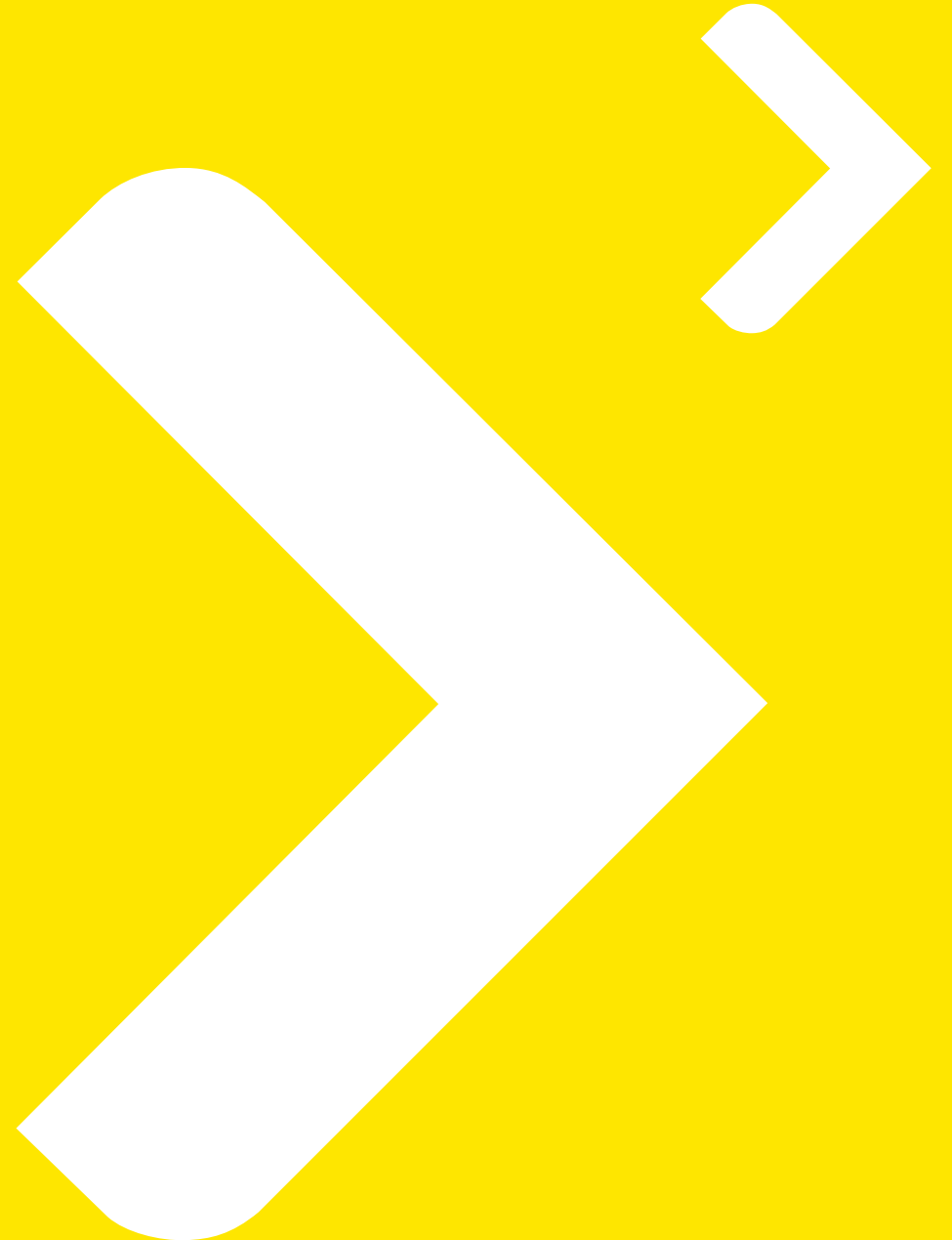


Is the brand dead?

