

Mind the Gap: The Importance of Brand & Marketers in a Data Driven World

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Image Source: Ketzirah Lesser & Laura Jones via Midjourney AI

26% of CMOs regularly
attend company
board meetings

Source: Deloitte

Why Isn't the CMO in the Board Room?

- A lack of understanding of the CMO's skill set and how it can be utilized in the boardroom
- A lack of knowledge of how marketing can not only drive growth, but also how it contributes to the overall success of the business

Source: ChatGPT

Proving the Value of Brand in the Board Room

Brand impact on valuation

Brand impact on financials

Brand Impact on Key Metrics

Brand impact on IPO

BAV Group brings data to the “opinion” party

SOME OF OUR ACADEMIC PARTNERS



TEXAS A&M UNIVERSITY
Mays Business School



UNC
KENAN-FLAGLER
BUSINESS SCHOOL



SOME OF THE BRANDS WE'VE HELPED GROW

hulu



Google



TEACHFOR
AMERICA



IBM.

SoFi



Largest Study & Model of Brands

30 Years of Learning

50 Countries

75 Brand Metrics

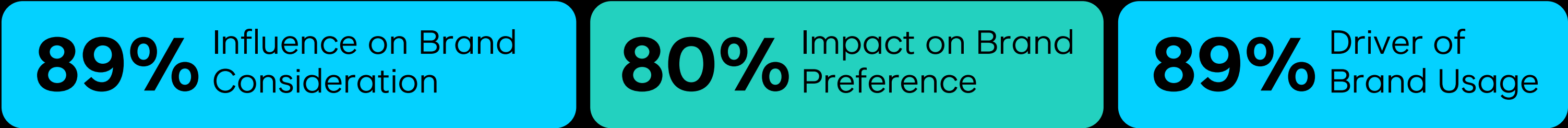
16 Billion Data Points

63,000 Brands

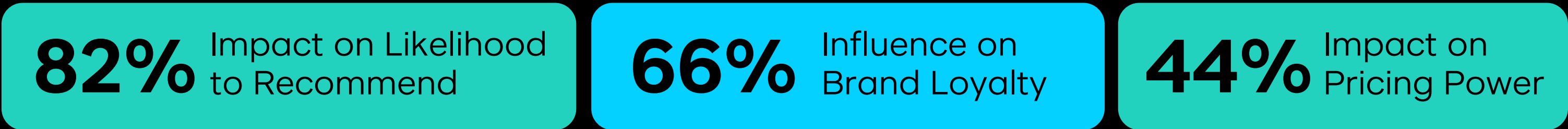
