

Brand x Performance:

Nailing the 2025 Growth Formula



Join our webinar on striking the right balance
between brand and performance.

 **MagicBrief**

Tracksuit

eucalyptus



Mikayla Hopkins
Head of Marketing
Tracksuit



George Howes
Co-Founder
MagicBrief



Carly Griffin
Head of Growth
Eucalyptus

Welcome

Agenda



01. It's brand AND performance

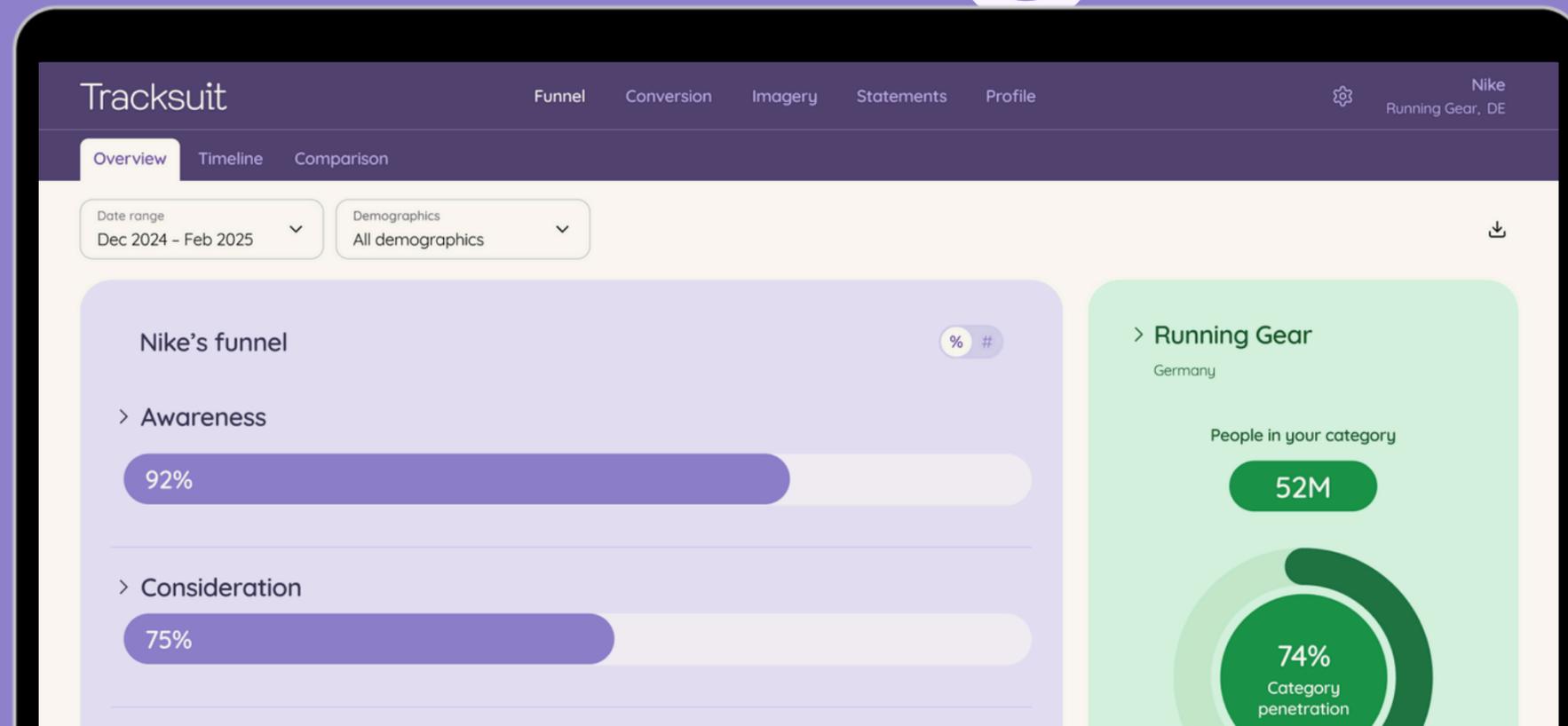


02. Q+A with Carly Griffin, Eucalyptus



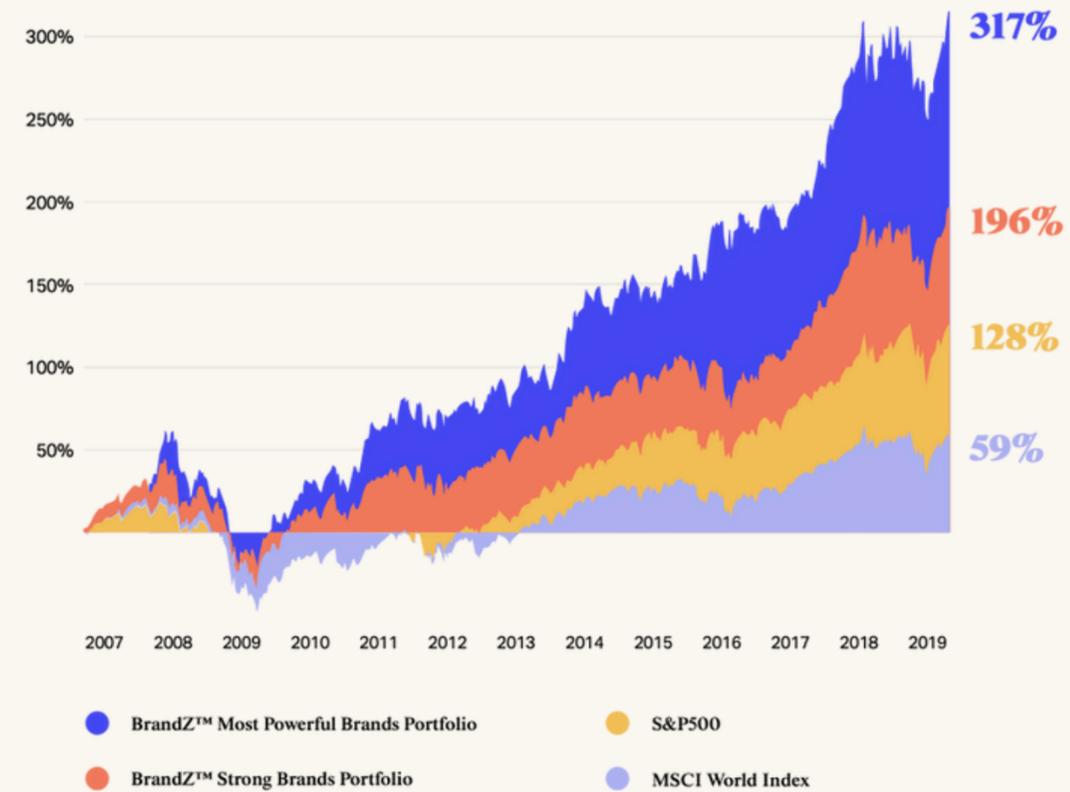
03. Open to the floor

Brand growth = business growth



The bottom line:
Brand marketing makes
companies larger and
more valuable.

BrandZ™ Portfolios vs the S&P500 and MSCI World Index





The acquisition of customers becomes easier



More value is realised over time from customers



Brand and community becomes a moat

Harvesting existing demand

Target tightly - just those who are the most likely to buy right now

Communicate rationally - use product benefits, promotional offers and calls-to-action



“Performance marketing”

Creating future demand

Target broadly - reach as many people as possible (who will at some point have a need for your product category)

Communicate emotionally - tell them about that simple idea at the heart of your brand in a way that makes them feel good



“Brand building”



Measuring Existing Demand

Ad metrics like CTR and CPC

Sales metrics like purchases and conversions

Efficiency metrics like conversion rate and cost of acquisition

Short-term ROI



Measuring Future Demand

Brand Awareness

Brand Consideration

Brand Preference

Brand Sentiment

Long-term ROI

Nike shows brand matters to your bottom line.