Webstock conference 2025
Laura Mihăilă

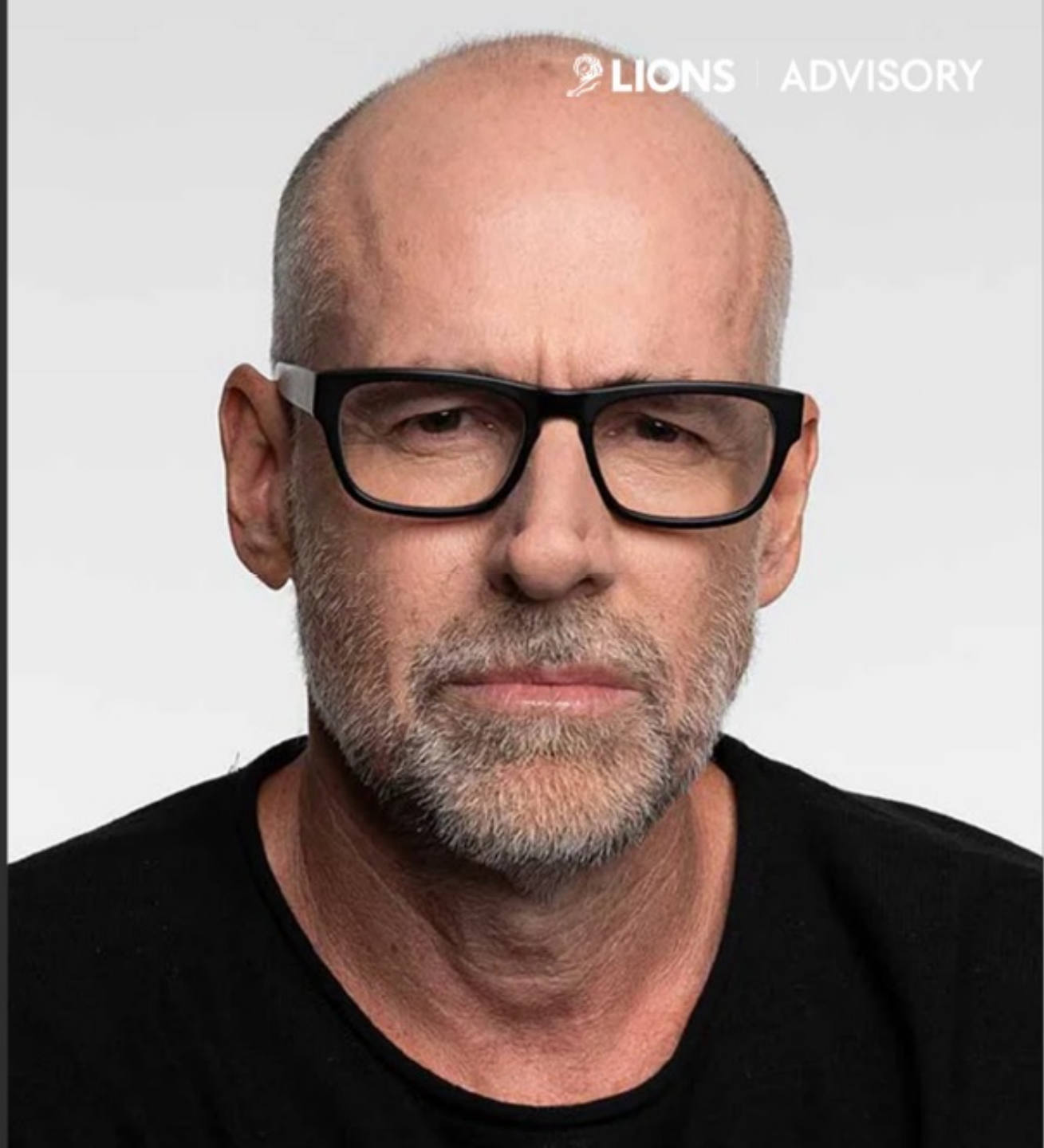


“The era
of brand
is **dead.**”

Scott Galloway

Professor of Marketing, NYU Stern School of Business

 LIONS | ADVISORY



Standardization works.

The virality is instant.
The culture blends.



Long live good
supply chains!