\$170MM Invested

TRUE BRAND EQUITY™ HAS TANGIBLE VALUE

BEHAVIOR

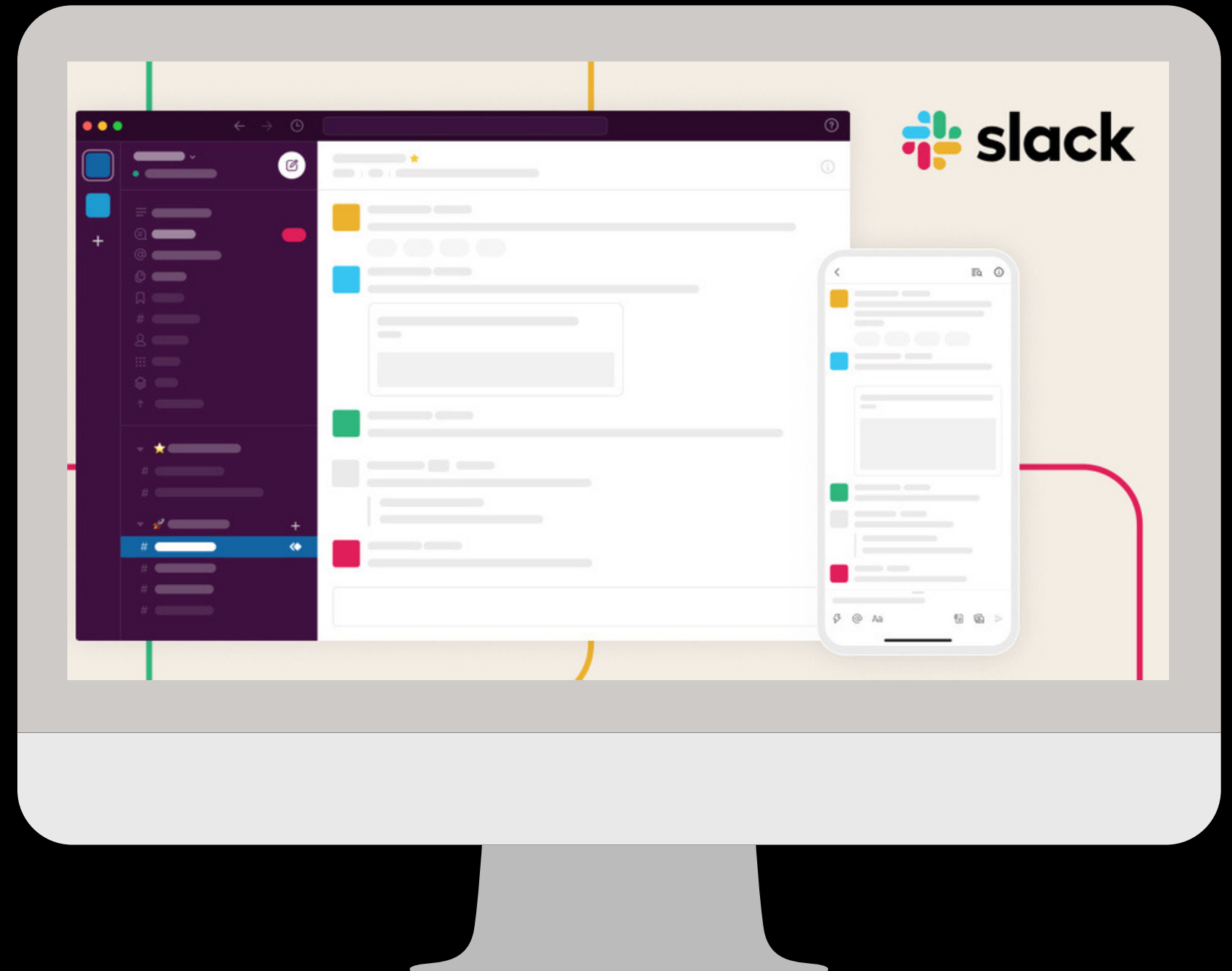


EMOTION

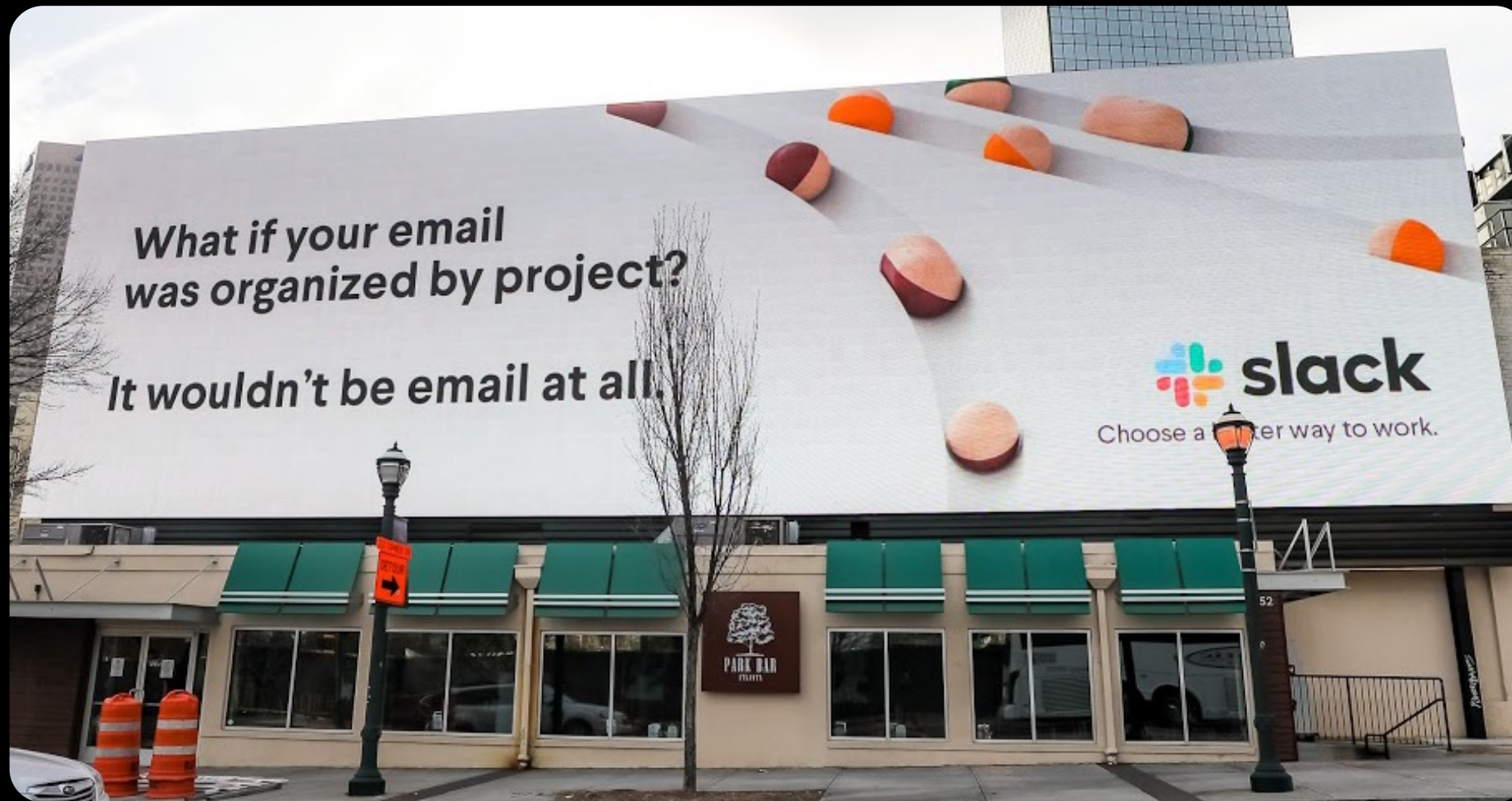


USA - Adults Q321-Q222, Correlation of Impacted Metrics to Brand Strength across B2B brands measured in BAV, Top 20% vs Bottom 20% of B2B brands evaluated by Business Decision Makers

Case Study



Slack built a powerful brand around being an "email killer"



- PR strategy picking a strong, emotional POV
- Strong user connection via digital platforms
- Cast an innovative halo on user companies



