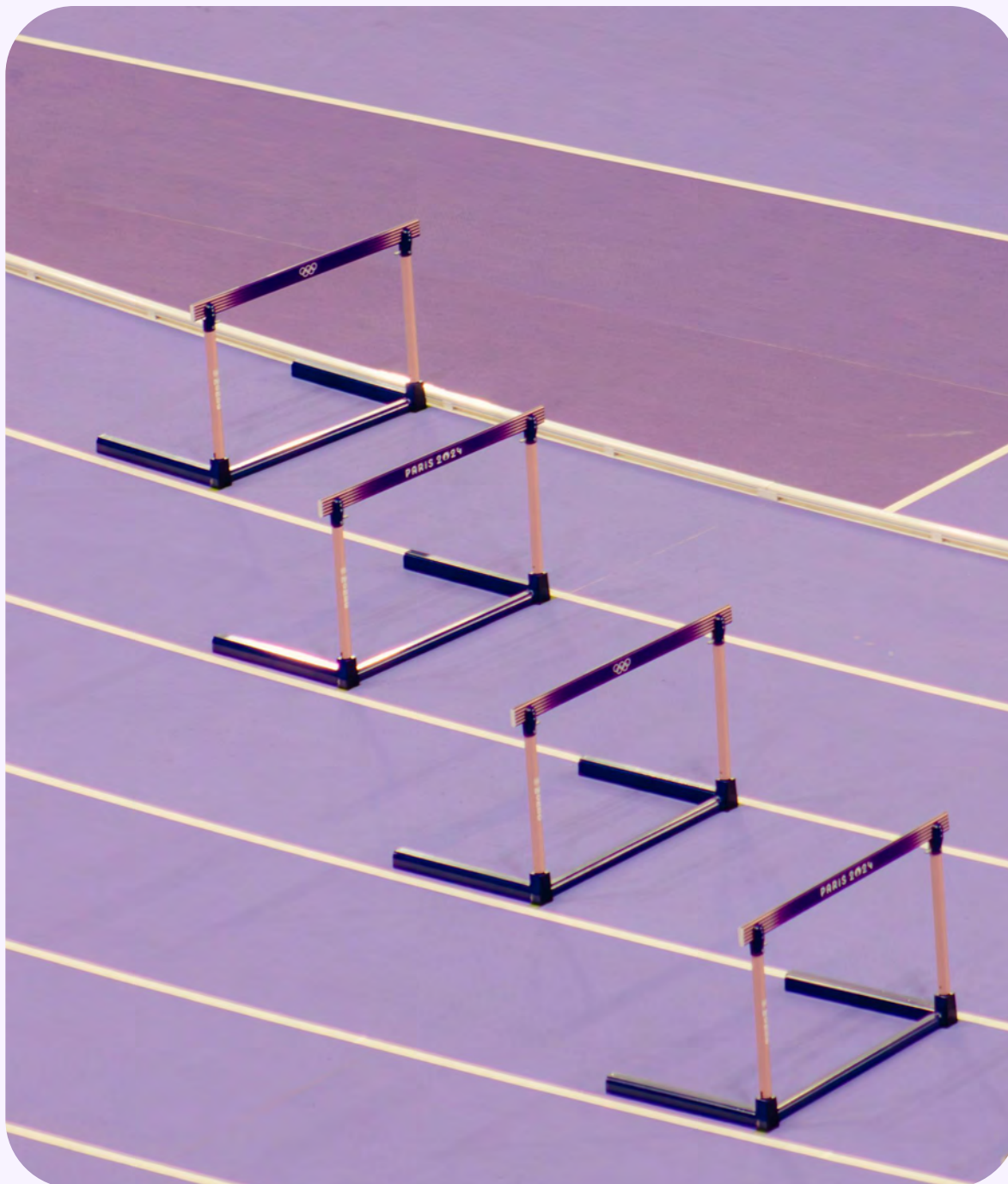


Tracksuit

TRACK **the** FIELD

Train your brand to win.

BRAND IS A (LEGAL) PERFORMANCE ENHANCER.



A boardroom, in an anonymous office, somewhere in the world. There's a potted plant in the corner (blue vase) and a group of executives sit, arms crossed, around a gigantic slab of a table in the middle of the room. On the screen is a graph's flat line: a visual representation of their company's profitability plateau. How did they get there?

Those sitting at the top are continuously asking themselves how to drive sustainable business growth – and the answer isn't ever easy.

Though, there is one possible answer that's often criminally overlooked.

Brand.

It's a hard-to-swallow fact (for marketers, anyway) that brand is rarely seen as having a direct financial impact on business success.

Brand can be wrongly perceived as fluffy and hard to measure: all font choices and expensive ad agencies. This type of internal miscommunication is exactly what can lead to the C-suite scratching their heads, wondering: what exactly did we do wrong? A company's slow revenue decline, having reached its limit with harvesting the existing demand.

Brand building can be a business's superpower. A (legal) performance enhancer, used by the world's fittest brands. An X-Factor. A *je ne sais quoi*.

One caveat? It's 100% legal... and that means no shortcuts.

You need to put in the work to get fit, we're afraid.



“
TRAIN YOUR
BRAND LIKE
AN ATHLETE.”

First of all, what do we mean by ‘brand’?

“Brand” is everything a person thinks or feels about a business. That could be as something surface-level as their logo, but it’s also emotional. How do people talk about your brand when you’re not in the room? What kind of memories do they have with it? How would they describe your brand’s “personality”?