A WORLD NOISY AND DIVIDED



RAGE

SELLS BETTER THAN
SEX



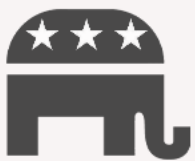
ATTENTION

is more important
than love



People
are the new brands

Coca-Cola

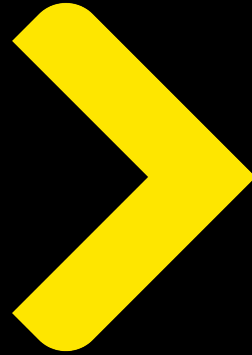


CNN



adidas

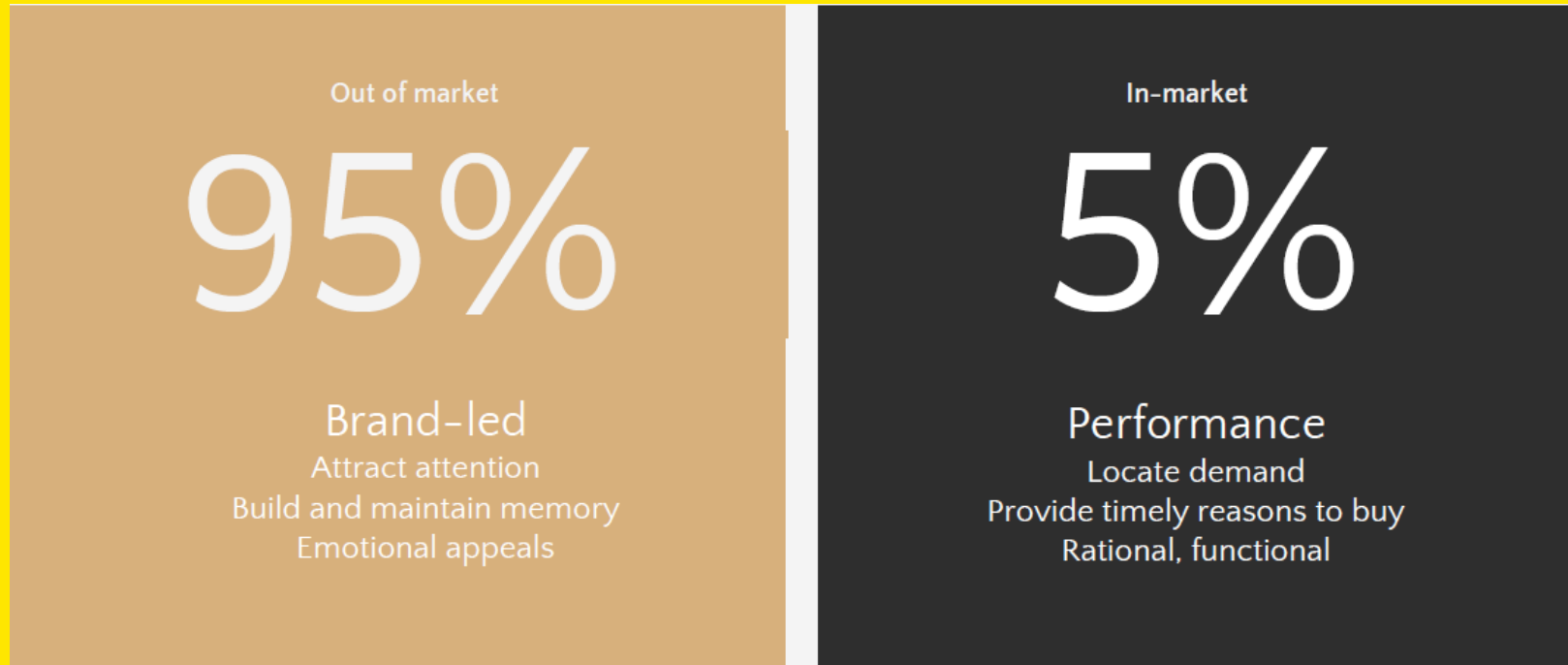
CUSTOMERS ARE THE REAL BUSINESS MULTIPLIER EFFECT



Is brand dead?