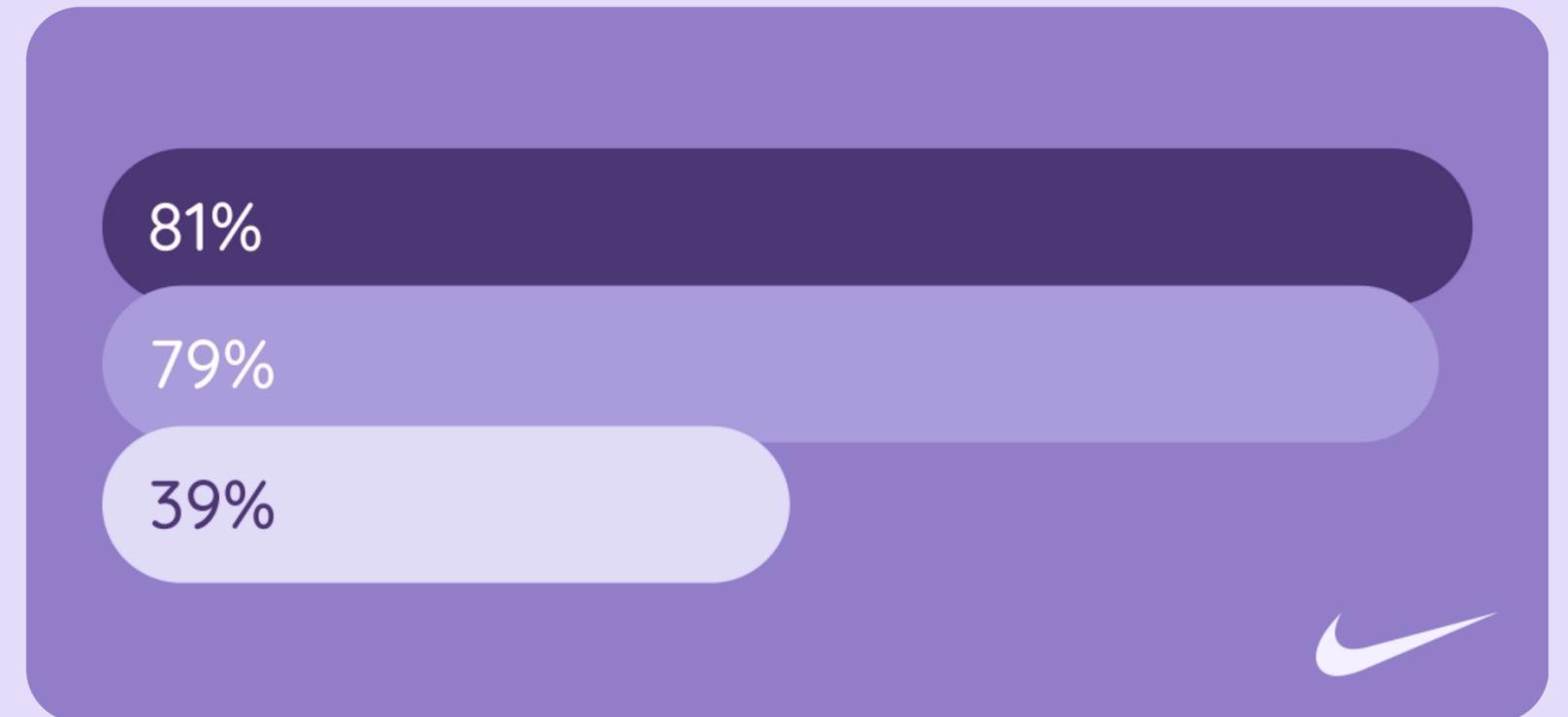
Nike is known for some of the best brand building in the world.

But after a change in marketing strategy – an over-investment in performance – all their metrics took a tumble.

We're talking revenue.

