THE IMPACT OF BRAND CONSISTENCY

Insights on the Impact and Value of Brand Consistency

A Demand Metric Benchmark Report
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In partnership with **Lucid**press

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INTRODUCTION

A fundamental principle of growing a brand's influence is to ensure that it is consistently presented in all the ways and places that it appears. For this reason, many organizations zealously guard their brand and its image, developing precise standards for rendering it, restricting how it is used and even taking legal action against abuse of the brand. When brand standards aren't enforced, damage to the brand can occur, causing a loss of brand equity. It is very wise, therefore, to take such precautions when managing the brand.

Demand Metric, in partnership with Lucidpress, wanted to take the beliefs about the impact and value of brand consistency and explore them more deeply. Using a survey, organizations were asked to rate their consistency of their brand in all the places it appears. A number of other brand characteristics were also measured with a goal of understanding the current state of brand consistency, and to measure the impact when that consistency is poor. This report shares the data and analysis from this research effort, providing insights how important maintaining brand consistency really is.

EXECUTIVE SUMMARY

This study's participants were primarily B2B or mixed B2B/B2C organizations, almost two-thirds of which report revenue growth during the past fiscal year.   The respondents come from a diverse set of industries, with the largest segment coming from the technology hardware or software sector.

Just over 40 percent of the study participants come from companies with less than $10 million in annual revenue, while almost 20 percent are with firms reporting revenues of $500 million or more.

The analysis of this study's data provides these key findings:

- ✓ Less than 10 percent of the study's participants report that their brand presentation is very consistent.

- ✓ Study participants whose brands are consistently presented are three to four times more likely to enjoy excellent brand visibility than those with inconsistent brand presentation.

- ✓ Almost 90 percent of study participants agree that it is important to present their brands consistently in all the places people might encounter them, but less than half are doing so.

- ✓ The CMO or other corporate marketing executive has primary brand management responsibility for 42 percent of organizations in the study.

- ✓ Almost all organizations have branding guidelines (95 percent), but only one-fourth have formal guidelines that are consistently enforced.

- ✓ Over 60 percent of organizations in the study report that materials are always, often or sometimes created that don't conform to brand guidelines.

- ✓ Almost half of study participants report that it takes one week or more to fulfill requests for new or customized branded materials.

EXECUTIVE SUMMARY

✓ The greatest negative impact of inconsistent brand usage is the creation of confusion in the market, reported by 71 percent of study participants.

✓ The average revenue increase attributed to always presenting the brand consistently, estimated by those organizations with brand consistency issues, is 23 percent.

This report details the results and insights from the analysis of the study data. **For more detail on the survey participants, please refer to the Appendix.**

BRAND STATUS

To set a baseline for comparison throughout the study, participants were asked to assess brand visibility at a macro level, by considering how visible their brands are, in all the places and ways in which their brands are used, and for all the markets that they serve. Figure 1 shares this overall assessment.

Brand Visibility Assessment

Figure 1: There is an even distribution of brand visibility for study participants.

Study participants assess their brand visibility differently based on the size of the organization of which they are part.   Using annual revenue as the company size metric, the data from Figure 1 was segmented as follows:

- ✓ Small organizations: $24 million or less in annual revenue.
- ✓ Medium organizations: $25 million to $499 million in annual revenue.
- ✓ Large organizations: $500 million or more in annual revenue.

Figure 2 shows the brand visibility assessment using these annual revenue bands as a company size indicator.

BRAND STATUS

Brand Visibility by Company Size
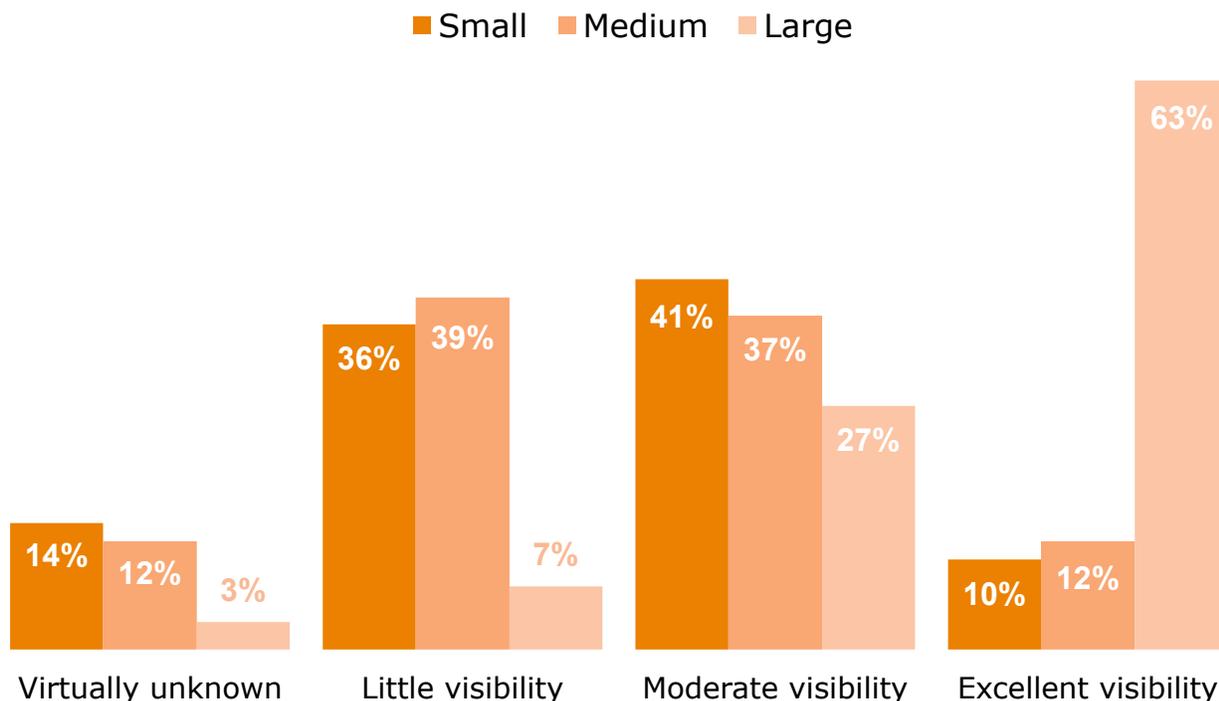
■ Small ■ Medium ■ Large

Figure 2: Larger companies enjoy greater brand visibility.

Most business people would assume that larger companies enjoy greater brand visibility, and Figure 2 shows that they do. Some might debate whether brand visibility results from company size, or company size results from brand visibility. In the cause-effect dynamic, revenue is almost always an effect, and in Figure 2, brand visibility is clearly one of the causes of this effect. That this relationship exists is not a surprise, but the difference to which brand visibility increases in larger companies is eye-opening.

The visibility a brand enjoys is in large part a function of how consistently a brand is presented in all the places that it appears. The study measured this consistency as well as how brand presentation consistency impacts brand visibility. Figure 3 shows an overview of brand presentation consistency.

