

# The DNA of breakthrough brands

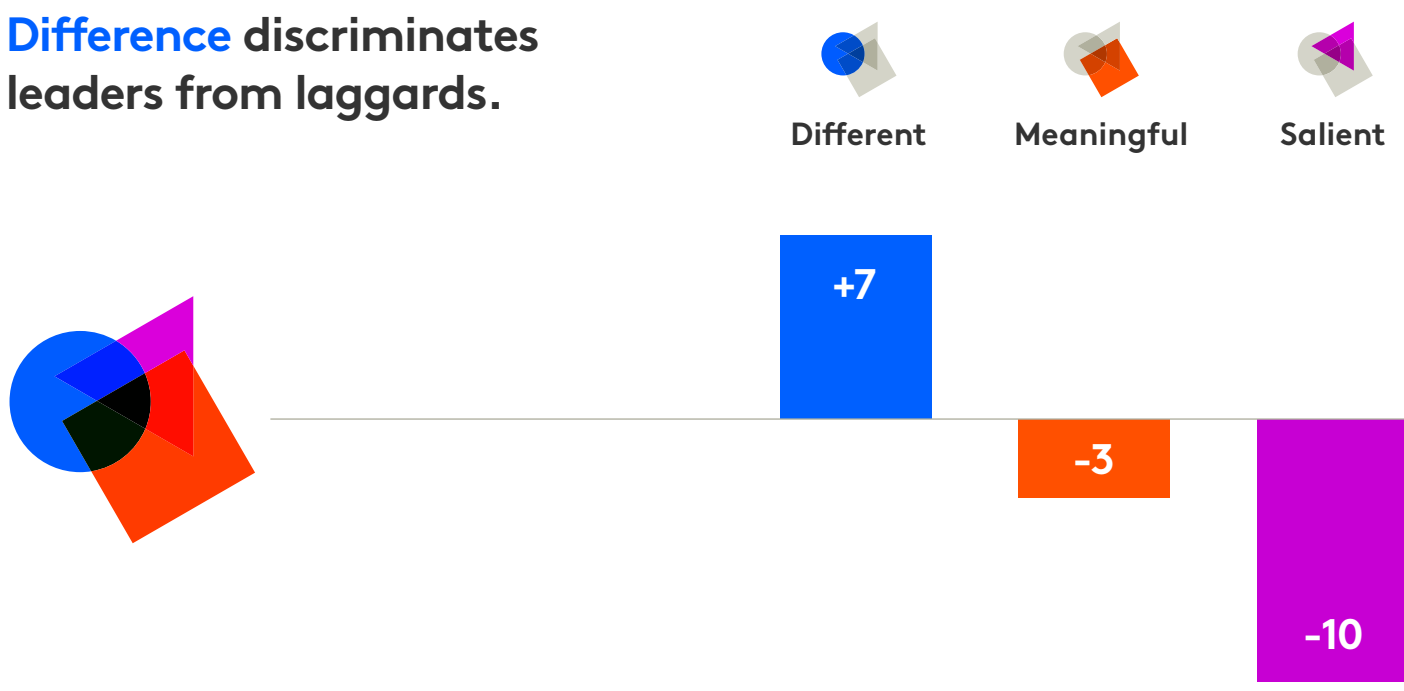
The power of difference in turning short-term disruptors into long-term leaders

A decade of Kantar BrandZ shows that stronger equity brands show higher value growth at 159%. But breakthrough brands almost tripled in value—adding 186% on average to their brand value.

\*Kantar BrandZ brand valuations (2011-2021)