Strong brand metrics helped IPO exceed expectations by 50%

Pre - IPO Growth Metrics

Top
2%

of all B2B brands

56%
Above Average

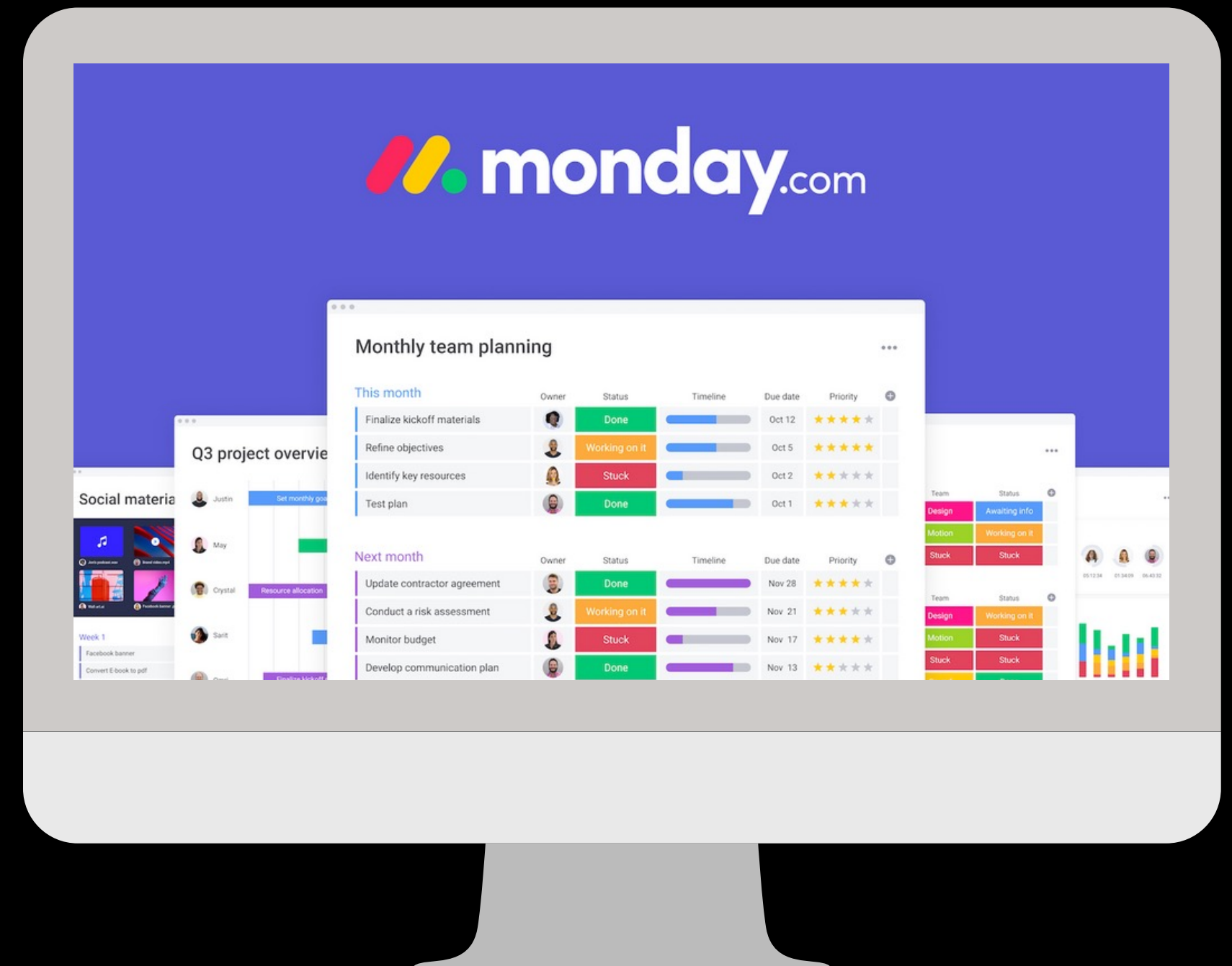
Differentiation vs. B2B
brand category average

33%
Higher Relevance

vs B2B brand
category average



Case Study



Monday.com built strength through data-centric branding



- Keen understanding of audience to deliver the right message, right place, right time
- Integrating measurement and analytics into each step of marketing, "measure everything"
- Creative and empowering messaging that aims at sparking a dialogue