BRAND STATUS

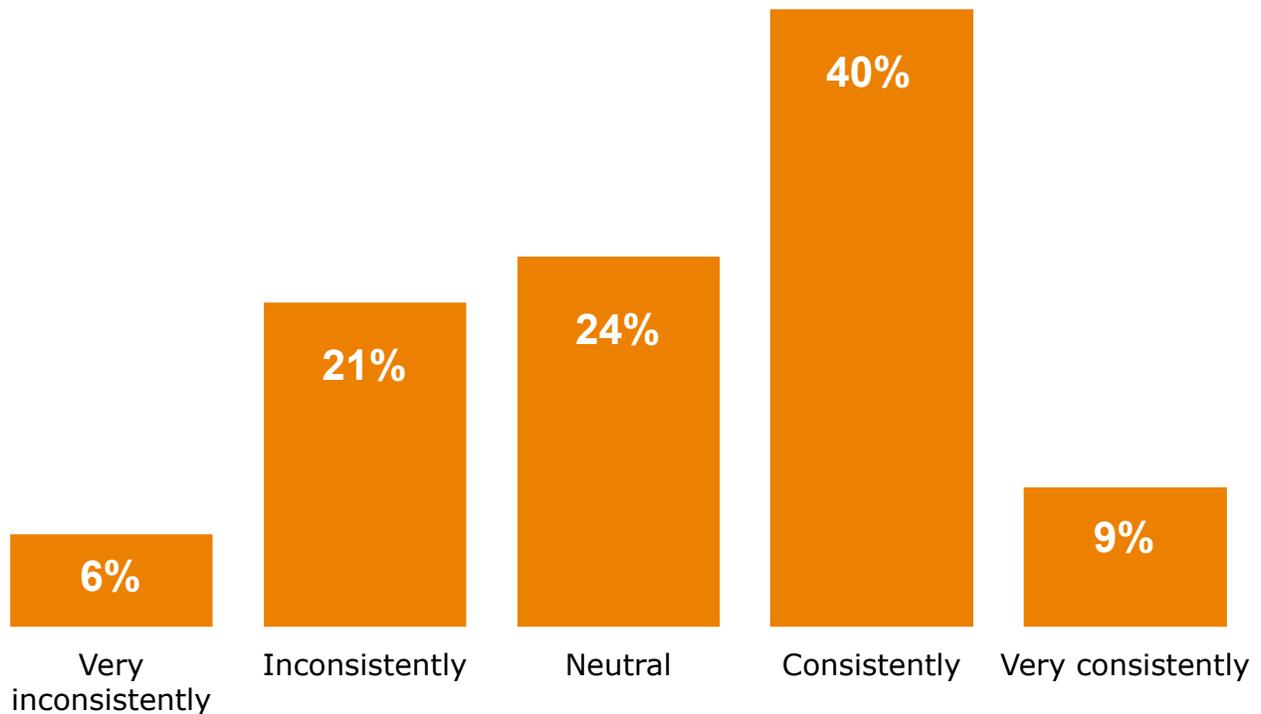## Brand Presentation Consistency

Figure 3: Brand presentation consistency skews toward the consistent end of the spectrum.

It is good that in Figure 3 almost half of the study participants indicate that their brand presentation is consistent or very consistent in all the places the brand appears.   At the same time, it is important to recognize that **the goal is very consistent presentation of a brand, and less than 10 percent of this study's participant hit this level of consistency.**

Analysis of the study's data confirmed a relationship between how consistently a brand is presented (Figure 2) and the visibility a brand enjoys (Figure 1).   This relationship is shown in Figure 4.

BRAND STATUS

Brand Visibility and Presentation Consistency

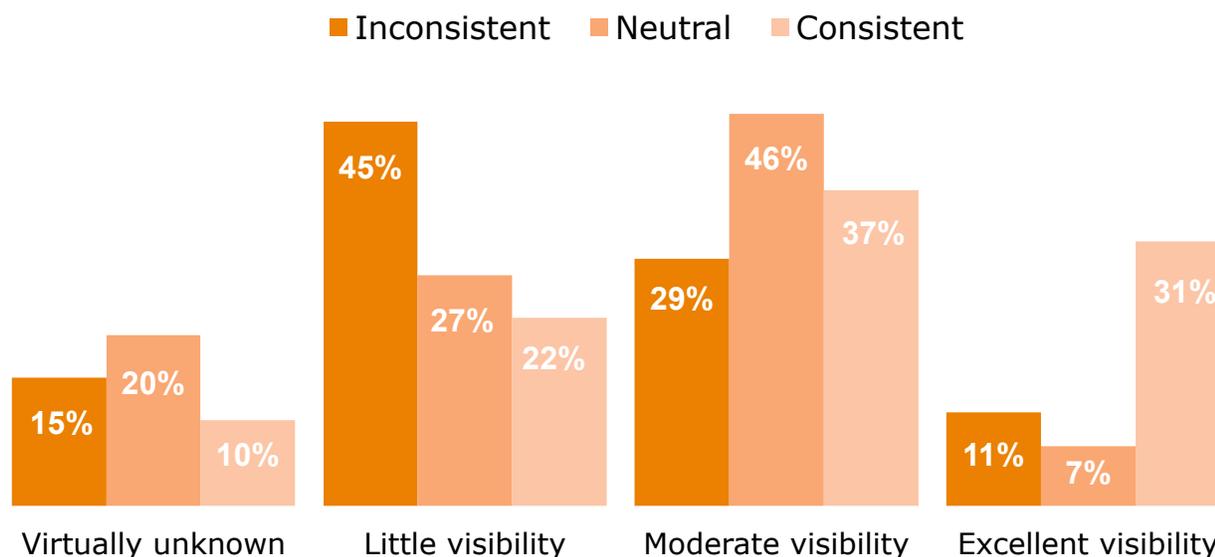■ Inconsistent   ■ Neutral   ■ Consistent

Figure 4: Consistent brand presentation's impact on brand visibility.

Figure 4 perhaps displays a relationship that most marketers understand must exist, but the full impact of consistency on brand visibility is evident. **Those who report that their brands are consistently[1] presented are three to four times more likely to enjoy excellent brand visibility than those in the inconsistent[2] or neutral segments** of brand presentation consistency from Figure 3.

If excellent brand visibility is a goal, then consistent presentation of the brand is a necessity. Some of the benefits of a strong, visible brand are greater loyalty, less price sensitivity, and more immunity to competitive advances. For these reasons, when a brand enjoys high visibility, the stewards of that brand take extraordinary steps to protect it, because these benefits are too easily lost through careless management and inconsistent presentation of the brand.

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[1] In Figure 4, the "Inconsistent" segment consists of the sum of "Very inconsistently" and "Inconsistently" responses from Figure 3.

[2] In Figure 4, the "Consistent" segment consists of the sum of "Very consistently" and "Consistently" responses from Figure 3.

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BRAND STATUS

In light of the data this report has presented so far, how important do participants feel that brand consistency is? It is possible to feel that it is important, while not attaining a desired level of brand consistency. Figure 5 shares the results of the survey's question about the importance of consistently presenting a brand in all the places that people encounter it.

Importance of Brand Presentation Consistency
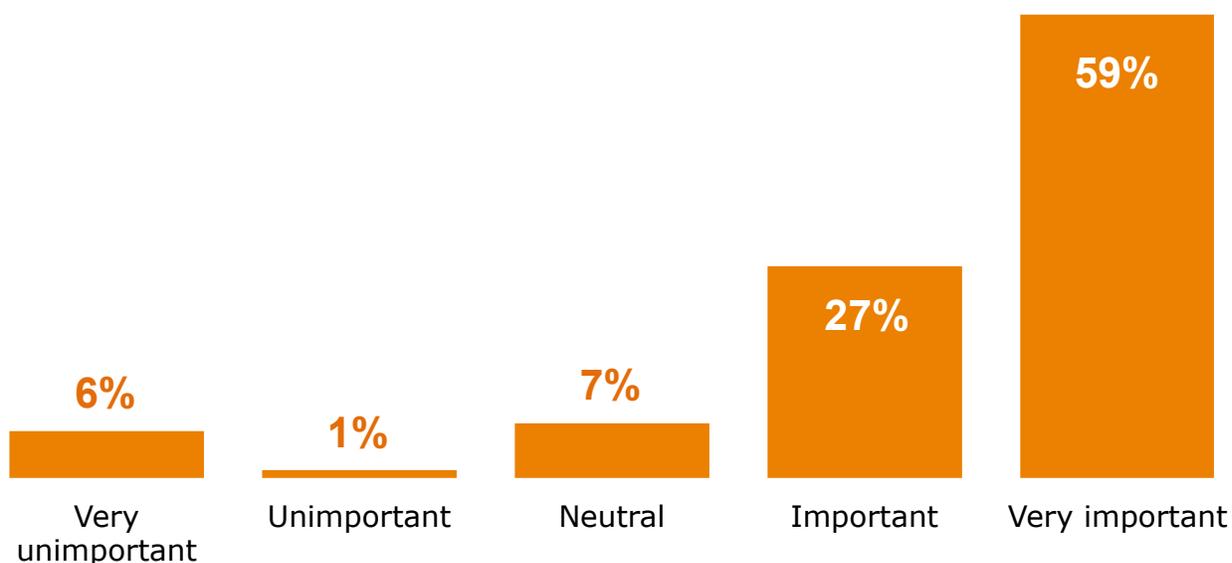
Figure 5: Few in this study think consistent presentation of the brand is unimportant.

