

**Brand vs Performance**

# Finding Demand

Brand Builds Demand. Performance Find it.

**30 APRIL '26**



# Housekeeping Tips

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Audience will be muted throughout. We encourage leaving questions through the Q&A option.



Recording of the session will be shared afterwards.



Contact us for more info via:  
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# Meet our Speakers



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# Today We'll Talk About

What's changed in digital media

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Creating demand and capturing demand

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Brand vs Performance



POLL 1

**What is your biggest challenge with  
finding demand today?**



**POLL 2**

**Where do you feel your brand is currently over-indexing?**

# The New Marketing Reality

01

## Performance Needs Brand

Performance captures demand. Brand creates future demand.

02

## Funnels are Messy

People don't move neatly from awareness to conversion.

03

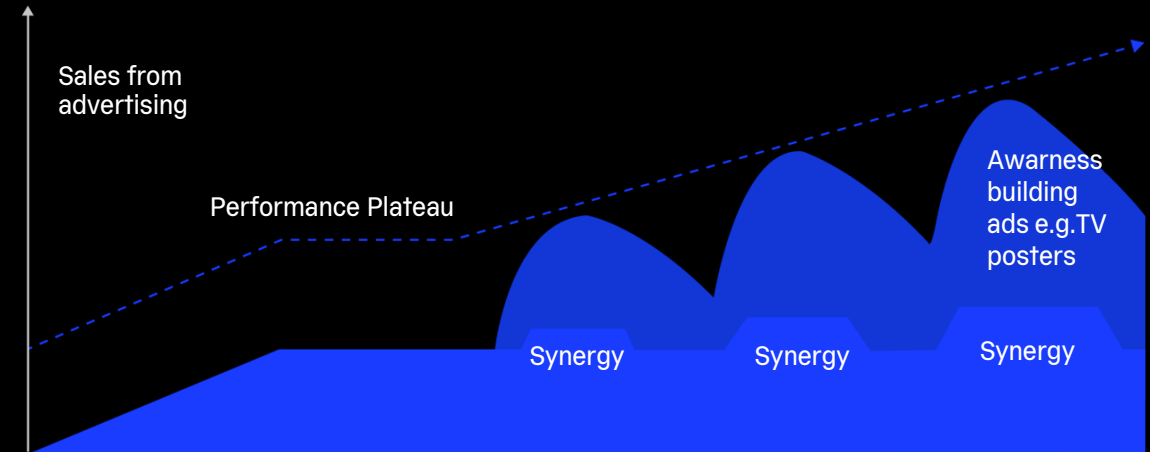
## Creative is a System

Many assets, many platforms, one recognizable brand.

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## Audiences Include AI

Brands now need to show up for people and models.



# How to Respond?

Find demand earlier, measure it better, and scale it before it gets expensive.

## Expand Discovery

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Show up in more demand moments, not just more channels.

## Read Broader Signals

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Use context, behavior, content, time, device, and app signals.

## Unlock New Demand

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Move beyond the same lookalikes and retargeting pools.

## Measure Differently

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Track branded search, direct traffic, repeat visits, and audience growth.



# Demand Creation & Demand Capture

**Brand widens the pool. Performance moves the pool.**



## **Creating Demand: Expands the future buyer pool.**

Makes more people ready to choose you later.  
Builds familiarity, trust, and relevance before the buying moment.