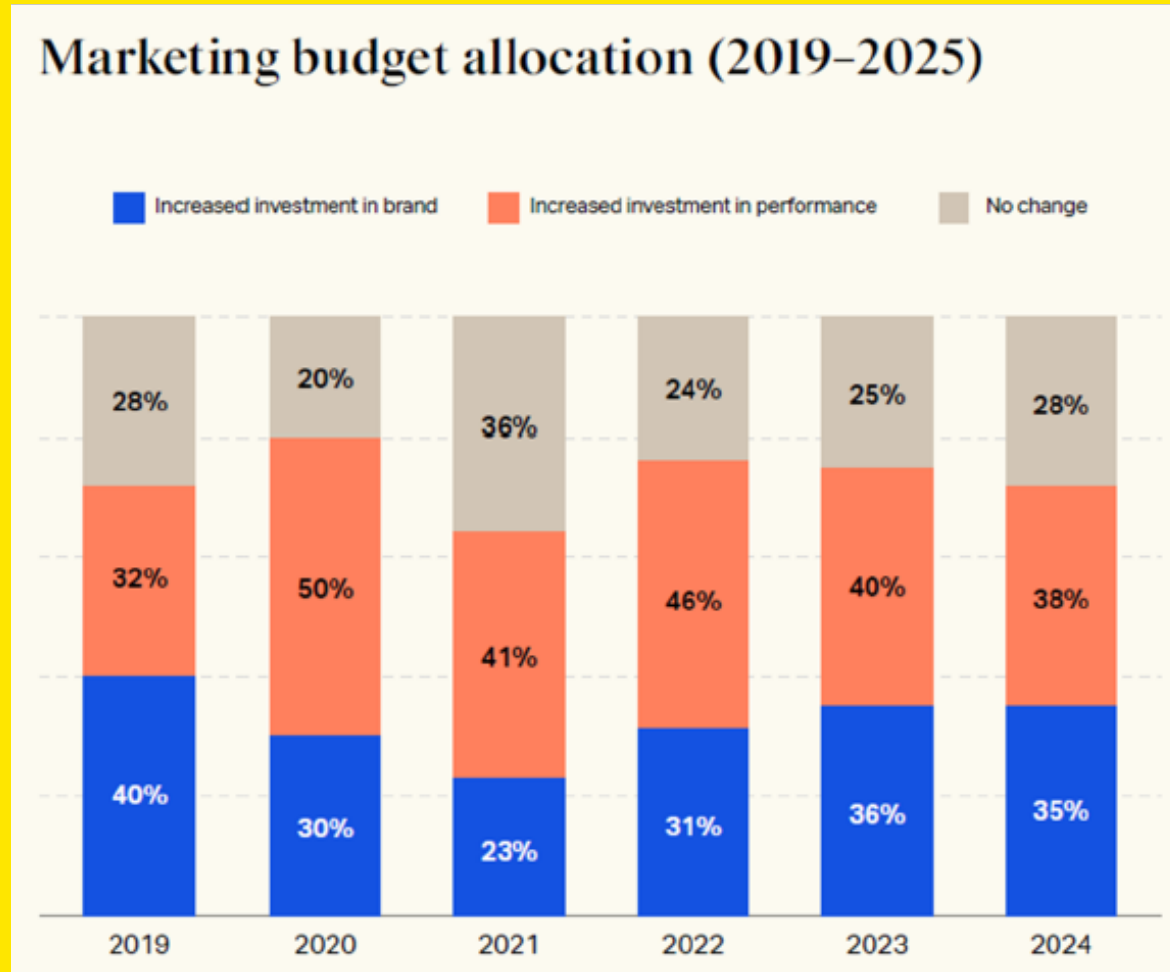


The advertising needs to cover both non- buyers consideration as well as short term sales