Almost everyone in this study – 86 percent – thinks that it is important to present their brands consistently in all the places people might encounter them. An organization's view of this importance does indeed influence brand presentation consistency, as those who say it is important or very important rate their brand presentation consistency more than twice as high as those who think it is very unimportant to neutral. But when it comes to visibility – where the brand rubber meets the proverbial road – Figure 4 shows us that while many aspire, few attain excellent levels of brand visibility. As this report continues, it will explore some reasons for and impacts of brand consistency issues.

ROLE AND USE (ABUSE) OF THE BRAND

A brand is far more than just a logo; it is a "trustmark" that conveys a set of implicit or explicit promises. The strength of a brand can expand or limit its role in some crucial activities related to the revenue cycle. Figure 6 shows in brand presentation consistency segments the extent to which the strength of a brand facilitates it playing a major role in some of these activities.

Impact of Brand Consistency on Selected Brand Roles

- Consistent brand presentation
- Inconsistent brand presentation

Role	Consistent	Inconsistent
Internal communications with employees	49%	36%
Generating leads	66%	52%
Nurturing leads	64%	36%
Closing sales	60%	40%
Communicating with existing customers	72%	48%
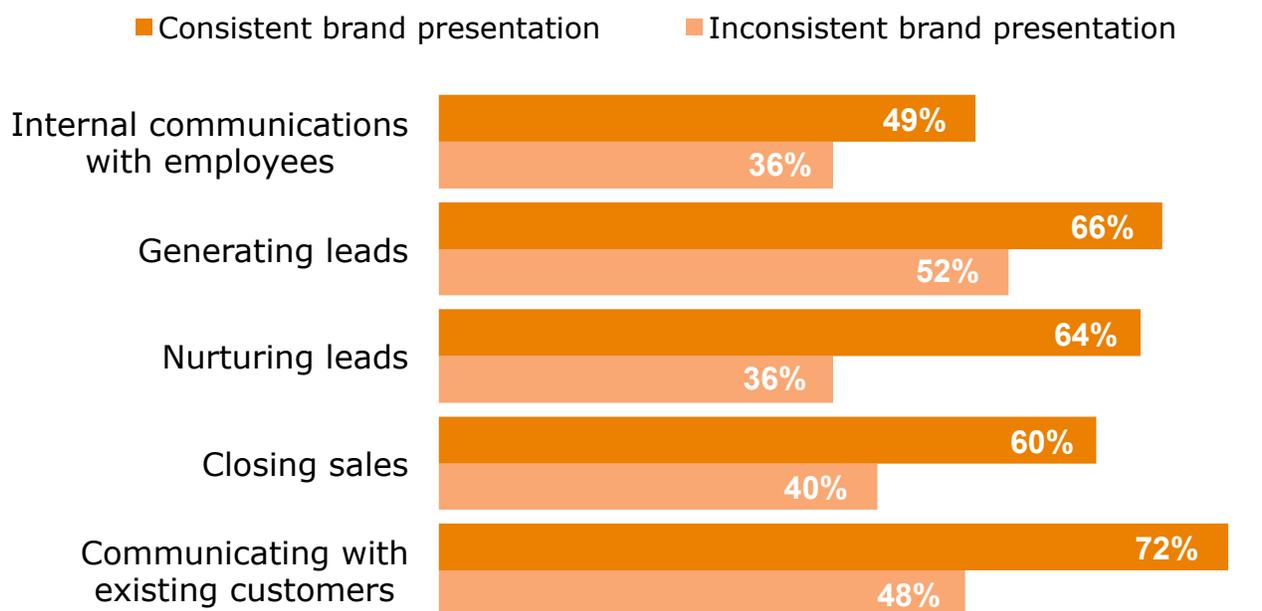
Percent of Respondents Indicating Brand Plays a Major Role

Figure 6: Brand consistency impacts the role the brand plays in the revenue cycle.

The consistency with which a brand is presented is the characteristic that determines what kind of influence the brand has in some key revenue cycle roles. Rarely is a firm's brand benign in the roles depicted in Figure 6; the brand either helps or detracts in these roles. The gap between the inconsistent and consistent brand presentation segments for the roles shown in Figure 6 average 20 percent.

ROLE AND USE (ABUSE) OF THE BRAND

The consistency with which brands are presented has much to do with the control that firms exert over their brand, specifically who is responsible for managing and protecting how the brand is used, and which people are able to create or modify branded materials. The study looked at both of these aspects of brand management, and Figure 7 summarizes who has the primary responsibility to do that.

Primary Brand Management Responsibility

CMO or corp. marketing exec	42%
Corporate creative/design team	25%
CEO	14%
Field marketing	3%
Corporate legal	2%
An agency or design firm	1%
Other person	7%
No one	6%

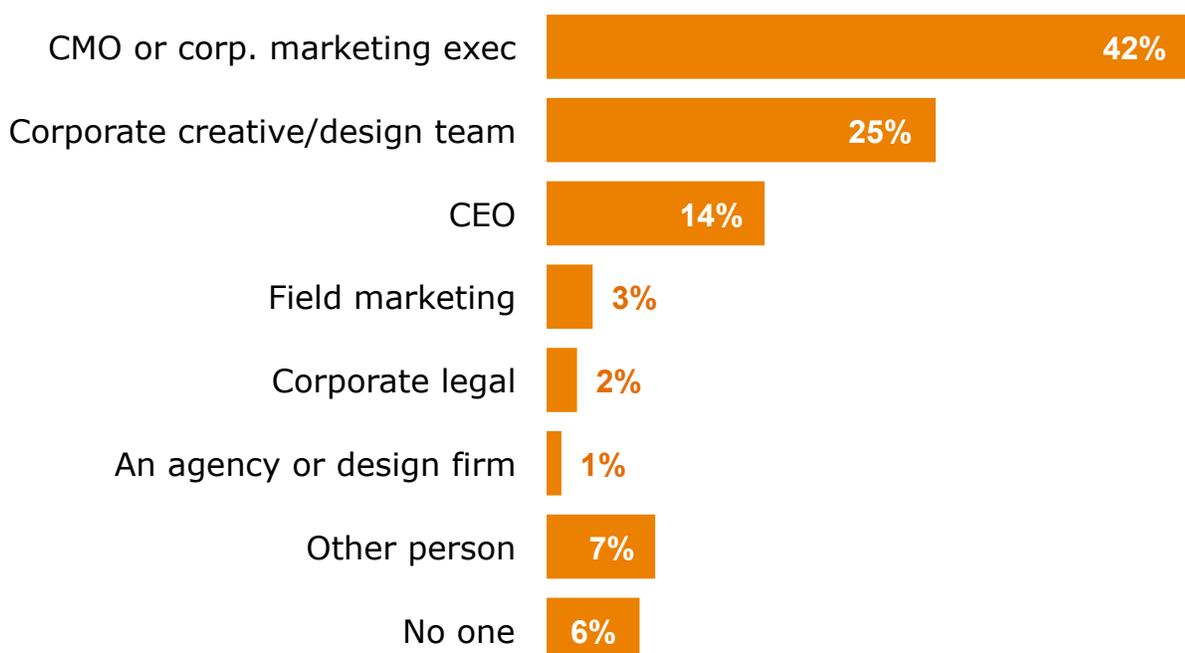*Figure 7: Brand management responsibility most often falls to someone in Marketing.*

In most organizations, the CMO or another member of the marketing team has the charge to manage and protect the brand. Indeed, this responsibility is almost always sought after by marketing: most marketers understand the need to manage the brand and therefore are not reluctant to take on this responsibility.

ROLE AND USE (ABUSE) OF THE BRAND

Figure 5 shares that 86 percent of the study's participants agree that presenting the brand consistently is important or very important.   Figure 8 uses the brand consistency importance data from Figure 5 to present a comparison of who has brand management responsibility for two segments: those from Figure 5 who view brand consistency as very unimportant to neutral, and those who view it as important or very important.