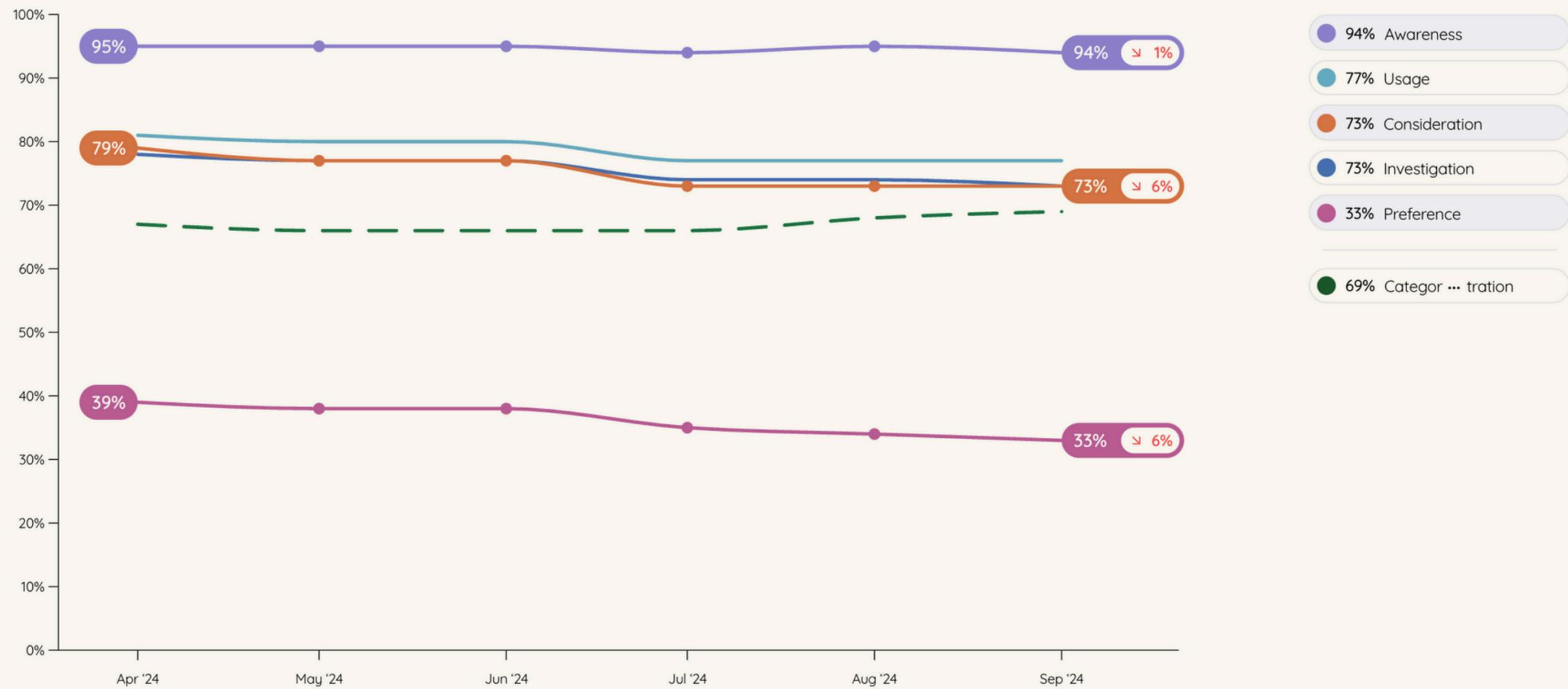
We're talking stock value.

And we're talking brand health.



Nike: Funnel over time

Filtered by: Apr 2024 – Sep 2024 | All demographics | Sportswear | United States



5.7M

less people consider buying Nike over one of its competitors.

8M

less people prefer Nike - meaning it's no longer their first choice.



Brand



Performance

The Awareness Advantage

 **TikTok** | Tracksuit

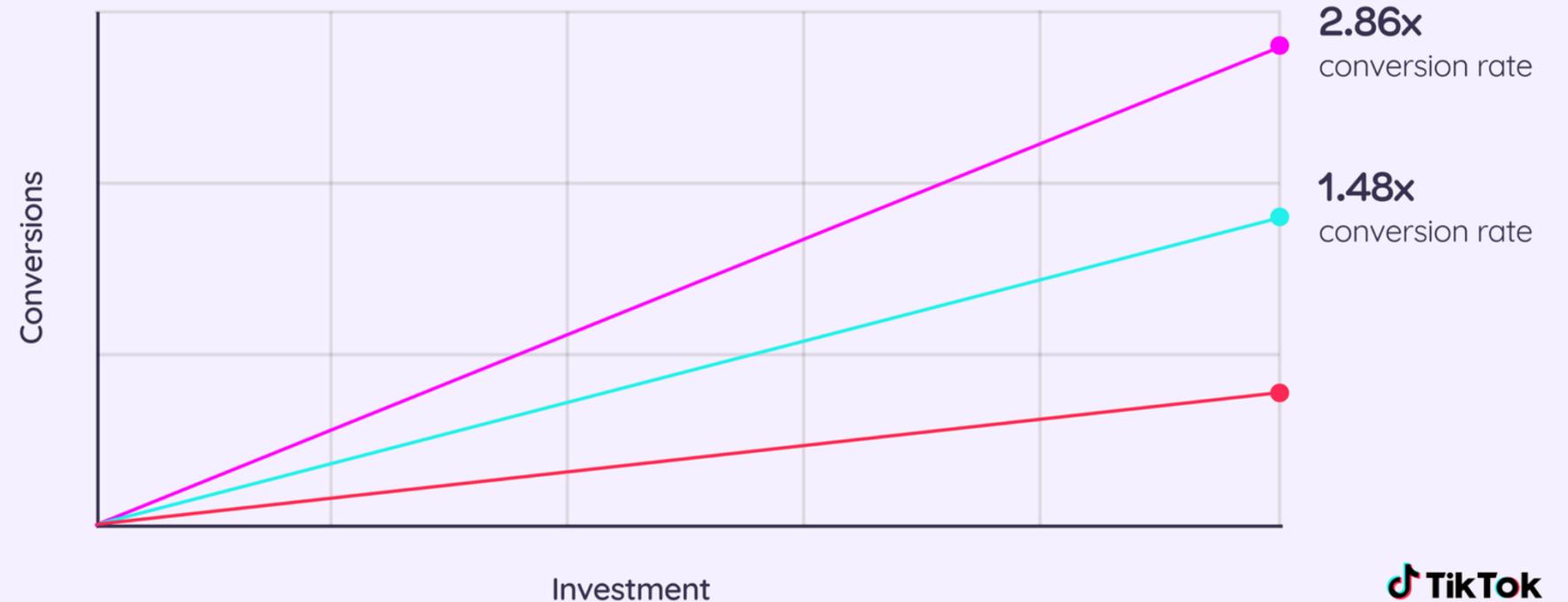
More brand awareness = higher conversion rates