These sort of deep and ingrained qualities aren’t built in a day – in fact, they take a long time (and training) to develop.

And wait, what the hell is a ‘fit brand’?

Just like in the world of elite athleticism, building a great brand, a best-in-class brand, a fit brand that achieves an outstanding commercial performance, requires dedication, commitment, time and a whole lotta hard work.

You know, like Bolt, Biles, Messi, James, Jordan, Williams, Gretzky, Woods. Instant last name recognition – yeaaaahh, that’s when you know you’ve made it.

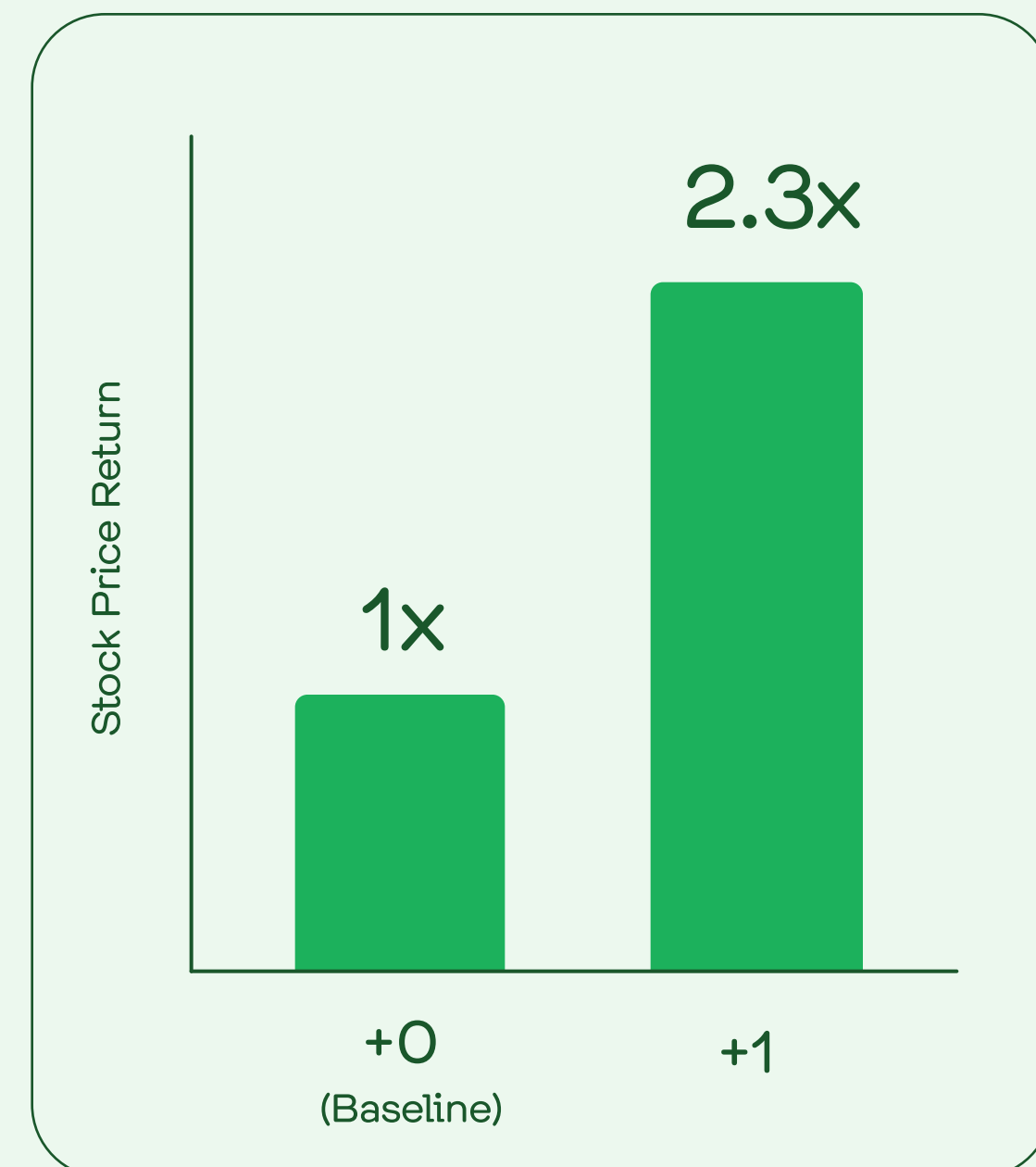
A FIT BRAND:

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Takes risks	15
Works as a team	17
Keeps an eye on the competitive landscape	19

Why bother training your brand?

Fit brands grow business faster than their competitors.

According to Kantar's BrandZ initiative, companies with strong brands consistently outperform the S&P 500 index in their financial performance. The companies with the strongest brands of all are more than twice as successful.



A study by Interbrand found that the world's most valuable brands sacrificed \$200 billion of potential revenue in 2024 by prioritizing performance marketing over brand.

Having tracked the value of the world's biggest (and fittest) 100 brands since 2000, Gonzalo Brujó, global CEO, Interbrand said, "If these brands had been treated and managed as strategic growth assets, then [they] could be worth as much as \$US 6.9 trillion. The growth we see hides a staggering missed opportunity."

Essentially, the study showed that for every point increase in the combined role of brand and brand strength, businesses could expect a **2.3x return** on their stock price.