Primary Brand Management Responsibility

■ Consistency important   ■ Consistency unimportant or neutral

Role	Consistency important	Consistency unimportant or neutral
CMO or corp. marketing exec	44%	30%
Corporate creative/design team	25%	26%
CEO	16%	4%
Field marketing	2%	9%
Corporate legal	1%	4%
An agency or design firm	1%	1%
Other person	6%	9%
No one	5%	17%
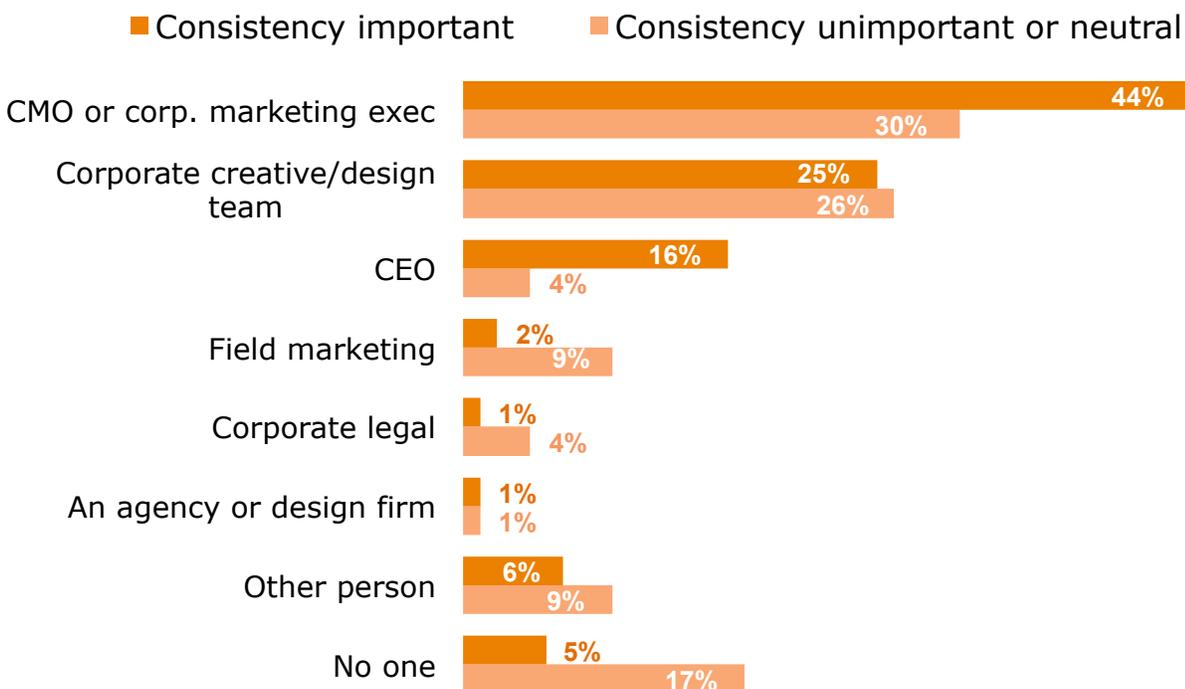
Figure 8: A comparison of brand management responsibility based on brand consistency importance.

Figure 8 teaches some things about who should manage and protect the brand if consistency of brand presentation is important: the CMO or the CEO.

While it seems unrealistic for a CEO to serve as brand manager, when the CEO recognizes the importance of managing the brand, it sends a clear message to everyone that the brand is an asset worthy of protection and investment.

ROLE AND USE (ABUSE) OF THE BRAND

The involvement of the corporate creative/design team, corporate legal or an outside agency or design firm varies little by the importance of brand presentation consistency. What's also very clear from Figure 8 is that when consistency is important, someone has to manage the brand: **when it's no one's job, there's no hope of maintaining any degree of consistency.**

An age-old challenge when it comes to managing the brand and ensuring its consistent presentation is the number of people who are able to create or modify branded marketing, communication and sales materials. Figure 9 shows what the study learned about this freedom to use or abuse the brand. Like Figure 8, the data in Figure 9 is shown by brand consistency importance segment.

% Who Can Create/Modify Branded Materials

■ Consistency important   ■ Consistency unimportant or neutral

	Consistency important	Consistency unimportant or neutral
Anyone	12%	31%
No one but corp. marketing/design	39%	31%
Executive team members	37%	27%
Sales team members	22%	23%
Event marketing team members	22%	15%
Field marketing team members	19%	15%
Local branch managers	9%	19%
Resellers/partners	8%	12%
Franchise owners	4%	4%
Other people	9%	4%

Figure 9: Who can create branded materials varies by the importance of brand consistency.

ROLE AND USE (ABUSE) OF THE BRAND

When brand consistency isn't important, it is far more likely that anyone is able to create branded marketing, communication or sales materials.   But even when consistency is important, Figure 9 still shows that a lot of freedom exists for various parties to create branded materials.

This freedom isn't necessarily a bad thing, but it does open the door to inconsistent presentations of the brand.   Employees and business partners generally don't take creative liberties with the brand with the intent to do harm.

However, the liberties they do take, usually in the name of expediency, can introduce inconsistencies that ultimately diminish or weaken the brand.   This abuse of the brand isn't intentional, but the damage is very real.

BRANDING GUIDELINES

It's unrealistic for a CMO to exercise absolute authority over the presentation of a brand, requiring that every, single use be approved, exercising complete creative control over the brand.   While to some marketers this may sound like the utopian brand management environment, it simply isn't practical.   For this reason, most organizations have intentionally created a set of branding guidelines to document brand standards and to provide boundaries while also helping to regulate or enforce their use.   Figure 10 shows the status of branding guidelines in the organizations surveyed.

Status of Branding Guidelines

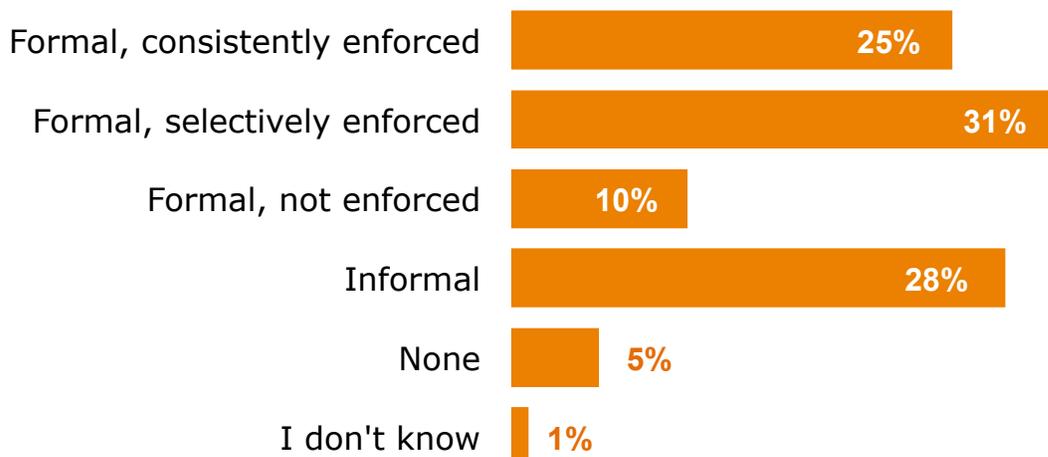|	
Formal, consistently enforced	25%
Formal, selectively enforced	31%
Formal, not enforced	10%
Informal	28%
None	5%
I don't know	1%

Figure 10: 94 percent of study participants have some form of branding guidelines.

What's clear from Figure 10 is that almost everyone has some form of branding guidelines in place, even though enforcement of those guidelines varies. Furthermore, their existence is not a secret as just one percent claim to not know of the existence of guidelines. The prevalence of branding guidelines is encouraging, but do they work?

Simply because guidelines exist is no guarantee that they help create a more consistent presentation of the brand wherever it appears.   More practically, do branding guidelines have an effect on the creation of non-compliant marketing, communication or sales materials? The study survey asked questions to find out the answers to both of these questions.

BRANDING GUIDELINES

Figure 11 shows the impact of branding guidelines on how consistently the brand is presented.