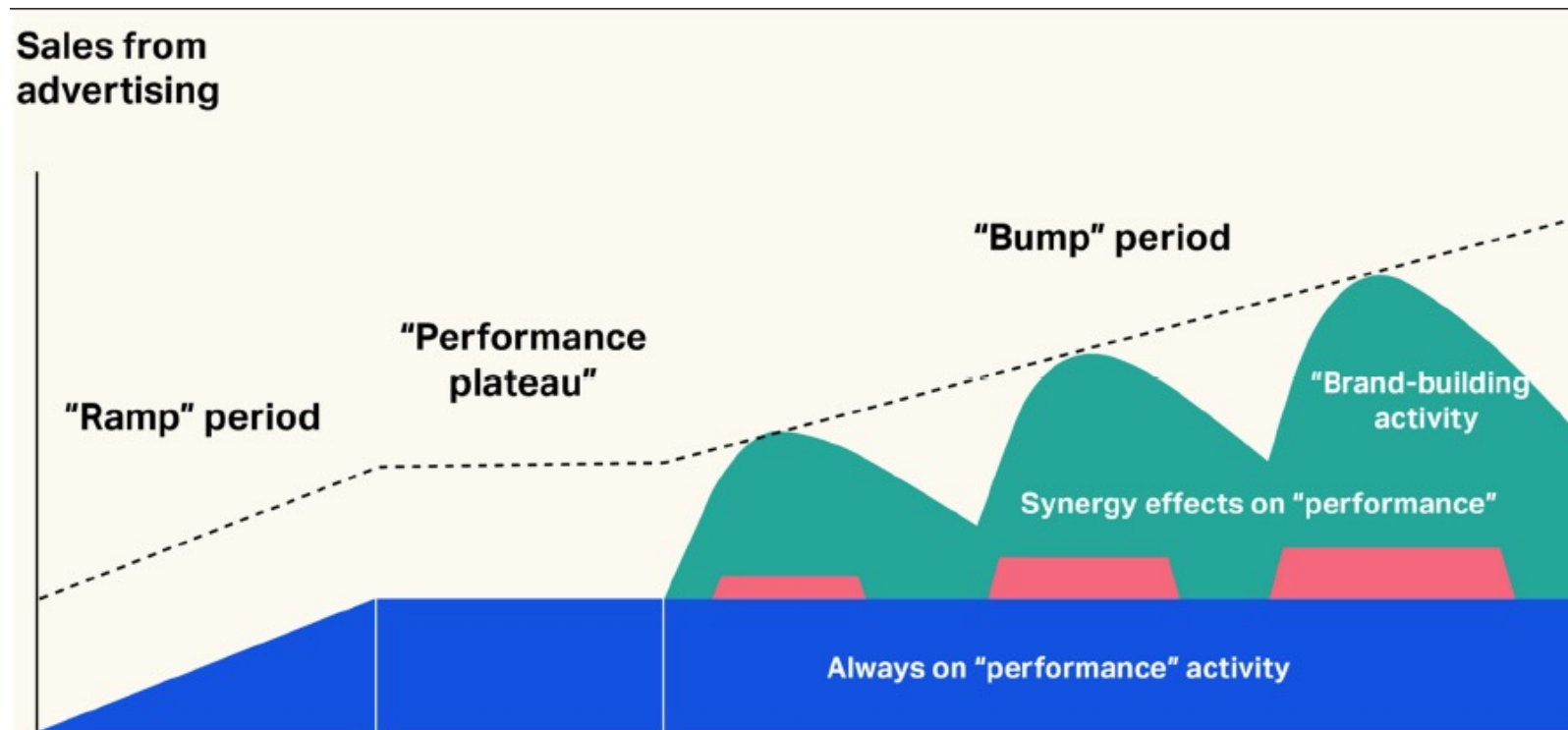
Source : How brands growth, Byron Sharp

Yet, the investments are heavily geared towards short-term-isms and performance



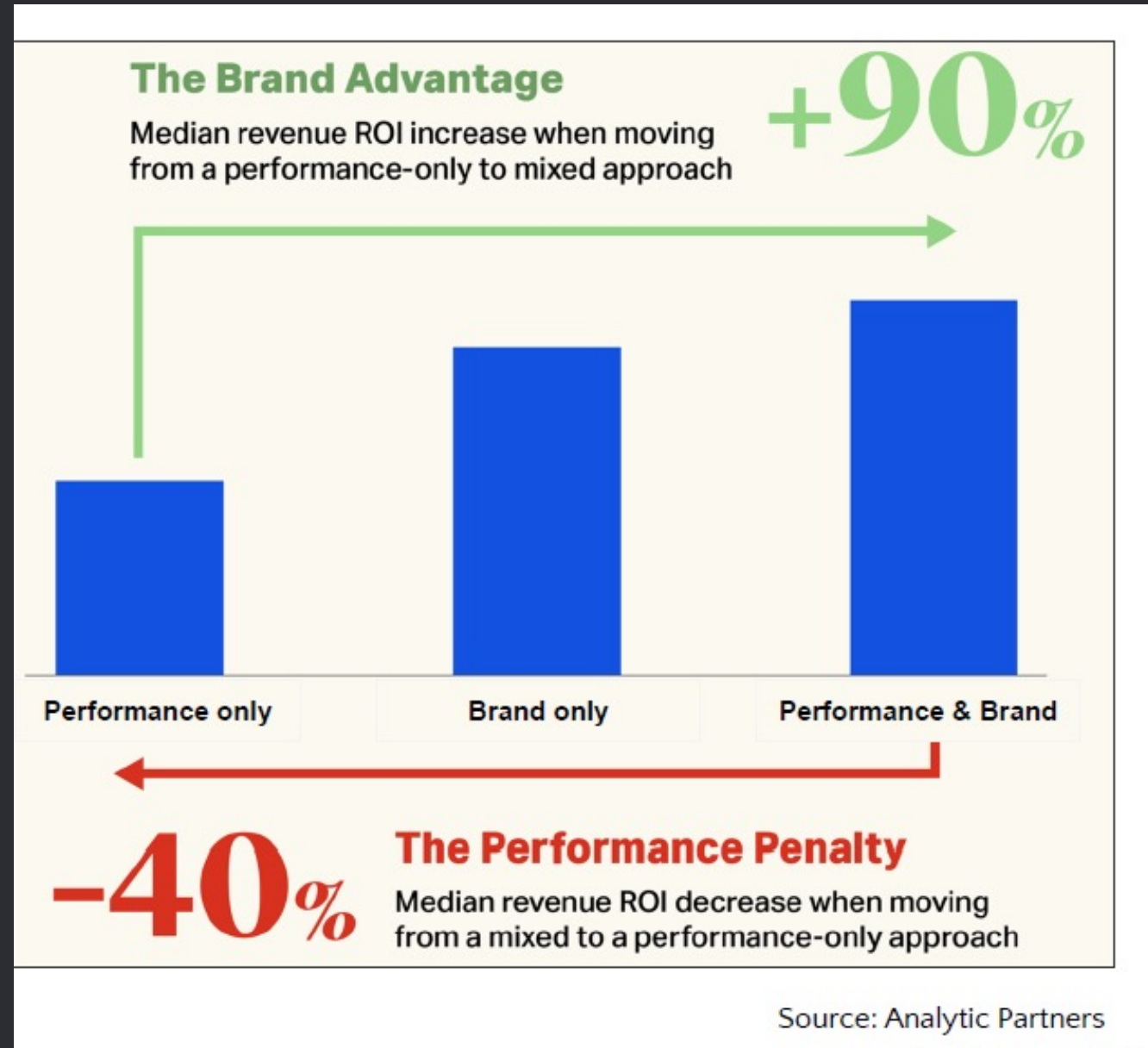
Source :WARC Marketer's toolkit, 2025

**It is a fact that brand and performance
work better TOGETHER**



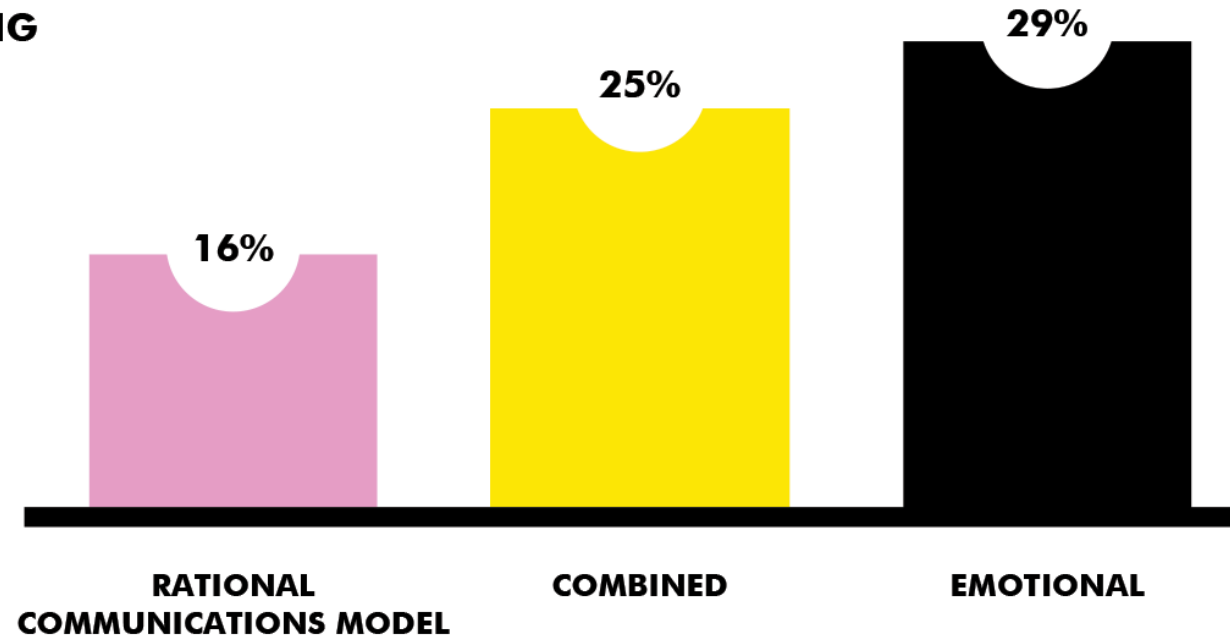
Source: Dr. Grace Kite & Tom Roach

Brand advantage versus Performance Penalty



**Even in attention economy,
any label sells better if it uses emotions**

**% REPORTING
VERY LARGE