“
**A FIT BRAND
IS A WINNING
BUSINESS.**”

Why fit brands win

Customer acquisition

You know how professional runners look like they're not breaking a sweat when bursting over the finish line, but you'd be huffing and puffing at the halfway mark?

Well, those runners put the work in. It's the same philosophy here – fit brands that train up their brand muscle acquire customers more efficiently, as people gravitate towards brands that are familiar. This makes acquisition cheaper, easier and faster.

Profit margins

Elite athletes work well under pressure – they keep their head about them and kick on, no matter what their competitors are doing around them.

Well, when a brand is operating at peak condition – it's strong, customers know and love you – it's less vulnerable to price sensitivity. This means brands are less pressured to cave to economic and industry fluctuations, maintaining higher profit margins (e.g. not discount).

Competitive advantage

Lots of the world's biggest athletes just have that indescribable “thing” that puts them ahead of the competition – the X-Factor.

Brand works in much the same way. Brand is what sets your business apart from your competitors; an intangible element that transcends both price points and practical features.



SAY HELLO TO COACH T

According to a report by the Financial Times, a lack of access to credible brand health metrics is cited as the number one reason senior leaders are unable to advocate for long-term brand building.

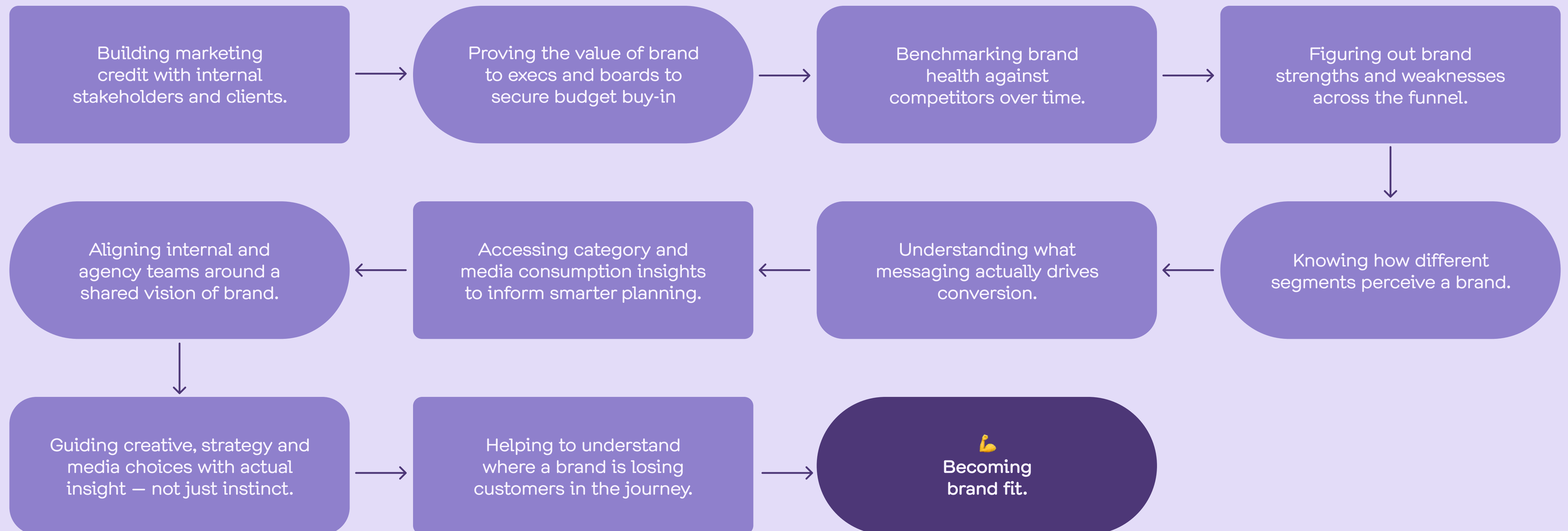
Tracksuit, aka Coach T, is an affordable, always-on brand tracking tool that helps marketers turn brands into high-performing business assets.

We're the common language to measure and communicate brand between marketing teams, agencies and business stakeholders.

Essentially, Tracksuit tracks the field by benchmarking brand health against those of competitors'. Using findings from surveys taken by real-life human beings, we display brand funnel metrics and perception data in an accessible dashboard that's easy to navigate.

All the things you need, and none of the things you don't.

This data gives brands and agencies the fuel to feed into their game plan and help inform what the next steps are, whether that's:



There are a few major differences between Tracksuit and a traditional brand tracker.