Branding Guidelines by Brand Presentation Consistency

■ Consistent   ■ Neutral   ■ Inconsistent

Formal, consistently enforced
- 39%
- 19%
- 4%

Formal, selectively enforced
- 28%
- 24%
- 42%

Formal, not enforced
- 7%
- 9%
- 16%

Informal
- 24%
- 36%
- 29%

None
- 1%
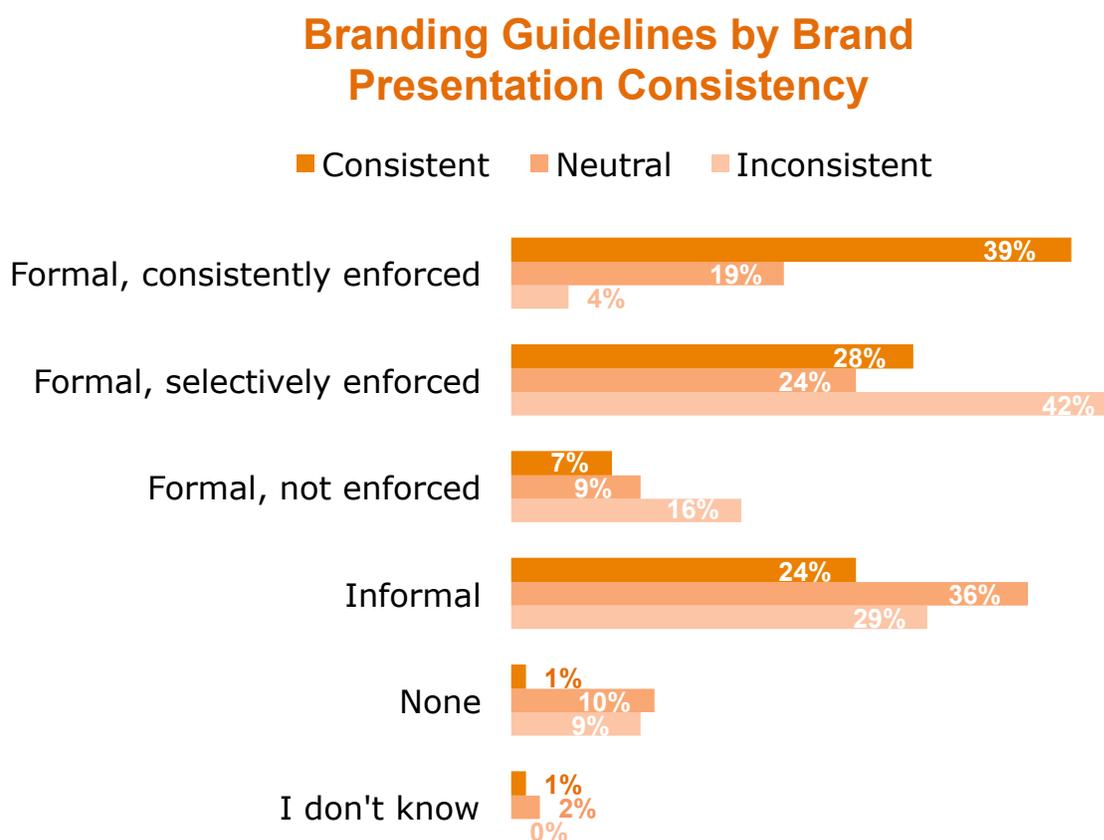- 10%
- 9%

I don't know
- 1%
- 2%
- 0%

Figure 11: The status of branding guidelines shown by how consistently the brand is presented.

One measure of the effectiveness of branding guidelines is seen in Figure 11, which shows brand presentation consistency data from Figure 3 in the same consistency segments used for the comparison in Figure 4:
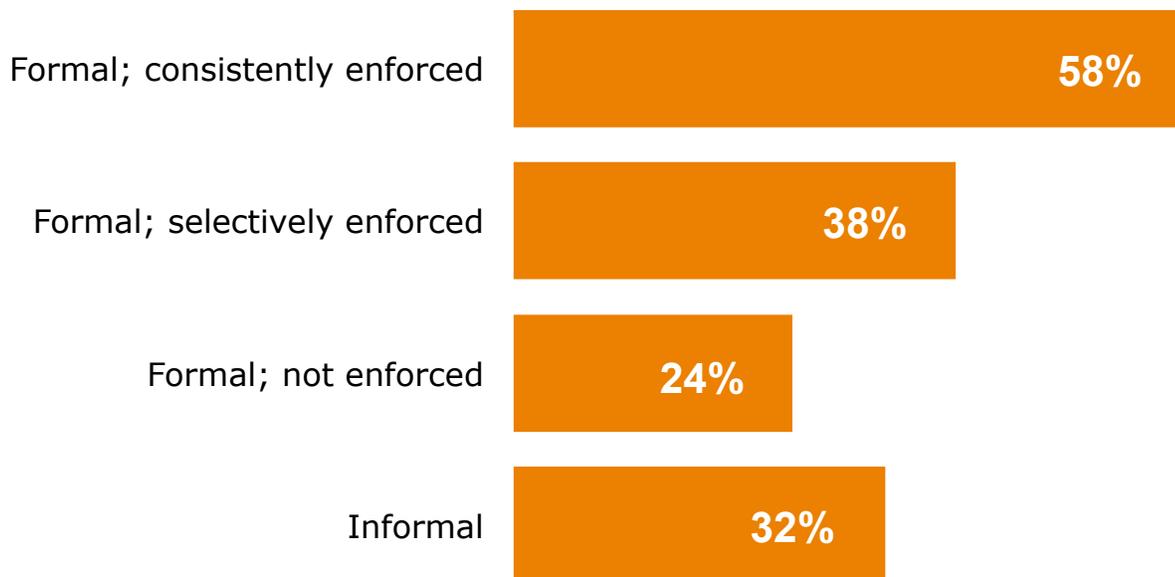
- ✓ **Inconsistent:** brand presentation is inconsistent in all the places it appears
- ✓ **Neutral**: brand presentation is neither inconsistent nor consistent in all the places it appears
- ✓ **Consistent:** brand presentation is consistent in all the places it appears

BRANDING GUIDELINES

Figure 11 shows that branding guidelines do indeed impact the consistency with which a brand is presented. **When formal guidelines exist that are enforced, the firms that have them are more than twice as likely to also see a consistent presentation of their brand.** In short, branding guidelines work.

When looking at the problem of deployment of marketing, communication and sales materials that don't conform to brand standards, it is important to know how frequently this problem occurs. Figure 12 provides a look at this, through the lens of branding guidelines, showing the impact of guidelines on how often non-conforming materials are deployed.

Effect of Guidelines on Deploying Materials that Don't Conform with Brand Standards

Formal; consistently enforced	**58%**
Formal; selectively enforced	**38%**
Formal; not enforced	**24%**
Informal	**32%**

% Reporting Non-Conforming Materials are "Never" or "Rarely" Deployed

Figure 12: Even when formal guidelines exist that are enforced, 42 percent of organizations in the study see some level of non-conforming materials get deployed.

BRANDING GUIDELINES

It is very difficult to completely prevent the creation and deployment of "rogue" materials that don't conform to the branding guidelines. In this study, just 10 percent of participants shared that this problem never happens to them. Figure 12 shows us that **when formal guidelines exist, and they are consistently enforced, well over half of this study's participants rarely or never have this problem.** Minimizing the escape of non-conforming materials isn't just a matter of having guidelines – the level of enforcement is the key determinant to minimizing this problem.

Formal branding guidelines that are consistently enforced helps drive brand presentation consistency, but there are other aspects of branding guidelines that also come into play, such as: how current they are, how easy they are to find, how easy they are to comply with, all of which impact how effective they are. Figure 13 shows how branding guidelines rate across these dimensions.