Brand awareness is a controlling factor for the performance of performance marketing.

High awareness brands achieve 2.86x the conversion rate of low awareness brands.

Advertising Performance Efficiency

● Low Awareness (20%) ● Med. Awareness (40%) ● High Awareness (60%)

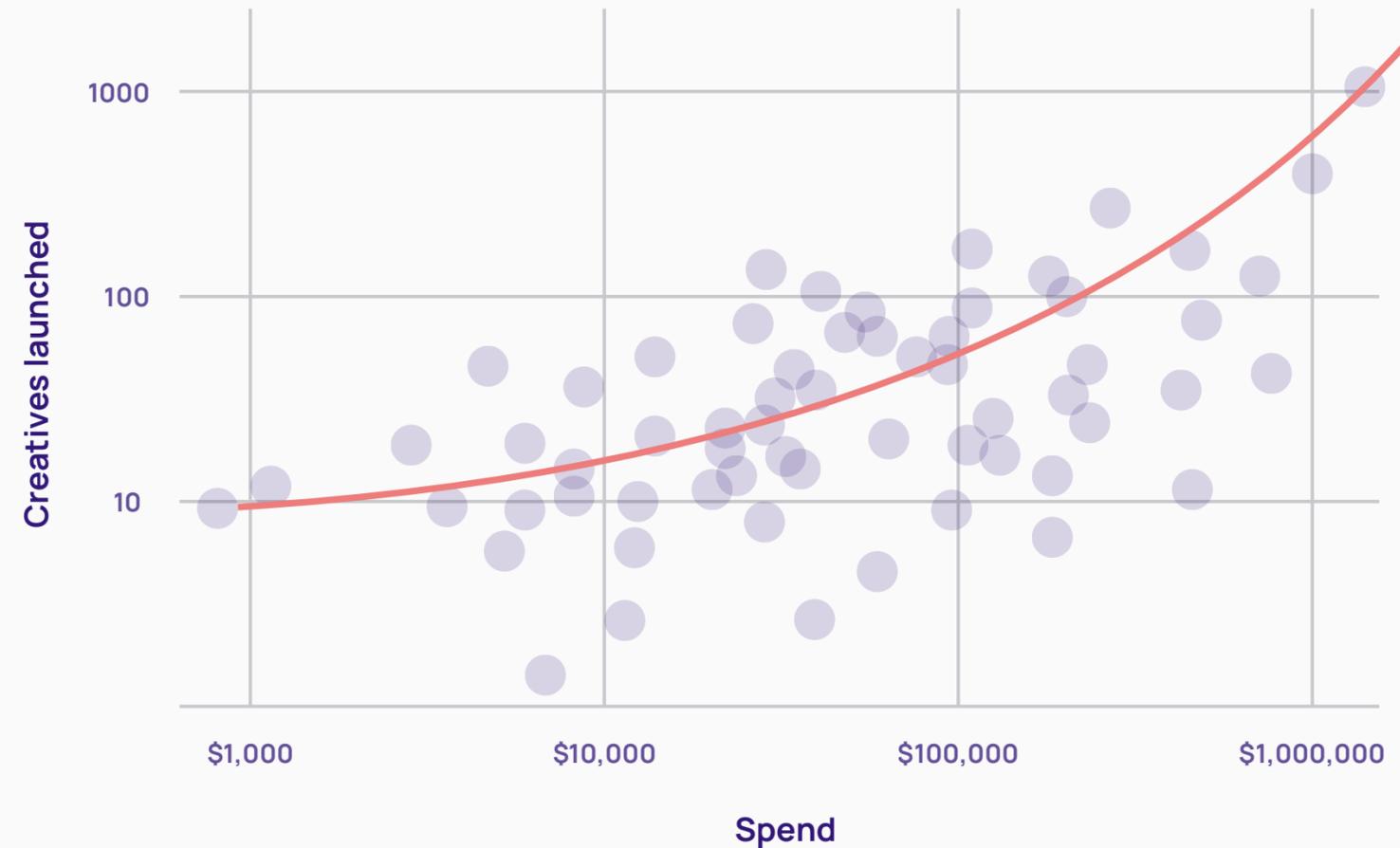


Performance is
The Growth Engine

Brands learn and scale faster with performance marketing.

It's not just for short term ROI.

It's a test-and-learn engine built for consistent real-time feedback and results.



“In 3 months we went from 5 to 20 A/B tests, from 45 to 120 creatives tested and a conversion lift study. This resulted in a +119% increase in revenue and 2x orders QoQ for Loop Earplugs”



Speed

Rapidly test and evaluate concepts to identify what resonates.

The right message

Relevance

Capitalise on trends and culture in real-time.

At the right time

Efficiency

Minimal wasted spend by targeting those most likely to buy.

To the right people

Digital Performance channels account for 73% of global ad spend

Performance creative built and scaled today's most influential challenger brands.

 GYMSHARK
hismile DOLLAR
SHAVE
CLUB® Wild

Unilever goes Wild for £230m refillable cosmetics producer

The FTSE-100 behemoth is close to announcing the purchase of a plastics-free premium cosmetics brand founded by two entrepreneurs just six years ago, Sky News learns.



Monday 10 February 2025 13:51, UK



I am thrilled to share **Unilever** today announced it has acquired the personal care brand **Wild**, becoming part of our Personal Care business.

Launched in the UK in 2020 by **Charlie Bowes-Lyon** and **Freddy Ward**, Wild is a **digitally native brand** which has built a loyal consumer base through its direct-to-consumer and retail model, with desirable, natural, and refillable products. The brand's premium deodorants, lip balms, bodywashes and handwashes are powered by plant-based ingredients and packaged in unique plastic-free materials.