1. We present data in a clear, accessible way, with insights your team will actually use.

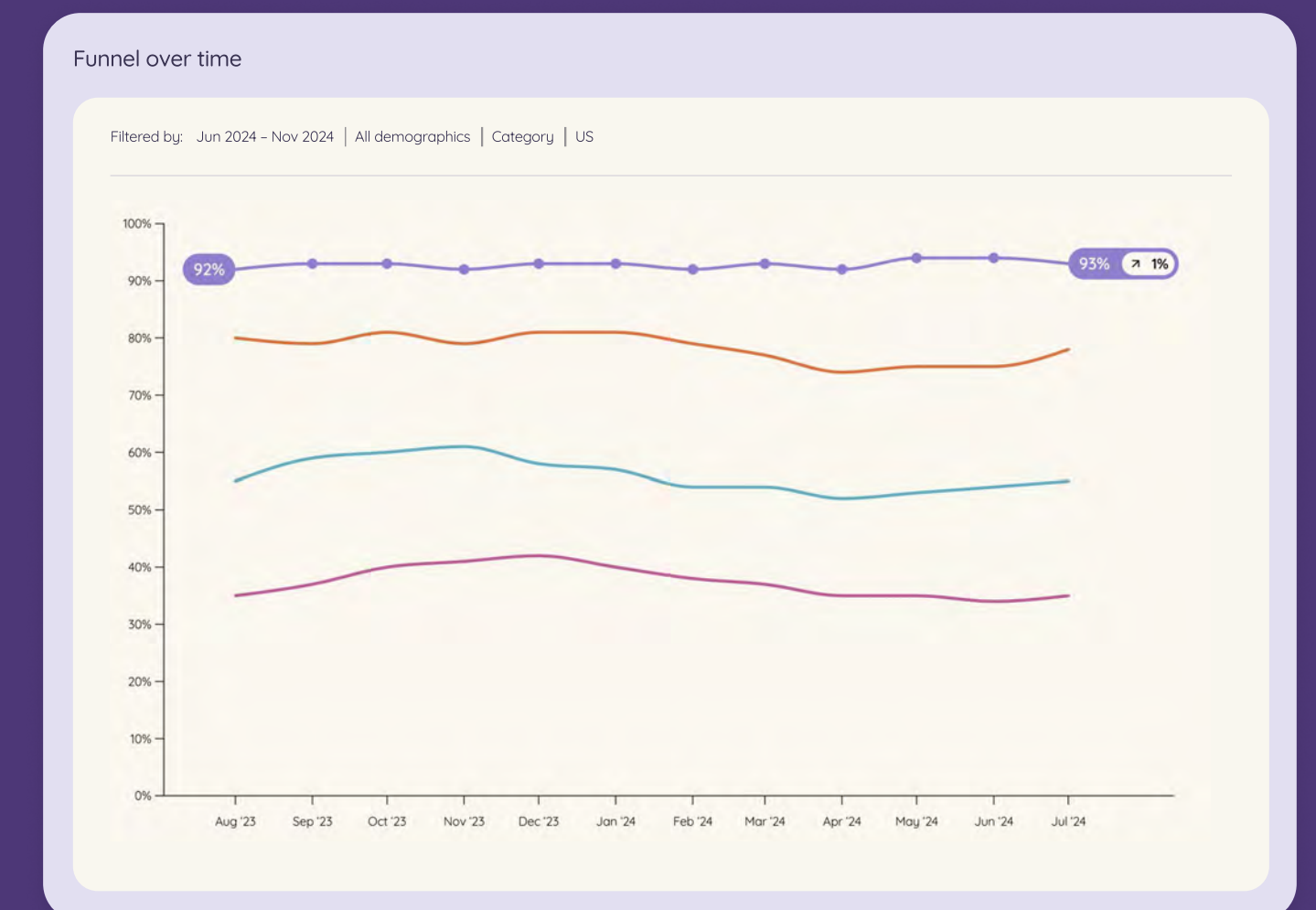
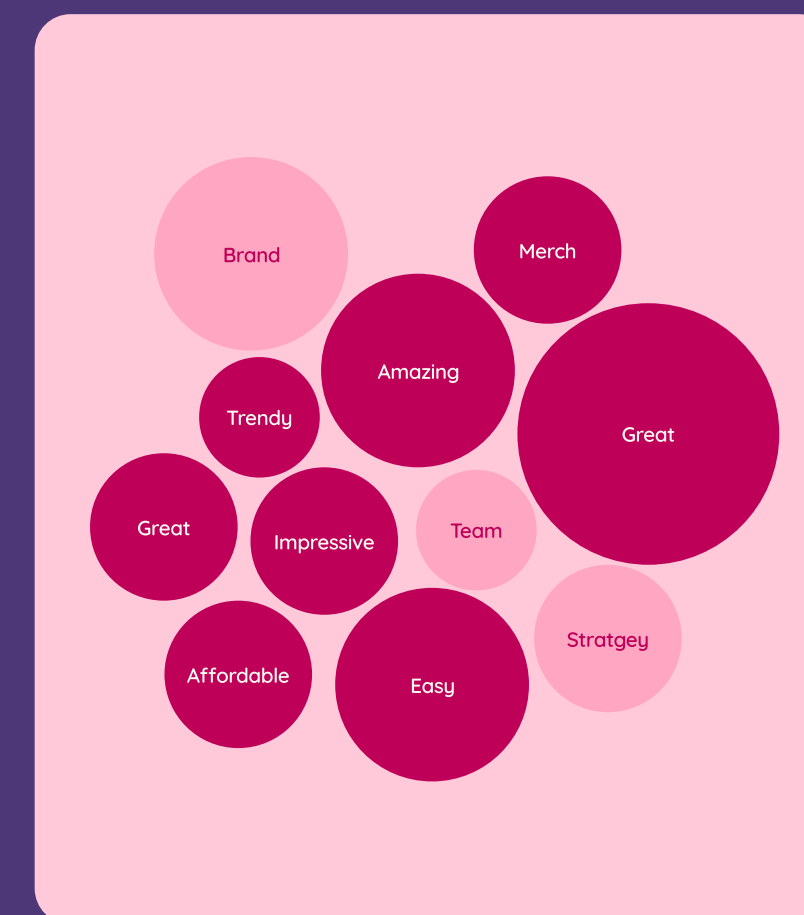
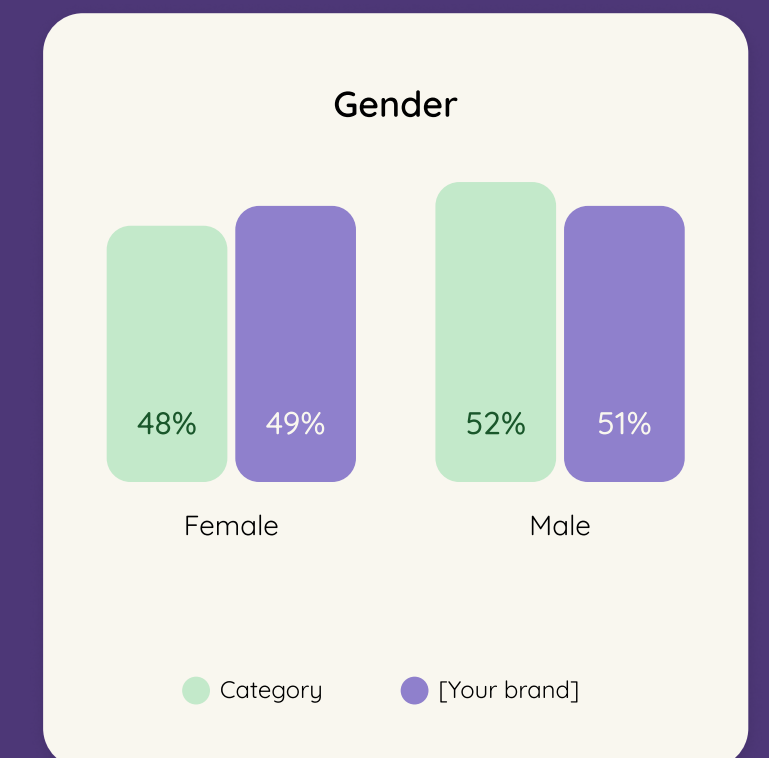
Data science degree not needed — just a clear visualization of funnel metrics and brand sentiment tracked over time. Our dashboard allows brands and agencies to easily pull insights directly into reports and make brand data easy to understand and act on.

