



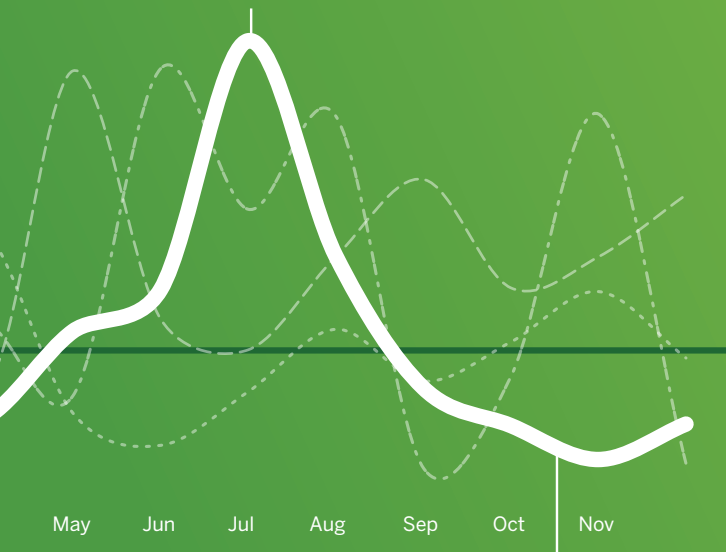
# TRANSFORMING MEASUREMENT INTO ACTION

## From data to insights to behavior shift

Building **brand affinity** requires more than just a transaction with customers—it's about **building and strengthening relationships over time**. Measuring your brand's trust and relevance among key audiences is one part of the equation to understanding your brand affinity; the other is to know what to do with that data.



Surge after experiential activations



Search Index — Owned Engagement ···  
Audience SOV - - - Site Traffic - · -

Dip with fewer activations

## What insights & analytics does

Everyone needs data, but not everybody knows what to do with it. We have found that the best insights are found at the cross section of data and expert intuition, making actionable insights the backbone of your brand's story.

“What happened?” is just the start. We move on to “why?” “what does it mean?” and “**what can we do next?**” to optimize for business results.

# Why communications drives brand affinity

Building brand affinity is more than vanity metrics. Communicators are now tasked with moving beyond impressions and reach to truly understand the effectiveness of global communications programs—to build a path to purchase, an integrated approach that reaches key audiences where, where and by what trusted sources is imperative.

With communicators and communication functions touching the most trusted builders of brand affinity and contributing to multitouch attribution, **communications is the center of brand building.** We make sure you're spending your communications budget on the right thing at the right time to hit the right targets.

Percentage of consumers who trust the following brand information sources:



**78%**

Friends  
& Family



**63%**

Internet



**54%**

Company  
Website



**53%**

Newspaper  
& Magazine



**46%**

Social  
Media



**33%**

Advertising

**\$20B** – spent on digital ads  
blocked by 86 million users in 2018

Source: Kantar Media

Communications drives brand affinity.  
Brand affinity drives purchases.

Are you turning measurement  
into actionable insights?

Contact [I&A@we-worldwide.com](mailto:I&A@we-worldwide.com) to learn more  
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