

TOP BRANDS BEHAVIOUR & STRATEGY

With brand becoming an increasingly important value driver, what are top brands focusing on?

72%

brand value increase

OCADO

Experience – performs particularly well on this
Focus on improving customer relationships
Refreshed brand identity

\$355bn

Value of brand

APPLE

35% brand value increase
Strong historical refinement of core brand positioning
Effective application to broader range of services
High levels of brand loyalty
Reputation for quality & innovation

9%

Value of brand

WOOLWORTHS

Adapted to shifting retail landscape
Expanded online capability
Strong brand reputation
Customer Loyalty

GREGGS

Joining the top 75 UK brands for the first time in 2021

Innovated and adapted brand
Marketing's role is increasing profits
Improving quality of content
Focus on digital, loyalty and products

MICROSOFT

Satya Nadella is ranked this year's top brand guardian

Empowerment
Culture of teamwork
Innovation
Growth mindset

To find out more about how to improve your brand so that it increases your market positioning, enhances your competitive advantage and facilitates work winning speak to the Sabre Associates Team on +44 (0) 207 138 1067 or info@sabreassociates.co.uk.

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