

# EXTERNAL

**60%**

Sixty percent of purchasing decisions are made **before** customer contact

**76%**

Brands with a clear, resonant proposition standing for something meaningful in consumers' minds grew 76%.

**27%**

Brands with compelling and persuasive advertising alone appreciated only 27%.

**168%**

Brands that combined a compelling proposition with strong advertising achieved value growth of 168%.

## EXTERNAL BRAND IMPACT FORMULA:

EMPLOYEE CONFIDENCE → HIGH PERFORMANCE + CUSTOMER SATISFACTION

**360°**  
**BRAND ENGAGEMENT**

## INTERNAL BRAND IMPACT FORMULA:

COMMUNICATE THE PURPOSE + PROJECT THE MISSION = BUILD EMPLOYEE CONFIDENCE

**76%**

For active engagement, people must align with an organization's core... and 76% highly value citizenship and social impact.

**38%**

Thirty eight percent of employees want to make a positive impact on clients and customers ~Deloitte 2014 core beliefs and culture survey

**61%**

Sixty one percent of employees don't know their company's mission statement.

**33%**

Only 1/3 of US employees are engaged at work.

# INTERNAL

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2018 Deloitte Global Human Capital Trends, Deloitte 2014 core beliefs and culture survey, Greatness Gap: The State of Disengagement, 2015 Achievers Survey, Gallup State of the American Workplace 2017, CEB's Marketing Leadership Council in partnership with Google, The Digital Evolution in B2B Marketing 2018, Doreen Wang, Millward Brown POV "Brand Building: An Investment in Future Financial Success"