2. We are affordable and flexible.

Enterprise-level tracking built on global best-practice standards with an expert in-house research team that have done this hundreds of times. We get brands live and tracking within weeks — done at a fraction of the cost.

3. We are always on.

Unlike traditional trackers that pulse in and out of field, Tracksuit runs continuously — so you can spot shifts as they happen, not six months too late.





Brady Josephson

charity:water

After our first call with Tracksuit we had a debrief and we were just silent for a moment and said, 'This is perfect right?'



Cath Brands

Flintfox International

Tracksuit is like the Apple watch for your brand health.



Alexandra Peek

Bondi Sands

Tracksuit is the most user-friendly brand tracking. It is designed for the marketer.



Mark Ritson

Founder MiniMBA

Tracksuit fills a gap between solo managers building their own custom surveys and big multinational firms, who can significantly over-complicate things. A simple, accessible way to track a brand is a wonderful thing.



James Hurman

Founding Partner

Tracksuit tells you everything you need to know about your future customers' thoughts and feelings about your brand. You can use these insights to drive growth — and to prove to your CFO, board, or anyone else that what you're doing is working.



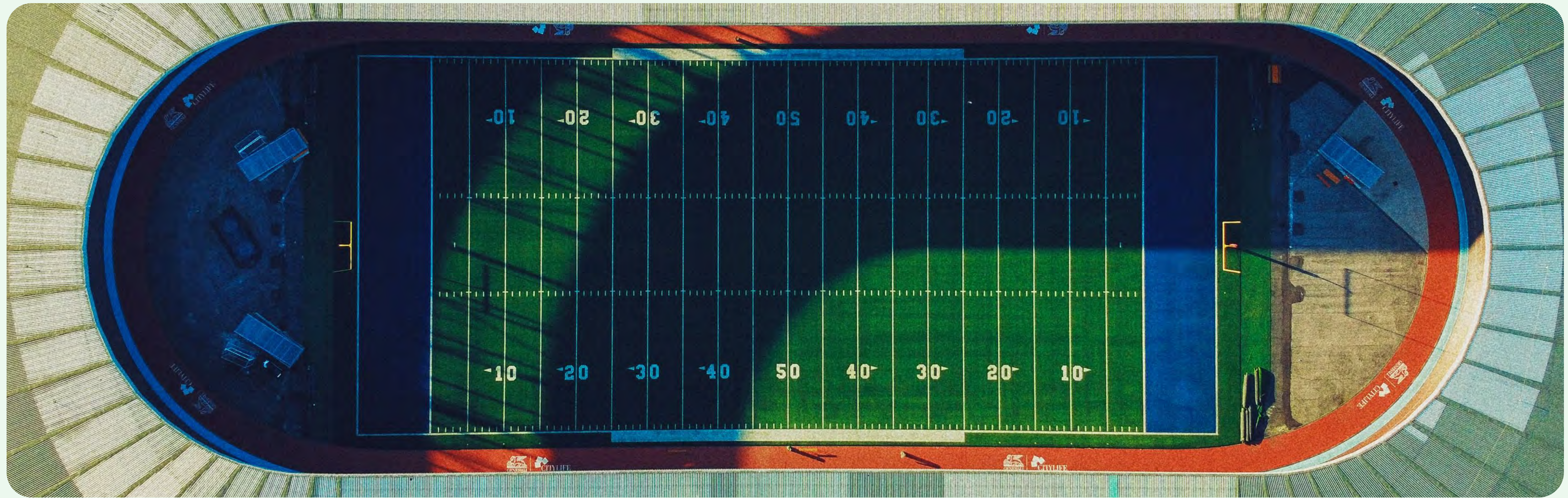
Caroline Gardner

The RealReal

Thanks to Tracksuit's insights, we can now provide the impact of brand activations in the boardroom!

