

# Brand or Bust:

Using brand  
marketing to stop  
the race to the  
bottom

The logo for Bokun, featuring a stylized black roof icon above the word "Bokun" in a bold, black, sans-serif font.



# The 95-5 Rule:

In any given category, up to 95% of your potential customers are not “in-market” to buy today.



# Beyond the Brand

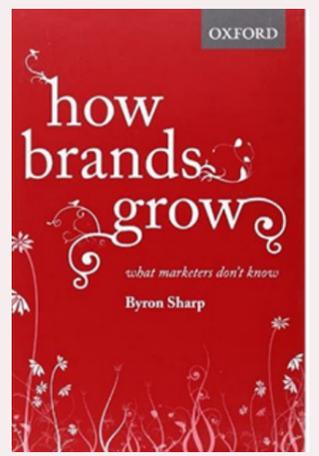
- 59% prefer to buy new products from brands they are already familiar with
- 87% will pay more for products from brands they trust.
- Lesser known brands get less repeat business and have a proportionally higher amount defect to larger brands.



# Monopolies & habits

- **Natural monopoly law:** If a consumer only buys one product statistically more likely to choose a dominant brand.
- **Smaller brands = more promiscuous customers:** Smaller brand customers are typically bought by those that know and buy many more competing options.





# Growth comes from Light Buyers

- Largest sales segment from longtail of "light buyers".
- Growth comes from many people buying occasionally, not few people buying frequently.
- Driving new customers and brand drives more repeat business.



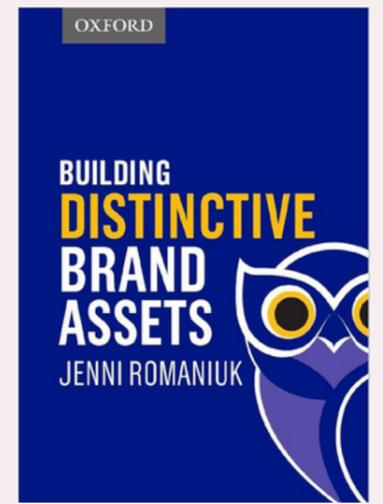
# Broad Reach Brand Marketing is key



- Broad reach is statistically more powerful.
- Campaigns targeting the whole market are 10x more efficient at driving market share than those only targeting existing customers.



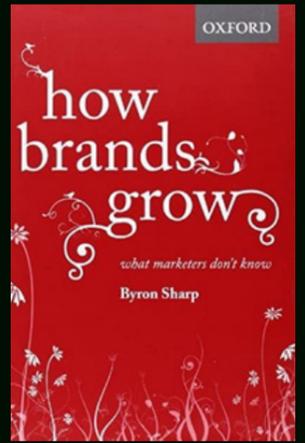
# Distinctiveness & fame



- **Distinctive assets:** Show a target traveller your brand & others. Can they pick yours out? Do you own your distinctive assets?
- **Beyond logo:** Sonic assets, characters, logos, fonts, color, taglines.
- **Mental availability:** Have they heard of you?



# Early branding and emotion



- **Advertise your product not the category:** Studies show brand in the first 3 seconds drives higher recall.
- Generally speaking the more branding the better.
- **Emotion drives memory recall:** You're in the right business.



# Measurement Trap



- **Slow vs fast burn:** Brand marketing typically underperforms Activation marketing in the first six months.
- **Long-term gain:** However, they are twice as likely to drive major profit after the one-year mark vs Activation.



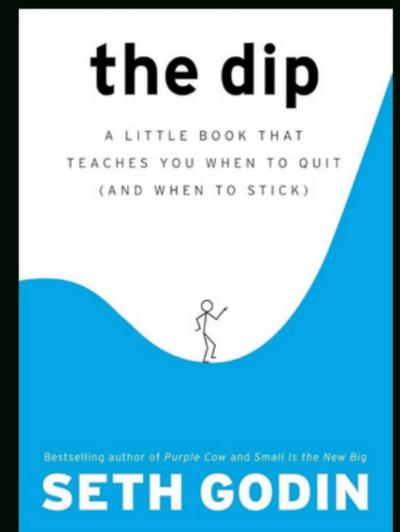
# 60:40 brand /activation budget split



- Proven ideal split of budget is 60% on emotional brand building and 40% on rational activation.
- Higher share towards activation in the first year (35:65), shifting to (60:40) as novelty wears off.



# Productive ad spend



- Instead of being average at five things, focus all your resources on those you can dominate (your type, areas, marketing channels).
- Brand marketing is rife with ways to lose money: Turn off all ad partners, games, apps etc.



**Build a brand to influence  
95% of travellers before they  
become the competitive 5%.**

Allowing you to **drive repeat  
business** and revenue up and  
costs down.



**Bokun**

**The how to  
your wow**

A Tripadvisor Company 