PROFIT
GROWTH**



Source : IPA, The long and short of it, 2021, Peter Field si Les Binet

Emotions... means
Purpose led brand
building?

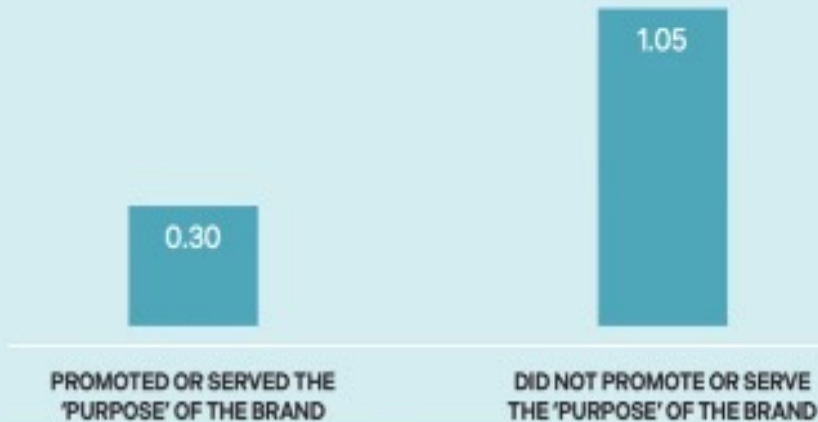


PURPOSE creative strategy...probably works. We just don't have any evidence

When converting Existing Demand:

FIG 4.5 PURPOSE & SHORT TERM COMMERCIAL EFFECTS

Average number of very large **short-term** commercial effects



When creating Future Demand:

FIG 4.6 PURPOSE & LONG-TERM COMMERCIAL EFFECTS

Average number of very large **long-term** commercial effects





No.



Be present in the community
Stop inventing impossible purposes.



Just do stuff.



Avem mai multe în comun decât ceea ce ne desparte.
Și asta merită susținut.

Raiffeisen Comunități,
acceleratorul de ONG-uri în
sustenabilitate cu granturi
totale de 1 milion de euro.



Tot
ce ne
unește

**Raiffeisen
Comunități**



**Raiffeisen
Bank**

ARC

1:1:1:1



Are **C**ategory **E**ntry
Points too dry for
emotions?













**Growth comes from Connection.
Connection is Brand.**