Branding Guidelines Rating

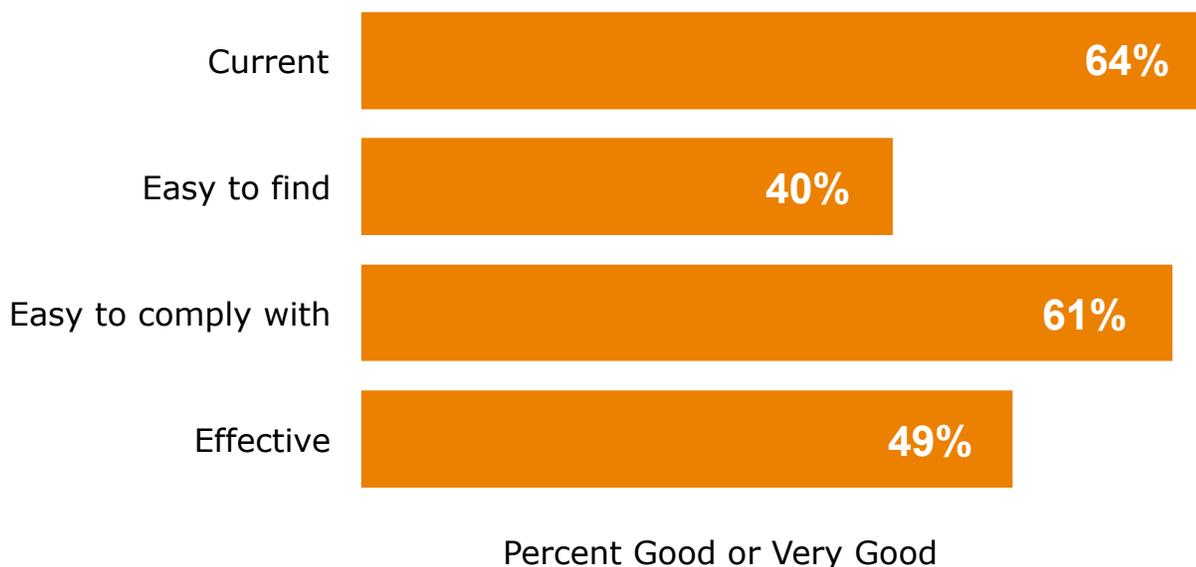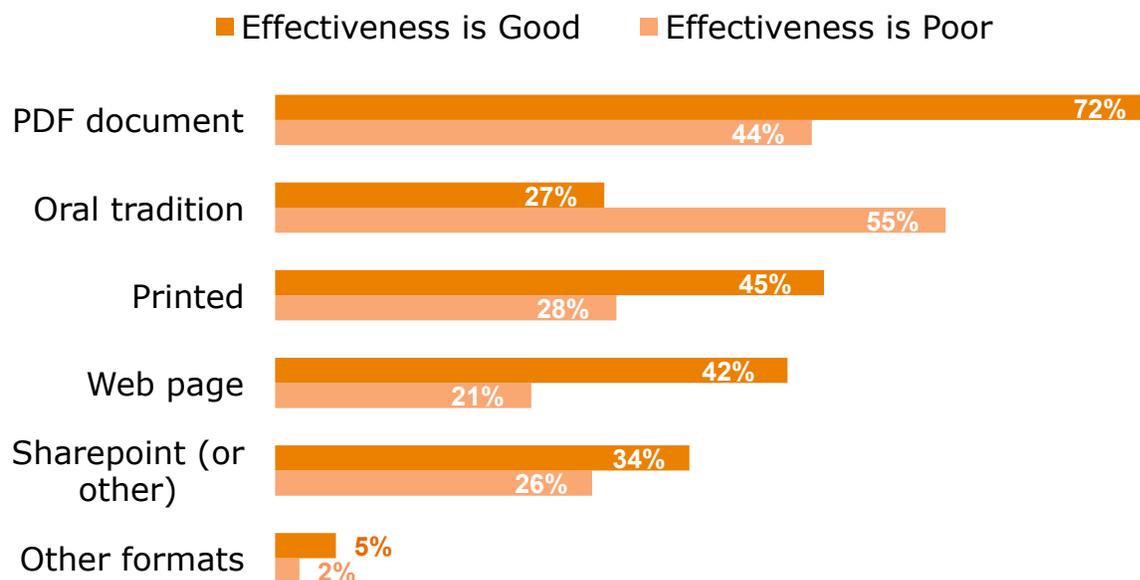|	
Current	64%
Easy to find	40%
Easy to comply with	61%
Effective	49%

Percent Good or Very Good

Figure 13: Less than half of this study's participants rate their branding guidelines good or very good where effectiveness is concerned.

BRANDING GUIDELINES

When it comes to branding guidelines effectiveness, the problem isn't that the guidelines aren't current or that they're hard to comply with, as Figure 13 shows. The issue is simply that too often, they're hard to find. The best set of branding guidelines ever developed are of no use of they are difficult or impossible to find. When looking more closely at the data from Figure 13**, for those participants who rated their branding guidelines effectiveness as Very poor to Poor, just 9 percent said they were easy to find.** As this study has shown, having formal guidelines that are consistently enforced are important, but if they're difficult to find, they are robbed of their power to drive brand presentation consistency.

The format in which branding guidelines are kept has something to do with how easy they are to find, share and use. Figure 14 shows the results of the study survey's question about the format in which branding guidelines are maintained.

Branding Guidelines Format and Effectiveness

■ Effectiveness is Good   ■ Effectiveness is Poor

Format	Effectiveness is Good	Effectiveness is Poor
PDF document	72%	44%
Oral tradition	27%	55%
Printed	45%	28%
Web page	42%	21%
Sharepoint (or other)	34%	26%
Other formats	5%	2%

Percentage Using Format by Guidelines Effectiveness Segment

Figure 14: Study participants with effective branding guidelines rely most heavily on PDF versions of their guidelines.

BRANDING GUIDELINES

The effectiveness of branding guidelines has something to do with the format in which those guidelines are published. In this study, the participants with the most effective branding guidelines favored the PDF format for making them available, but even those using the PDF format fall short of consistent enforcement.

Analyzing the data also revealed a relationship between the formality of the branding guidelines and the variety of formats in which they are made available, as Table 1 shows.

	Overall	Formal guidelines; not enforced	Formal guidelines; selectively enforced	Formal guidelines; consistently enforced
Average number of branding guidelines formats	1.8	1.6	1.9	**2.4**

Table 1: Average number of formats in which branding guidelines are made available.

The more serious a firm is about enforcing branding guidelines, the more formats in which those guidelines are offered. Offering branding guidelines in many formats also makes them easier to find, a characteristic that is strongly related to the effectiveness of branding guidelines.

A common belief is that the price an organization must pay to maintain brand consistency is slow response times to requests for branded material. The assumption is simple and a logical one to make: the desire to maintain brand consistency must necessarily slow the branded materials product process down, as an audit or inspection step must occur before branded materials are released for use.   This assumption is logical, but is it true?

BRANDING GUIDELINES

To get to an answer, Figure 15 presents data from all study participants about how long it takes the corporate marketing or design team to fulfill requests for new or customized branded material.

