



JOE PERRI & ASSOCIATES
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The Importance of Business Brands in the Digital Media Era

There are many business owners that believe brands will become less important as technology, social and digital media rapidly marches forward. Joe Perri, principal and founder of Joe Perri & Associates says these people will be disappointed.

In fact, Joe Perri maintains that the business brand will become even more important in the digital / social media age.

With what can only be described as a tsunami of digital / social media and brands, consumers today are confronted with more information than ever before – and to filter out.

In order to cut through the noise and clutter, marketers have to strive much harder to build and differentiate their brands and inspire loyalty.

Creativity of image and message is paramount.

The industry pioneers of mass media advertising in the post World War II era developed powerful brands and images that transformed the commercial and business landscape. Brands evolved into consumer icons and delivered enormous value and revenue for the companies that owned them.

Today, in the digital and social media era, brand messages have become harder to get across and media fragmentation has emerged as a confronting reality.

In this environment, creative strategy to facilitate the communication of the exact message, to the right segment, on time, at a competitive price has become even more complex and problematical. Digital technology and social media fragments market sectors and creates even more data to be digested and absorbed by consumers.

With so many mediums vying for attention it is very easy to lose sight of the basic marketing principle that people interact with businesses and products on an emotional level.

How often have we observed that some consumers love particular products and brands, despise others and are neutral about the rest?

As a result the consumer's perception and confidence in a brand determines the price they are prepared to pay for a particular product or service.

Maintaining the business brand or product / service momentum over a long product cycle is now a major concern for many marketers and business owners – in particular, as

the impact of digital media is still misunderstood and underestimated.

Many experts believe that as digital and social media grows in importance, there will be more channels and more brands than ever vying for attention within them. Clutter will increase and this will result in consumers aggressively filtering out a greater volume of brands and messages than they can accommodate.

Well established and recognised brands that adopt new communication mediums will benefit from consumer connectivity and loyalty. However, those brands that are unable (or unwilling) to adapt will struggle to survive.

Therefore, business owners and marketers can expect brands to become more important – not less – and they will have to pay greater attention than ever before to the implementation of marketing strategy, and learn how to build a strong marketplace presence and brand image in a constantly changing digital consumer landscape.

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