A man in a black tracksuit and white bucket hat is clapping in a gym. In the background, a woman in a blue sweatshirt is running. Other people are visible in the background, and there are shelves with kettlebells and mats in the foreground.

THE WORKOUT PLAN



FIT BRANDS TRAIN EVERYDAY.

Brand building is a long game. It can be tempting to take the foot off the pedal, but truly fit brands understand that there is no “final destination”.

The winning mentality many high-performing athletes adopt is propelled by an internal drive that their best isn’t good enough — you can always push that littlest bit more. In the marketing context, with industries and audiences constantly evolving, we find the fittest brands aren’t resting on their laurels but are, instead, always thinking: what should we be doing next?

Even through the Bad Times — such as recessions and economic uncertainty — it's essential that you keep training and investing in brand.

The Ehrenberg-Bass Institute found that if a brand stops advertising, its sales will fall 16% after one year and 25% after two years.

Our great friends Les Binet and Peter Field's research has shown that if brands increase their share of voice (investment into brand) above the share of market, their share of market increase (what we call excess share of voice).

IT'S SIMPLE MATH.

“

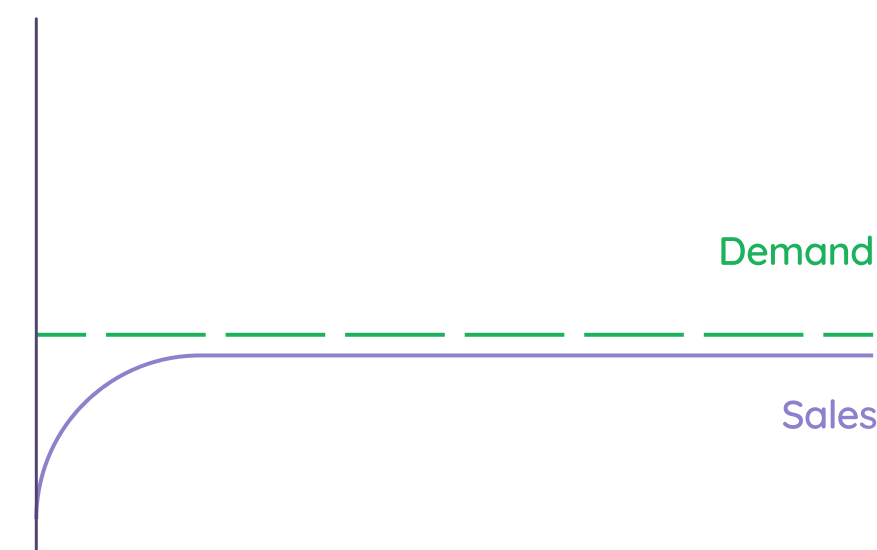
Real effectiveness is about building market share and becoming a leading brand in your category.

— James Hurman

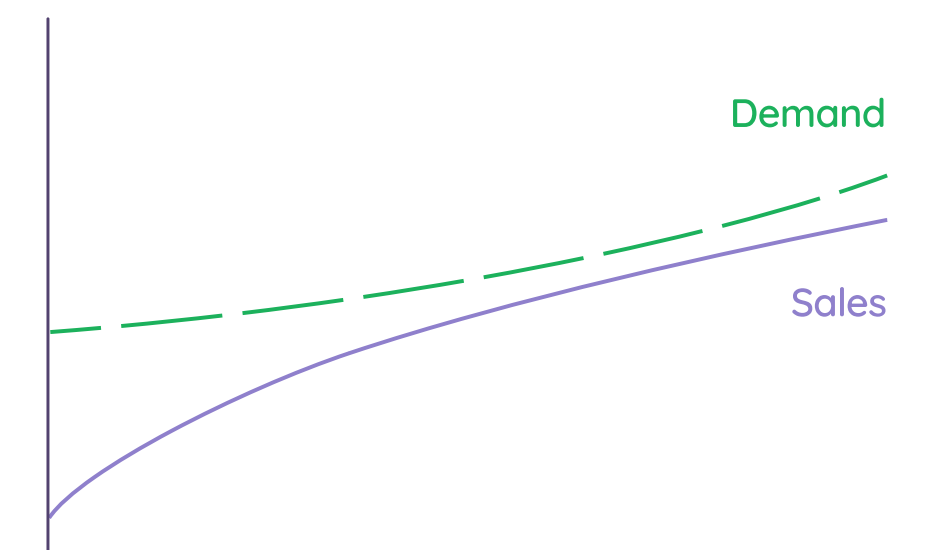


95% of your potential customer base is not in the market today, but will be in the future.

If you don't train your brand muscle everyday, you could be missing out on them when they're ready to buy.



No future demand creation



Consistent future demand creation



FIT BRANDS EAT A BALANCED DIET

Brand vs performance: it's a bit of an age-old tale in the marketing world.