Response Time to Requests for New/Customized Branded Material

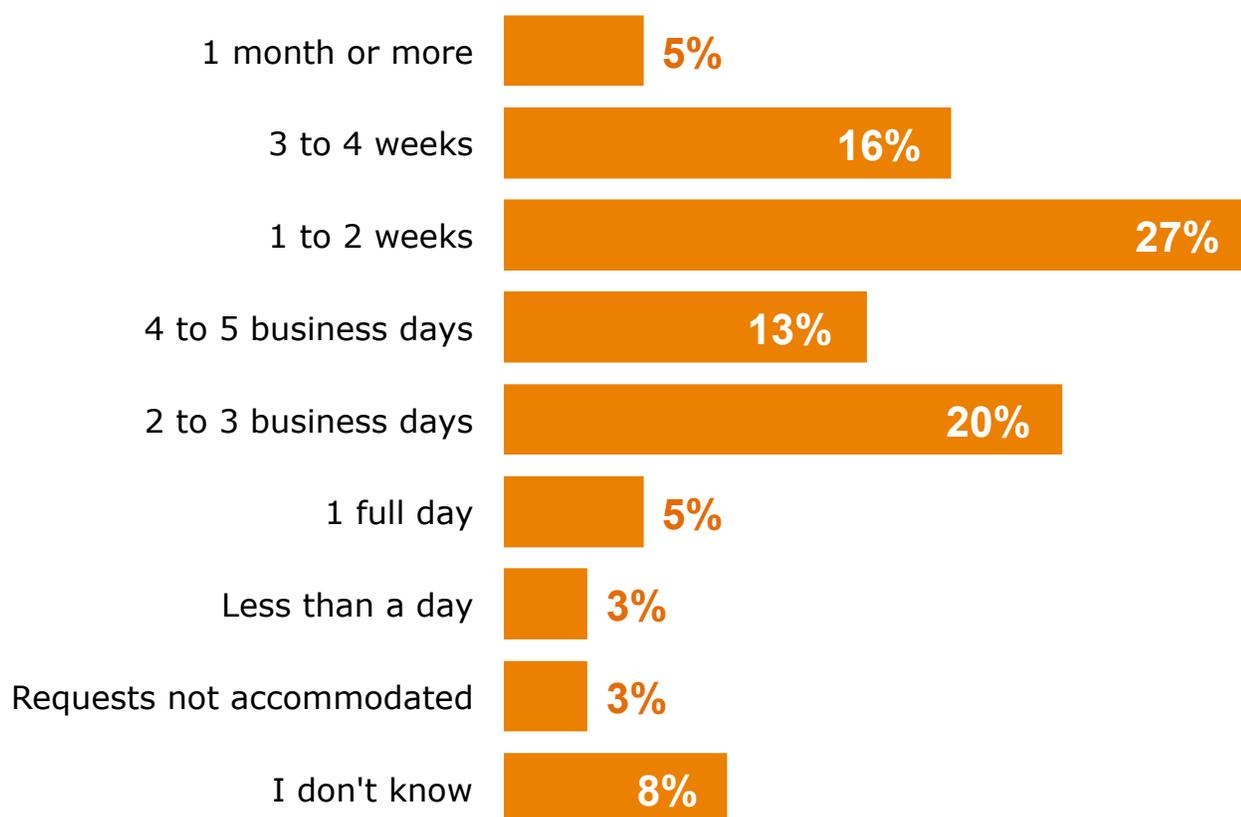| Category	Percentage
1 month or more	5%
3 to 4 weeks	16%
1 to 2 weeks	27%
4 to 5 business days	13%
2 to 3 business days	20%
1 full day	5%
Less than a day	3%
Requests not accommodated	3%
I don't know	8%

Figure 15: Average time to fulfill requests for new or customized branded materials.

To determine if an organization's desire to maintain brand consistency slows down the response time to field requests for new or customized branded material, the data from Figure 15 was segmented using the brand presentation consistency data from Figure 3.

BRANDING GUIDELINES

Table 2 shows the response time data from Figure 15 in two segments.

Time to respond to requests for new/customized branded materials	Inconsistent brand presentation segment	Consistent brand presentation segment
1 month or more	8%	5%
3 to 4 weeks	19%	16%
1 to 2 weeks	33%	31%
4 to 5 business days	**11%**	**8%**
2 to 3 business days	**9%**	**24%**
1 full day	**0%**	**6%**
Less than a day	**4%**	**2%**
Requests not accommodated	6%	2%
I don't know	10%	6%

Table 2: Organizations with inconsistent brand presentation take longer to fulfill requests.

For organizations with a consistent brand presentation, 40 percent report that it takes them less than a week (see the shaded cells in Table 2) to fulfill requests for new or customized branded materials. Compare this to organizations with an inconsistent brand presentation, where just 24 percent respond to such requests in less than a week.

This data refutes the notion that organizations that maintain good brand consistency are less responsive when requests for materials come in from the field. It is possible to enforce brand standards and still be responsive to field requests for new or customized material.

THE IMPACT OF INCONSISTENT BRAND USAGE

All marketers and brand managers understand presenting a brand inconsistently has some negative impact. This study's survey attempted to catalog those negative impacts, and the results are shown in Figure 16.

Impact of Inconsistent Brand Usage

Category	Value
Create confusion in the market	71%
Damage credibility	56%
Make it harder to compete	30%
Interrupt or slow down sales cycle	29%
Hinder ability to generate leads	28%
Jeopardize brand trademark status	27%
Embarrass employees or lower morale	26%
Increase costs	23%
Cause loss of revenue	16%
Other affects	1%

Figure 16: Creating market confusion is the most prevalent impact of inconsistent brand usage.

Of the negative impacts that result from inconsistent brand usage, creating confusion in the market is cited by over 70 percent of the study's participants. A brand is the path for connecting with customers. It ideally expresses values and implies promises that resonate with customers.

Using brands inconsistently interferes with their ability to convey the messages associated with the brand, creating confusion. Brands strive for recognition, but inconsistent usage has the opposite result: confusion.

THE IMPACT OF INCONSISTENT BRAND USAGE

The negative impacts of inconsistent brand usage shown in Figure 16 aren't just conceptual – they have a real cost. Understanding this cost begins with knowing how often marketing, communication or sales materials are created that don't conform to brand consistency guidelines, as shown in Figure 17.

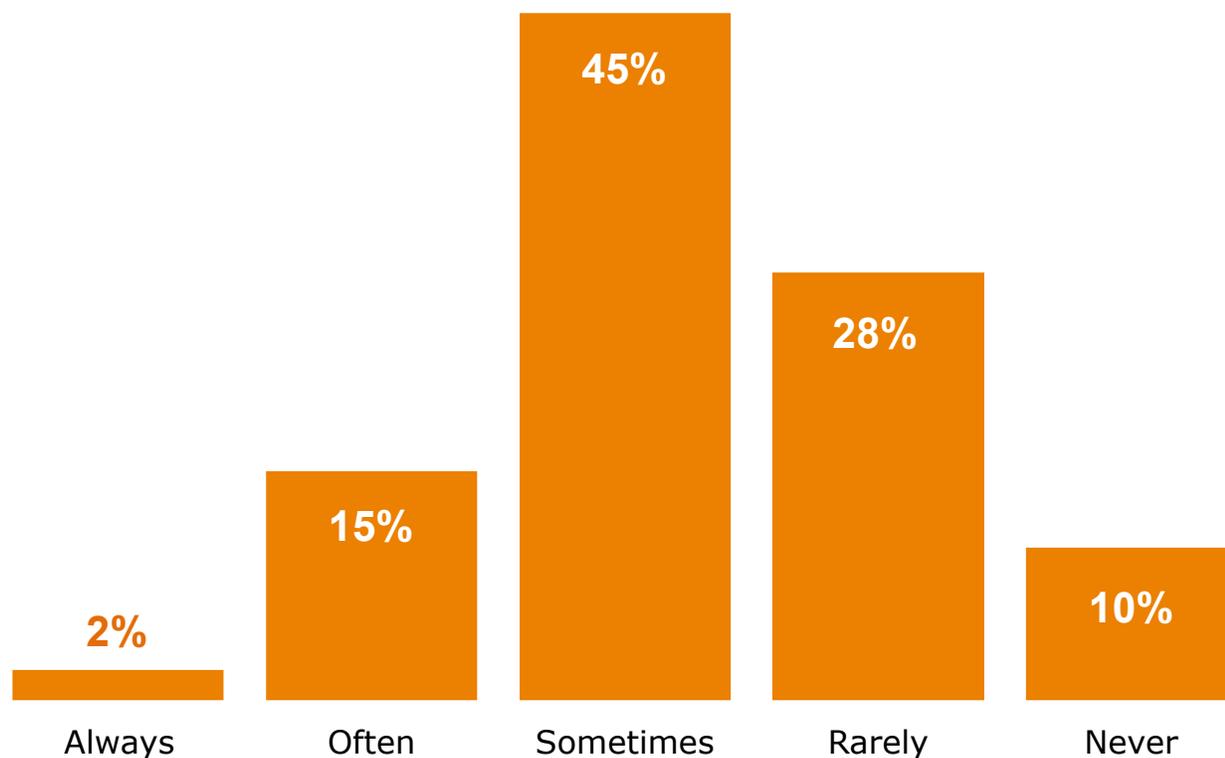## How Often Materials are Created that Don't Conform to Brand Guidelines

Figure 17: 90 percent of study participants experience some level of inconsistent branding in materials they create.

