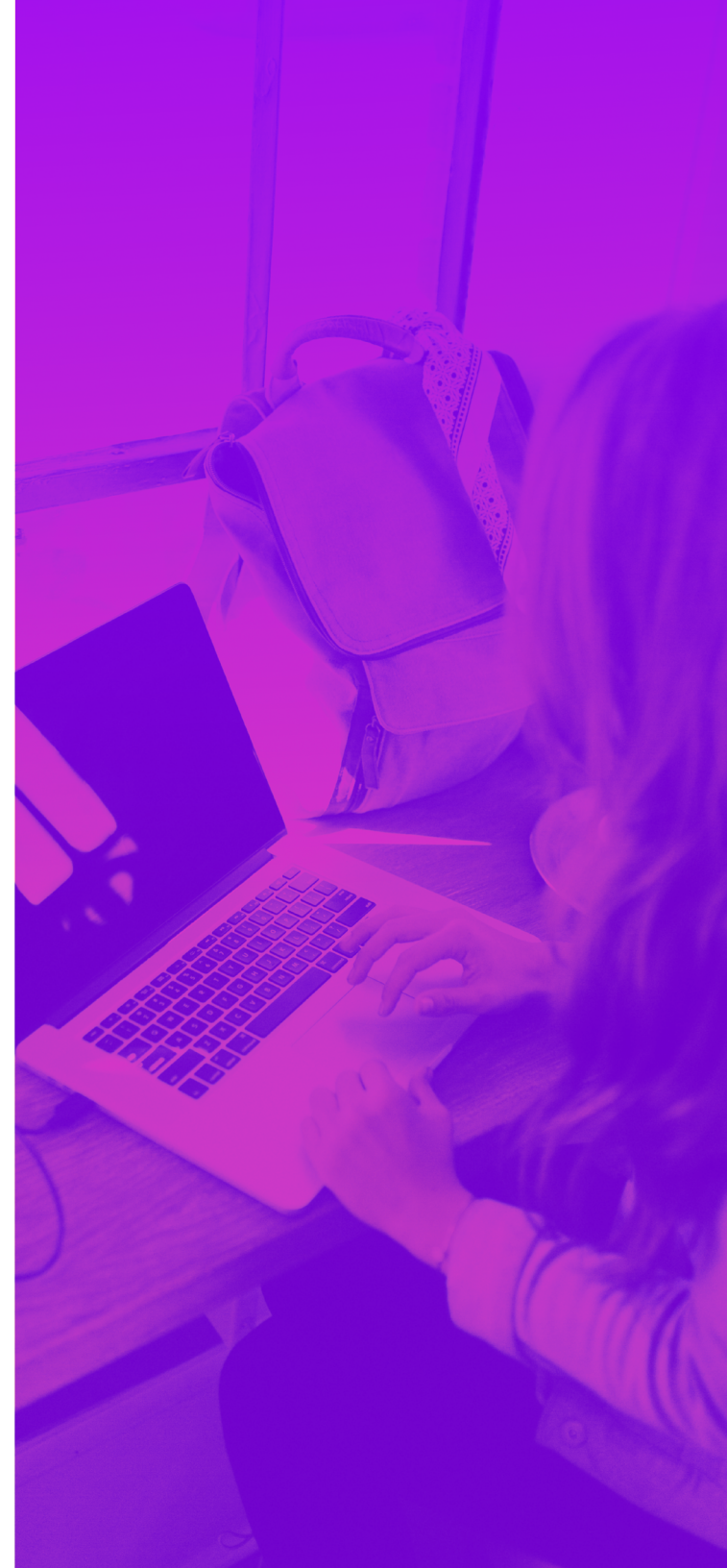
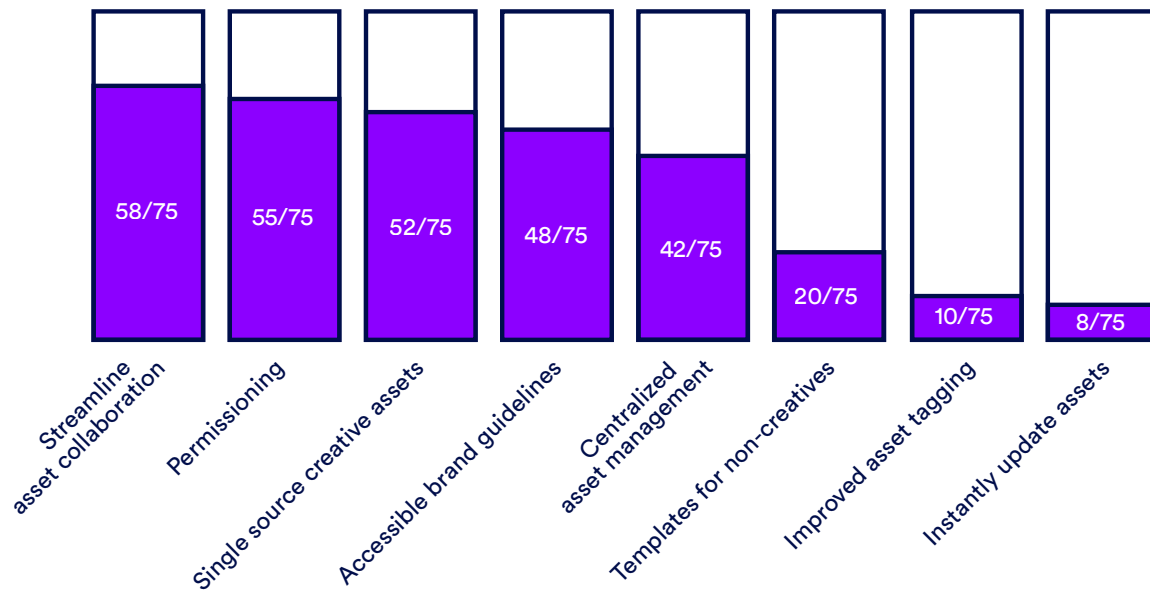
What prevents your creative/marketing team from rapidly adapting and responding to change?
Select your top 3 challenges.