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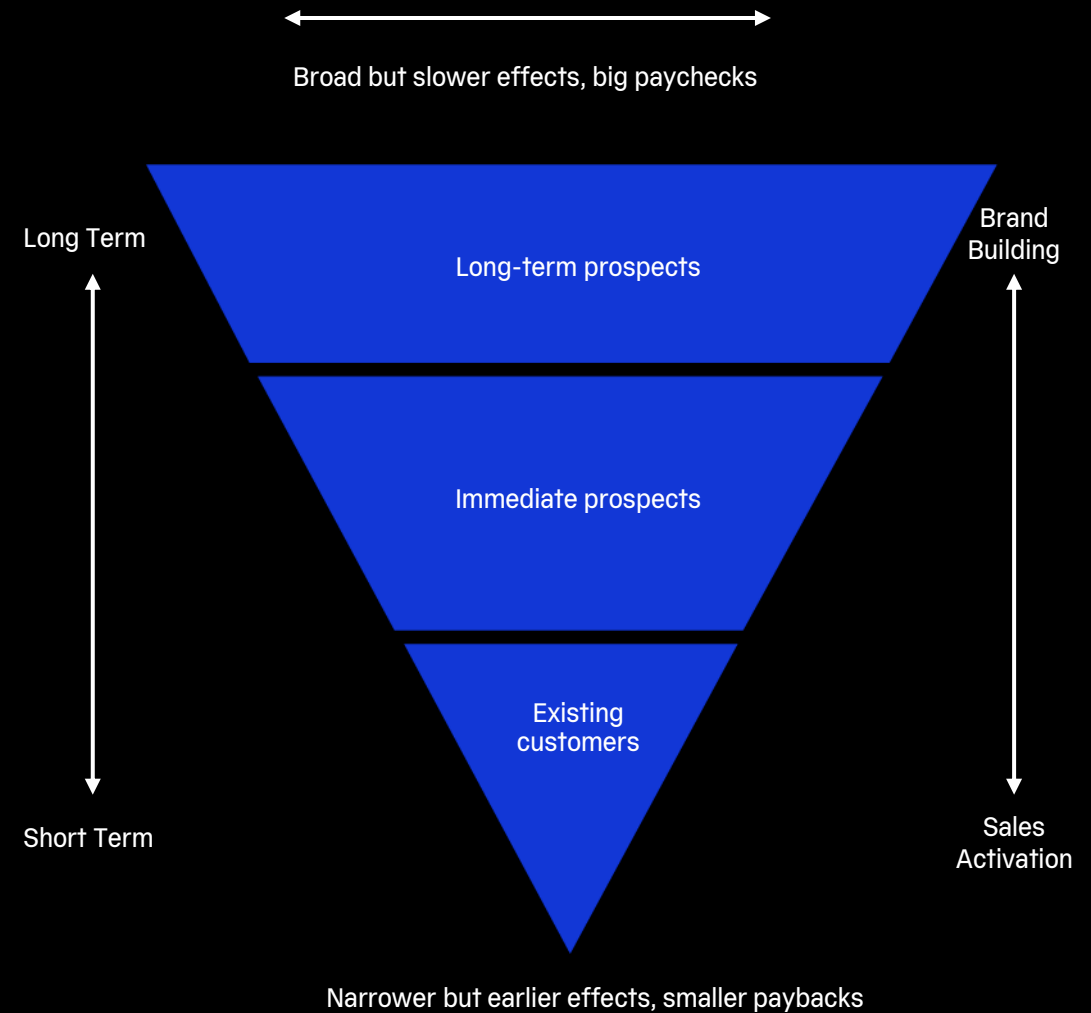
## **Capturing Demand: Moves visible intent into measurable growth.**

Converts people already showing intent.  
Turns search, visits, clicks, installs, and retargeting audiences into action.

# How Demand Grows Over Time

Brand building grows future demand by reaching broad pools of potential buyers.

Sales activation converts existing demand by moving ready-to-act audiences.





# Balancing Brand & Performance

**Where brands get stuck: Over-investing in performance can reduce revenue ROI by 20%–50%.**

When performance is expected to solve a demand problem, teams end up overworking the same audiences. CPAs rise, CTRs soften, and growth looks busy but not incremental.

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**What good looks like: A balanced brand and performance mix can lift revenue ROI by 25%–100%.**

Use brand to create demand and reduce friction. Use performance to capture demand and validate where growth is forming.

Source: WARC / The Multiplier Effect, 2025

# Finding Demand as a New Brand

For new brands, performance often chases a demand pool that barely exists yet. Early growth should lean heavily into creating awareness, trust, and recall before expecting performance to scale efficiently.