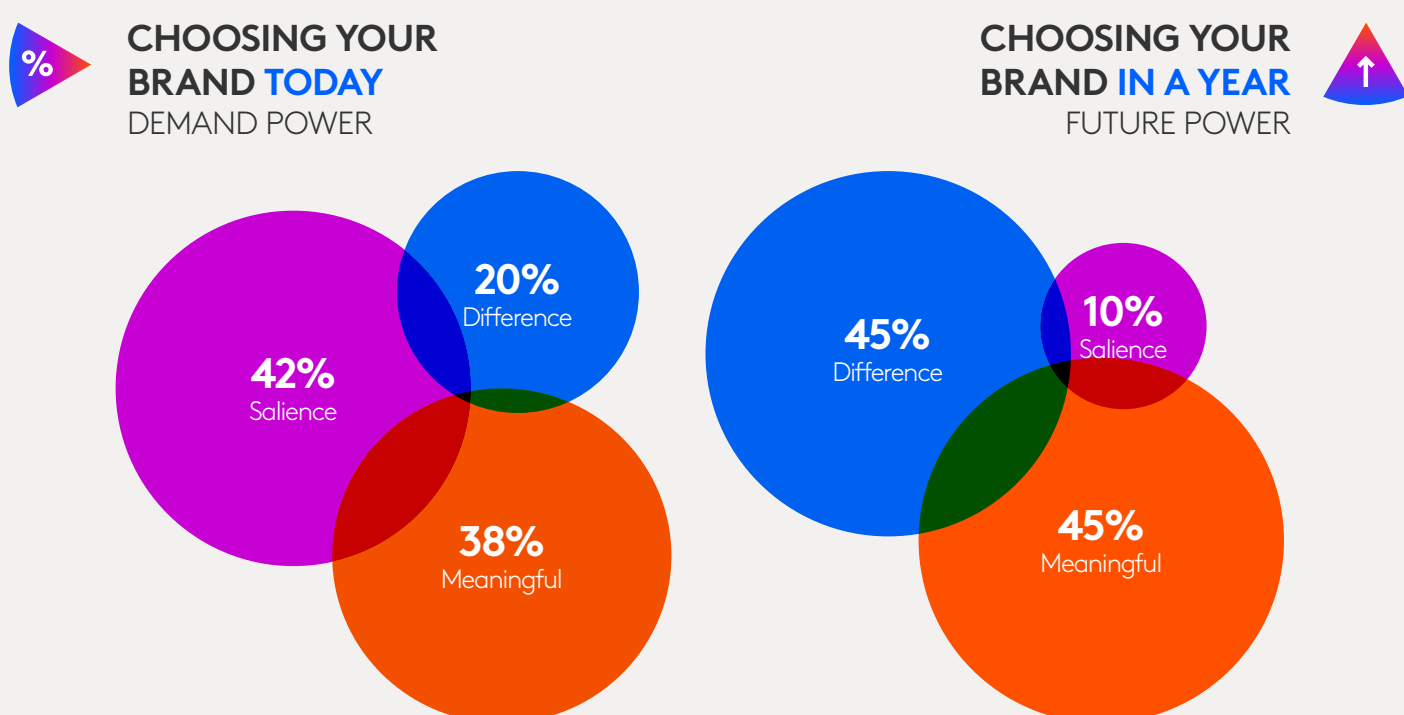
## IT'S DIFFERENCE THAT MAKES THE DIFFERENCE

Difference discriminates leaders from laggards.



Source BrandZ—61 Breakthrough Brands vs. all Most Valuable Brands (2019-2022)

Difference amplifies future purchasing.



Source: Global BrandZ

And Difference is the ultimate commercial competitive weapon for brands.

Brands with a strong Difference in their offer, coupled with meaningful relevance and strong go-to-market support, can achieve **2.5 times higher brand growth** compared to those that lack it.

Source: BrandZ, Breakthrough brands vs all Brands  
\*Over a three-year period

# 2.5X BRAND VALUE GROWTH

It's time to evolve the growth model to incorporate value and price

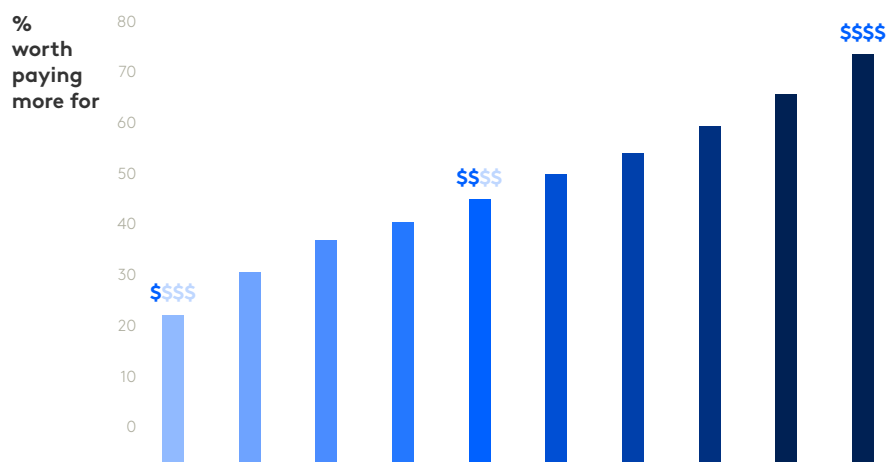
A shortcoming of current narratives is focus on growing volume market share.

Our evidence shows strong brands also have an invaluable role driving margin, via Meaningful Difference.