Although brand and performance marketing are often pitted against each other in a war for precious resources (budget), there's been multiple studies that put that rivalry to rest.

Brand needs performance, and vice versa.

However, in the digital age of Meta ads and display banner galore, it can become pretty tempting to sink most of your budget into the performance marketing trap.

It's a common pattern. We see it over and over. Young brands grow quickly in the early days, then plateau when they start to experience increasing performance marketing costs and lower returns. The big problem there? They haven't built any familiarity or connection between their brand and audiences.

92% of categories have less than 3 brands in their consumer's consideration set. That means that a consumer only considers 3 brands, max, at any one time.

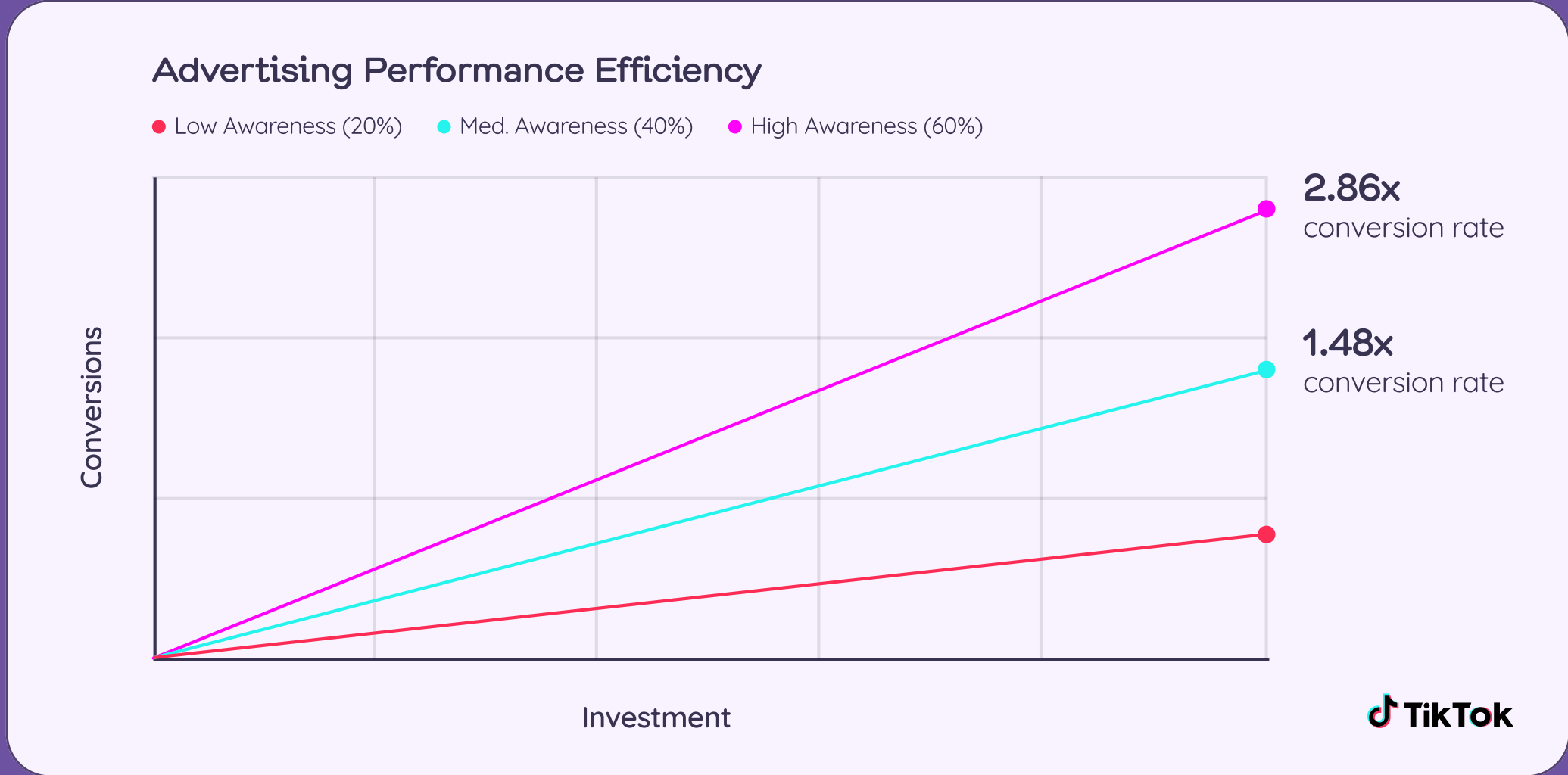
Performance marketing works the best in conjunction with brand — a well-placed performance ad, at the right time, can capitalize nicely on the foundation brand marketing set of nudging this consumer into considering them.

“

According to Tracksuit data, consumers who say that they know a brand very well are more than 2.5 times more likely to consider it compared to consumers who only know a brand by name.

The Awareness Advantage

Our study with TikTok showed that a brand known by four out of ten consumers is 43% more efficient in driving performance marketing outcomes on TikTok than a brand known by three out of ten consumers. In other words, brand improves the performance of your performance marketing.



Marketing Budget Calculator

As marketers, we do two things at the same time. We drive short-term sales and build long-term brands. Getting the balance just right is not easy.