- 73 Asset chaos and poor distribution make it difficult to quickly grant everyone access to new materials and make sure they're using them appropriately.
- 67 Too much red tape and multiple layers of approval create roadblocks and bottlenecks.
- 60 Lack of support from leadership — they prefer we stay the course and execute the plan.
- 50 Poor communication and collaboration between marketing and creative teams delays progress and decisions.
- 35 Updating creative/marketing assets at scale across channels and campaigns is a massive and tedious undertaking.
- 15 Creatives/marketers are too busy keeping the lights on and doing day-to-day administrative tasks to respond quickly to change.

How Brands Can Improve Marketing and Creative Agility

Nearly 60% of respondents select “project and process management” among the top three tools and capabilities that would help them improve their brands’ marketing and creative agility. Permissioning — or the ability to determine who can access, share and edit creative assets — and a single source of truth are also chosen by more than 50% of respondents.



Platforms That Promote Resilience

When asked which platforms and applications are or would be most helpful for improving their brands' marketing/creative agility, respondents choose the following as their top three:

81%

Digital Asset Management (DAM)

DAM is a software platform where brands can centrally and securely store and manage digital content from logos and icons to eBooks and videos. This content can be organized in a way that makes it fast and easy for teams to find and use it in a correct, consistent and on-brand manner.

77%

Real-Time Collaboration

Real-time collaboration tools enable teams to instantly connect with one another regardless of different locations or time zones. These types of tools include video conferencing platforms like Zoom, digital whiteboard solutions such as Miro and instant messaging software like Slack.

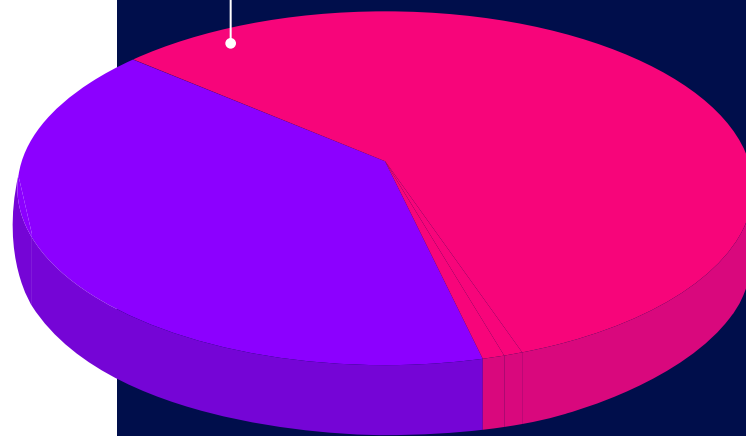
66%

Project or Work Management

Project or work management solutions such as Smartsheet organize and track all of the tasks teams need to complete to accomplish certain goals. Users can assign owners to these tasks, set deadlines, add instructions, attach files, track progress and much more.

The DAM Difference

The 59% of respondents who say that their brands use a dedicated digital asset management (DAM) platform rate their brands' ability to respond effectively to change more highly than others!





Resilience in Action

After centuries spent focused on doing more with less, businesses today are faced with mastering the art of change. Our research shows that while brands recognize the importance of resilience, they're still struggling to respond rapidly to unexpected market events — and the consequences aren't cheap.

Fortunately, creative operations and marketing professionals have some ideas about what will help them better navigate this new and highly volatile normal. Brands that want to stand the test of time must listen and give these teams access to the tools and resources they need to succeed.

And in order to thrive as the world keeps turning, you need to be able to understand the changing demands of the next generation. To hear more about how to engage Gen Z to ensure a future-ready marketing strategy, tune into this panel discussion between some of the experts (with some great Q&A questions at the end!).

LISTEN NOW





brandfolder.com • hello@brandfolder.com