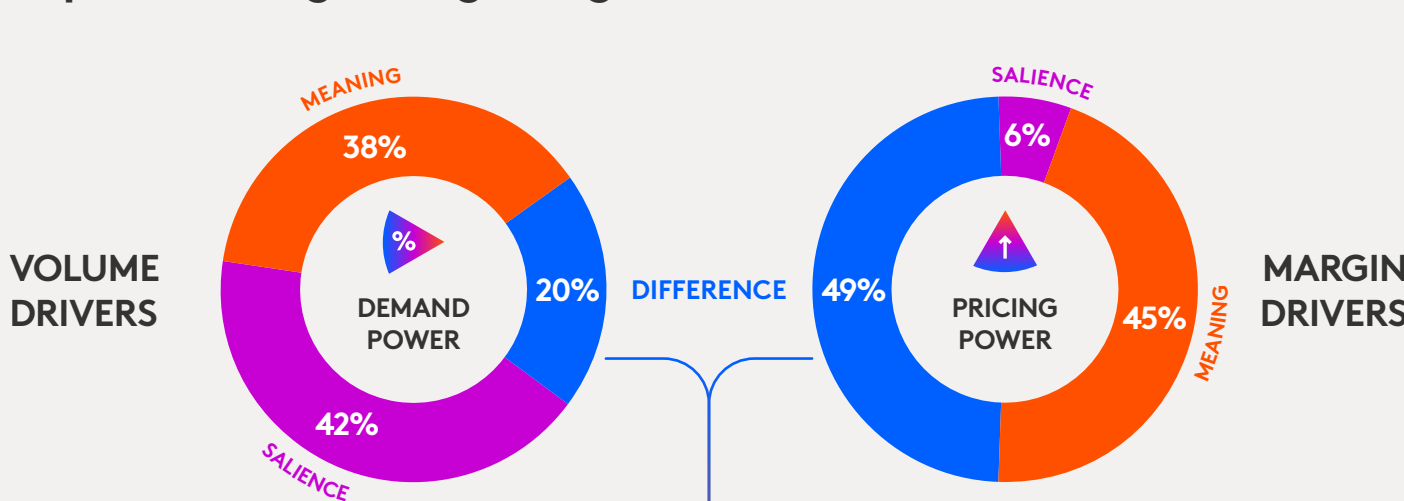
So the brand model of growth narrative needs to evolve.

Difference is worth paying more for.

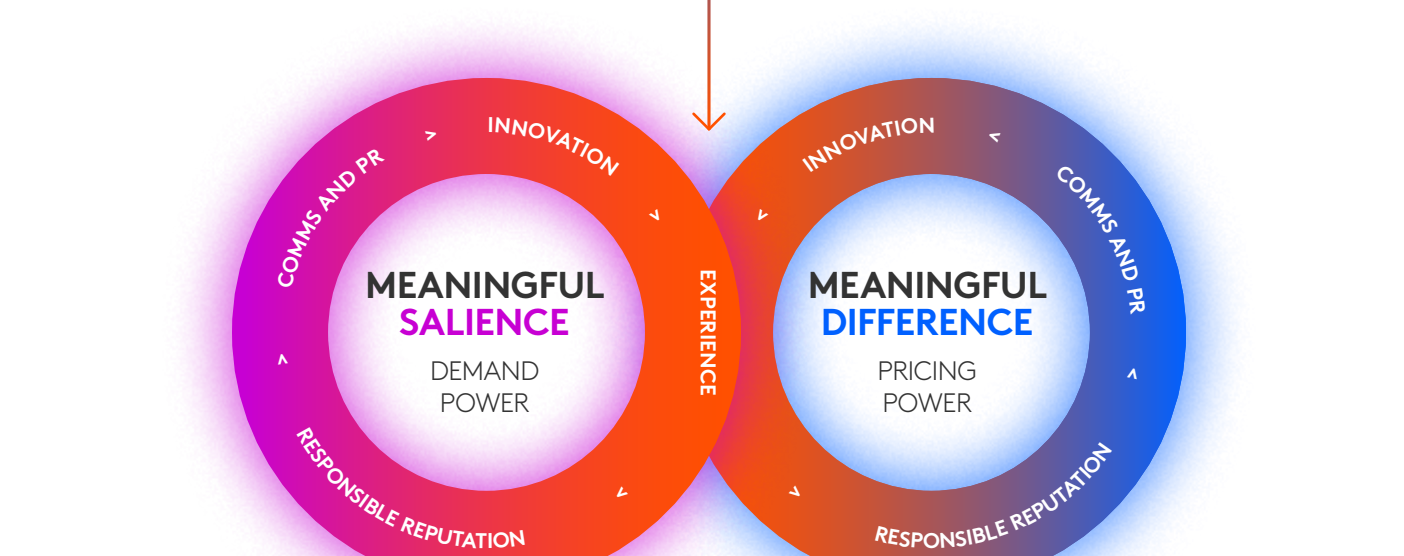
But there's something else — Kantar BrandZ evidence confirms the very strong relationship between difference and price margin. Brands that are seen as uniquely different are also worth paying more for — the higher your perceived uniqueness, the more consumers are likely to say it is worth paying more for.



Difference is 2.5x more important to growing margin.



Base: 156 brands Other metrics



The growth value of a brand is determined both by sales and profitability.

Meaningful salience, or building mental availability, helps your brand come to mind more easily and that drives demand and sales. But meaningful difference is what drives perceptions of being worth paying more for — and that's what drives your price and margin.

If you can command a premium price, you can increase the value of your brand without significant volume growth. And that's a considerable advantage.

Any brand — old and new — can be a breakthrough brand

Building differentiated 'whole brand' emotive clarity with consistency — is critical: it fuels innovation, CSR and CX.

This requires marketing leaders to go far beyond the marketing silo and infuse the entire organisation to unlock the true commercial power of their brands.

And to be fearless in leading with creative experimental mindset.

Discover the DNA of breakthrough brands and how to leverage the power of difference for your brand.

Gareth.ONeill@kantar.com  
kantaraustralia.com