THE IMPACT OF INCONSISTENT BRAND USAGE

The study participants in Figure 17 that indicated they always, often or sometimes have material created and deployed that doesn't comply to standards were asked a follow-on question:

> *"If your brand was always presented consistently, how much do you estimate that your organization's revenue would increase?"*

The responses provided to this **question ranged from 5 to 50 percent, with an average of 23 percent!** If there is a cost to developing and enforcing branding guidelines, there's clearly a significant revenue benefit that more than offsets those costs.

The participants in Figure 17 that indicated they rarely or never see material created and deployed in violation of brand guidelines were also asked a question:

> *"How do you feel that the brand consistency you've maintained has contributed to the growth of your organization?"*

Figure 18 shows the results of this query.

Growth Attributable to Brand Consistency

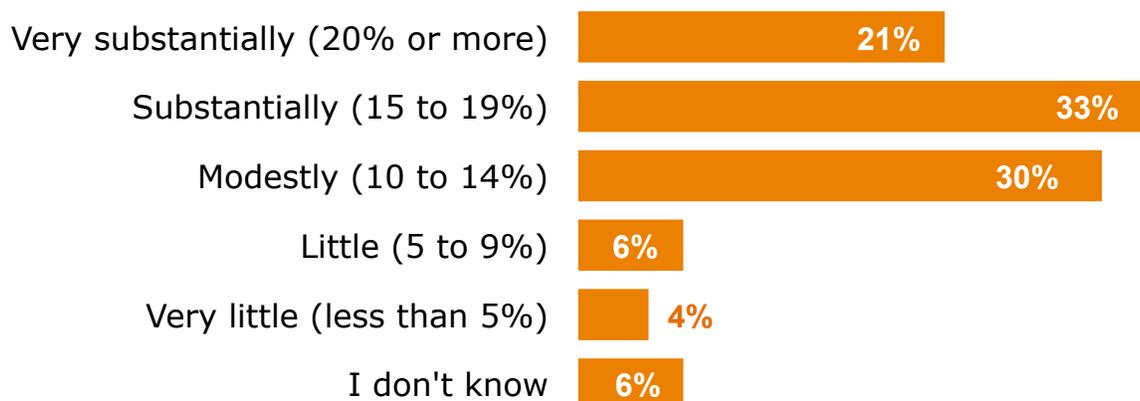|	
Very substantially (20% or more)	21%
Substantially (15 to 19%)	33%
Modestly (10 to 14%)	30%
Little (5 to 9%)	6%
Very little (less than 5%)	4%
I don't know	6%

Figure 18: Over half of study participants indicate substantial or very substantial growth from maintaining brand consistency.

THE IMPACT OF INCONSISTENT BRAND USAGE

Figure 18 shares what is perhaps the most important finding from this study: organizations that make an effort to maintain brand consistency experience a growth dividend from doing so. Almost 85 percent of those firms that are doing so attribute 10 percent or more growth to their efforts, and one in five are realizing 20 percent or greater growth.

ANALYST BOTTOM LINE

For many organizations, their brand is their most valuable asset, and for every organization, the brand holds the promise of becoming its most valuable asset through proper management.

Almost every study participant agrees that it is important to consistently present the brand in all the places it is encountered (Figure 5). Highly visible brands function like magnets, attracting customers to them, while conveying the brand promises, reinforcing the value and encouraging loyalty.

Careless or inconsistent presentation of a brand robs it of some of these coveted powers. So while almost all of this study's participants agree that consistent presentation is important, less than half of them are protecting their brand in this way.

This study identifies some ways to manage a brand that results in its consistent presentation and all the benefits that come with that, including:

1. **Brand management.** Who has responsibility for managing the brand has a great deal to do with achieving brand consistency. Primary responsibility should fall to the CMO or another marketing executive. But if marketing is driving the brand management bus, then the CEO is navigating, telling marketing where the brand needs to go. A CEO who cares about brand consistency and then empowers the CMO to manage the brand creates the ideal conditions for a brand to grow and remain strong.

2. **Branding guidelines.** The secret to controlling non-conforming uses of the brand is not to restrict who can create or modify branded marketing, communication or sales materials. Instead, it is to have a set of branding guidelines that are current, easy to comply with, and most importantly, easy to find (Figure 13). The single-most important attribute of effective branding guidelines is that they are easy to find, and this means making them available in multiple formats and through multiple channels. When these conditions exist, the guidelines empower proper use of the brand.

ANALYST BOTTOM LINE

3. **Branding guidelines enforcement.** The existence of branding guidelines is critical to attaining a high degree of consistency, but alone they are not enough. Enforcement of those guidelines is what creates the advantage. In this study, enforcement levels range from none to consistent enforcement, which is the level necessary to ensure brand consistency. Yet, just one-fourth of this study's participants enforce their branding guidelines at this level.

4. **Respond to requests**. When marketing takes on the mantle of brand-protector and enforcer of guidelines, it must also remain sensitive to requests for new or customized branded materials. The natural expectation is that with the introduction of guidelines and enforcement, comes bureaucracy and red tape. Guidelines, however, actually streamline the process of creating new or customized materials, because the creative boundaries are set and fear and doubt is removed. Marketing can and should respond faster than if guidelines did not exist.

Managing the brand well by ensuring it is consistently presented has a real impact on growth. For the organizations in this study that have issues with brand consistency, this study finds an average 23 percent lift in revenue would come from consistent brand presentation. This finding alone should compel any organization to make achieving brand consistency a high priority.

ACKNOWLEDGEMENTS

Demand Metric is grateful to Lucidpress for sponsoring this research, and for those who took the time to complete the study survey.

About Lucidpress

Lucidpress is a design and brand management platform for marketers, trusted by over 2 million users to create and distribute gorgeous branded content with seamless consistency.

With its innovative branding features, Lucidpress makes it easy to enforce brand guidelines while empowering teams to develop documents, flyers, brochures, newsletters and more in an intuitive, online editor. Brand assets are easily accessible at any point during the creation process, eliminating the need to track down the latest logo or pile extra work on top of busy graphic designers. Template locking protects critical fonts, styles and content from unwanted changes, but still gives team members the freedom to localize and customize marketing materials on their own.

To learn more about Lucidpress, please visit www.lucidpress.com.

About Demand Metric

Demand Metric is a marketing research and advisory firm serving a membership community of over 70,000 marketing professionals and consultants in 75 countries.

 Offering consulting methodologies, advisory services, and 500+ premium marketing tools and templates, Demand Metric resources and expertise help the marketing community plan more efficiently and effectively, answer the difficult questions about their work with authority and conviction and complete marketing projects more quickly and with greater confidence, boosting the respect of the marketing team and making it easier to justify resources the team needs to succeed.

To learn more about Demand Metric, please visit: www.demandmetric.com.

APPENDIX: SURVEY BACKGROUND

This 2016 Brand Consistency Impact Study survey was administered online during the period of August 8th through September 28th, 2016. During this period, 247 responses were collected, 234 of which were qualified and complete enough for inclusion in the analysis. Only valid or correlated findings are shared in this report.

The representativeness of this study's results depends on the similarity of the sample to environments in which this survey data is used for comparison or guidance.

Summarized below is the basic categorization data collected about respondents to enable filtering and analysis of the data:

- ✓ Type of organization:
  - ➢ Primarily B2B   51 percent
  - ➢ Primarily B2C   19 percent
  - ➢ Mixed B2B/B2C   30 percent

- ✓ Primary role of respondent
  - ➢ President, CEO or owner   17 percent
  - ➢ CMO   8 percent
  - ➢ Corporate Marketing   40 percent
  - ➢ Field Marketing   3 percent
  - ➢ Graphic design/production   4 percent
  - ➢ Sales VP/executive   3 percent
  - ➢ Other sales role   2 percent
  - ➢ Other   23 percent

- ✓ Annual sales:
  - ➢ Less than $10 million   41 percent
  - ➢ $10 to $24 million   18 percent
  - ➢ $25 to $99 million   14 percent
  - ➢ $100 to $499 million   10 percent
  - ➢ $500 to $999 million   3 percent
  - ➢ $1 billion or more   14 percent

APPENDIX: SURVEY BACKGROUND

✓ Revenue growth environment in most recent fiscal year:
- ➢ Significant increase   13 percent
- ➢ Slight increase   50 percent
- ➢ Flat   24 percent
- ➢ Slight decline   9 percent
- ➢ Significant decline   4 percent