Calculate Your Marketing Budget Split

Credit to Peter Field and Les Binet

First Name	Last Name
Work Email	Company
Role Type	Business Type

📌 Choose the option thats most suitable for each field

Choose your sector	
Are you innovating?	
How is your product purchased?	

FIT BRANDS TAKE RISKS

Athletes don't become great just by being good.

That's the same with brands: you have to assess the field, know your competitors, and take a calculated risk every once in a while.

Shoot that shot, you might say.

It might not pay off every time. But you just got to get up and try again.

Though we often associate "risk" with creatively interesting, out-there advertising campaigns, there are other ways to take risks: with your messaging or positioning, with which channels you show up in, or even taking a chance on more niche communities when exploring where your product or service resonates the most.

The one thing all these "risks" have in common is that they're allowing brands to set themselves apart from the competition.



One example of taking a risk? Using the power of entertainment and emotion.

Over the last 10 years, customer acquisition costs have risen 222%. Buying your way to attention is only for the rich, and not all of us are part of the 1%.

So it pays to get out of your comfort zone — and play it smart.

In a joint study with creative brand agency Small World called Entertain or Die, Tracksuit evaluated some of the world’s most entertaining brands, linking their ability to entertain with the strength of their business — including revenue. The bottom line. The bucks.



Revenue growth



No revenue growth

“

Emotional ads boost a brand's price premium by **up to 40%**, making customers more willing to pay a premium.

– The Emotion Effect (2024)

In a world where media consumption is so incredibly fragmented it can feel like you’re shouting into the abyss, our research shows that brands that know how to use emotion to create a connection to their audiences and tap into the entertainment world, are the brands that win business in 2025.

Tracksuit created a data-driven scoring system called the Entertainment Index (EI), which measured how effectively brands create and sustain entertainment value.

From the top 30 (97%) brands deemed most entertaining, only one did not report revenue growth. Two thirds (67%) had double digit revenue growth.

Put simply, being entertaining — and taking risks — pays.





FIT BRANDS WORK AS A TEAM

Research by Thomas Barta and Patrick Barwise, in which they looked at over 8600 leaders to evaluate behaviours among senior marketing professionals, found that being able to “mobilise your colleagues” is one of the top three drivers of both personal career success and high business performance.

Pretty much no athlete wins in silo, and that’s the same for brands. Fit brands need a team to rally around them — both internally and externally.

That means making sure your team, across all the different marketing subfunctions, is set up for success; that you know how to utilize tools, like brand tracking, insights and attribution platforms, as part of your team; and, of course, that the important stakeholders in your company are operating from the same marketing playbook as you are.

Yet, it’s that last one that’s proven the most challenging. According to the Financial Time and IPA’s report “The Board-Brand Rift”, over half of business leaders described their knowledge of brand building as “average” or “poor”.

Critically, this lack of knowledge has a significant effect on attitudes to the benefits of long- and short-term balance in marketing.

Having to market marketing doesn’t always feel very productive, yet it’s an essential part of the puzzle. We talk to marketers and agencies everyday, and one thing we seem to have in common is: how do we convince everyone that brand matters?

Well, that’s pretty much the reason for the existence of Tracksuit. And the existence of the thing you’re reading right now.

How do I make the teamwork well... work?

1. Whoever you're speaking to, speak their language.

In the classic dynamic of marketing and finance, this means sharing quantifiable studies (like those we've shared in this report), data and metrics. Plus, crucially, understanding how to frame ideas and concepts that make sense within the finance world — for example, “brand building” could become “revenue building” instead.

2. Repeat, repeat, repeat.

Lots of marketing teams (and companies in general) are short-term performance oriented, and the concept of future demand will be new to them — it's key that you continue to resurface your game plan and long-term strategies at every opportunity.

3. Find ways to clearly demonstrate your results.

Internal communication is all about having the right resources at your fingertips, and we recommend ensuring there's a clear way to communicate the value your work has on the company's bottom line. Use tools like Tracksuit alongside models like a marketing mixed modelling platform that helps paint a fuller picture of what's going on.

If you need some direction on how to speak in a way finance and other executives will understand, download our guide [“Speaking CFO: A guide to getting budget buy-in”](#).







FIT BRANDS KEEP AN EYE ON THE COMPETITIVE LANDSCAPE

If you want to be the best, you have to know the arena you're playing in — and who's playing in it.

Elite athletes stay on top of the latest innovations in their field that allow them to edge out the competition, whether that's the equipment, training methods, or coaching regimes.

In the marketing and agency world, that means having the right information at your disposal to supercharge your work. The best marketing is informed by data and insights, from understanding who your customers are and what drives their behaviour, to zooming out to the macro trends of industries and what could be affecting a brand's business growth.

You need real-world context.



“ TRACK THE FIELD.”

Tracksuit helps you track the field.

- **Category penetration:** Tracks changes in category size as people leave and enter the market.
- **Competitor benchmarking:** Tracks brand health funnel metrics in direct comparison to your competitors.
- **Perception and sentiment insights:** Understands how each brand is perceived in the market (e.g. is the brand premium? Is it trustworthy or innovative?) and how that shifts over time.
- **Segmentation:** Breaks down competitor brand health by demographics (including potential custom behavioural or attitudinal segments).
- **Brand activity recall and category channel behaviour:** Know exactly which brands in the category are being noticed and drill right into which channels brands are performing in.



Do you want to know more?

Reach out to us today to take a quick lap around the field.

Book a demo and get ready to be brand fit.

Tracksuit