## An Early-stage Split

- 70–80% awareness building: Content, social proof, creator/partner activity, category education, organic visibility
- 20–30% performance testing: Low-budget search, paid social, retargeting, app install tests, branded search defense

## What To Focus On

### Educate The Audience

Videos, blogs, webinars, founder-led content

### Build Mental Availability

Consistent visuals, messaging, and category cues

### Create Organic Demand

Social, SEO, communities, partnerships

### Test Intent

Small-budget search and social ads

### Retarget Warm Users

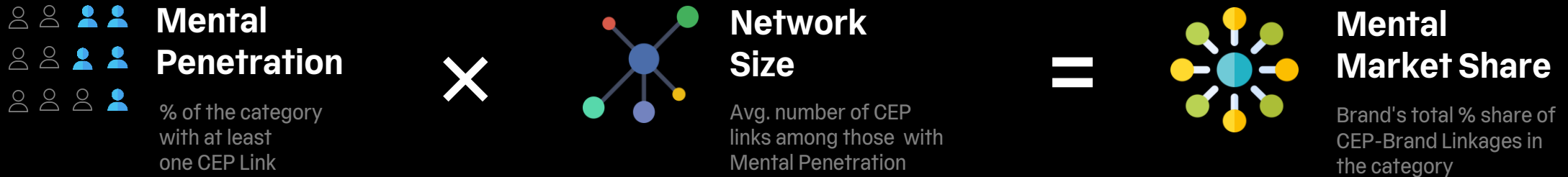
Bring back people who engaged with content

### Defend Branded Search

Once recall and search interest start building

# Mental Availability

The Ehrenberg-Bass data shows "Mental Market Share" directly predicts sales growth amid signal loss.



## New Brand

Build broad CEP networks, using video and social to drive 20–30% recall.

## Established Brand

Use contextual targeting to prospect non-users and lift mental availability by 15–20%.

# Finding Demand as an Established Brand

Established brands often have demand, but it can become concentrated in the same audience pools. The next phase of growth comes from opening new occasions, segments, markets, and use cases.

## Why This Matters Now

- 95% of advertising and data decision-makers expect continued signal loss and privacy pressure.
- Nearly 9 in 10 buyers say signal loss is already changing personalization, media choices, and KPIs.

## What to Focus on

### Deploy Mental Availability

4 of 5 clients are using M.A. frameworks to secure their growth

### Diversify Audiences

Use first-party data to find adjacent segments beyond core users

### Push Into New Geographies

Localize campaigns and validate demand by market

### Prospect Smarter

Use AI-led lookalikes and demand-gen formats to reach new intent pools

### Build Ecosystem Plays

Partner with platforms, creators, or complementary brands

### Test Innovation

Use performance channels to measure demand for new products or betas



# Finding Demand Before It's Obvious

## **Where to look now**

Context, App usage, Content consumption, Time of day,  
Device signals, Behavioral patterns

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## **How to read them**

Travel content: travel intent

Finance apps: financial planning stage

Gaming behavior: entertainment demand

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## **Why it matters**

Early signals: behavior, content, context, app usage

Late signals: search, retargeting, conversion activity

Early signals mean cheaper acquisition.

A hand is shown reaching upwards, illuminated by a spotlight beam from above. The background is dark, and the hand is the central focus of the image. The word "Questions?" is overlaid in white text across the hand.

Questions?

A silhouette of a person in mid-air, performing a high jump over a bar. The person is upside down, with their legs extended upwards and arms tucked. The background is a dark gradient. The text "How did we do?" is overlaid in the center in a large, white, sans-serif font.

**How did we do?**

A photograph of two women walking away from the camera on a city street at night. The street is wet and reflects the warm, yellowish bokeh lights of street lamps and buildings in the background. The woman on the right is wearing a dark jacket and a brown backpack, and is carrying a black shopping bag. The woman on the left is wearing a dark jacket and blue jeans. The overall mood is quiet and reflective.

**M+C SAATCHI**  
**PERFORMANCE**

**Thank you**