Monday.com went public in 2021 after its value more than doubled in 2 years

Pre - IPO Growth Metrics

Top
12%

of all B2B brands

51%
Above Average

differentiation vs. B2B
brand category average

38%
Higher Relevance

vs B2B brand
category average



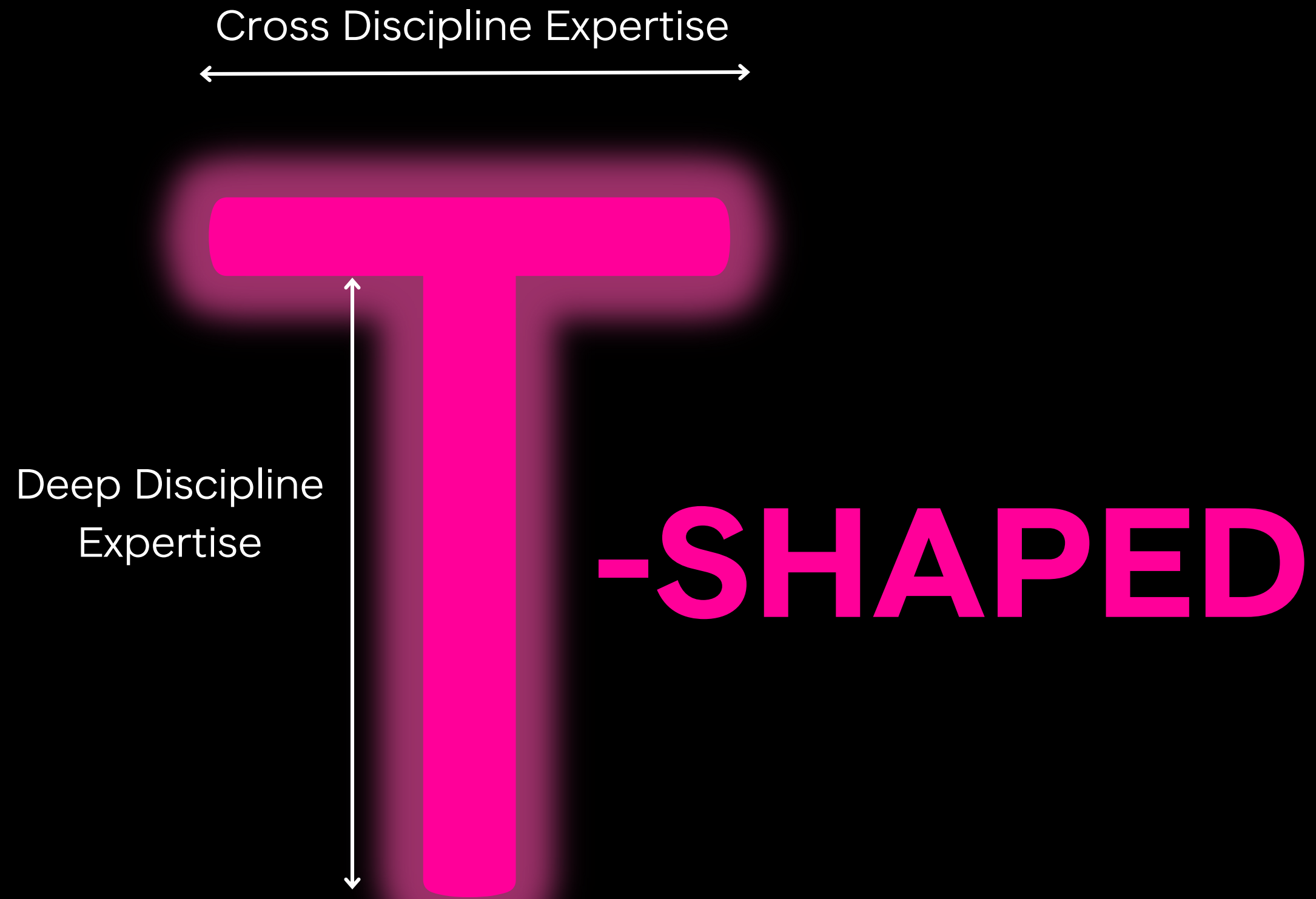
a Data & AI Driven World
requires ongoing Business Transformation

Marketers are uniquely suited to lead in this evolving world



Marketing as T-Shaped Department

Marketing & data science partnership
From data to insights
Brand as business north star



PAST

PAST

PAST

PAST

PAST

PAST

PAST

Brand =

External

Communications

TODAY

TODAY

TODAY

TODAY

TODAY

TODAY

TODAY

Brand =

©\$ for ©company





If your transformation feels like you
are ice skating backwards up a hill,
you're doing it right.



An organization aligned
around brand values

Take Aways

- Utilize your brand as a true north star for your business
- Elevate the power of the brand into the board room
- Transform marketing into a T-Shaped function that is integral to data, finance, product, and people teams

Thank You



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