Welcoming Charlie, Freddy and the entire Wild team into the Unilever family is very exciting for us. The brand has an innovative approach to formulations and packaging and its **social-first marketing** has made it an unmissably superior brand, and a perfect complement to our Personal Care portfolio.

Read more here: <https://lnkd.in/eqNKjGrW>

[#UniquelyUnilever](#) [#Unilever](#) [#PersonalCare](#)

How A Wild Natural Deodorant Took Over The UK Market In One Year

By **Lela London**, Senior Contributor. ⓘ Lela is a London-based writer and editor... ▾

[Follow Author](#)

Apr 23, 2021, 10:39am EDT

Performance marketing is not just immediate ROI



A powerful feedback loop



Which benefit messaging resonates most?

Which creator should we engage again?

The screenshot shows the MagicBrief dashboard with a sidebar on the left containing navigation options like 'Dashboard', 'Overview', 'Compare', and 'Copilot'. The main area displays campaign metrics for '1a_Ad Age Greenscreen + p...' including a spend of \$37,346.99, ROAS of 3.5, and CTR of 3.2%. A 'Performance Summary' section highlights a 'Hook Score' of 98 and a 'Buy Score' of 58. A 'Recommendations' section suggests strengthening call-to-action to improve the buy score.

The screenshot shows a comparison of four ad groups across metrics: Spend, ROAS, and Purchases. A bar chart visualizes the data for Creator 1, Creator 2, Creator 3, and Creator 4. Below the chart is a table with the following data:

Name	Spend	ROAS	Purchases (All)	AOV	CTR (Outbound)	Reach	Impressions
Creator 1 (36 ads)	\$38,716.09	2.37	849	\$108.03	0.39%	1,179,072	2,520,559
Creator 2 (10 ads)	\$6,622.75	1.4	79	\$117.42	0.41%	209,913	355,220
Creator 3 (19 ads)	\$610.15	1	7	\$87.11	0.50%	12,286	25,961
Creator 4 (37 ads)	\$21,067.70	1.81	336	\$113.38	0.79%	638,554	959,505

*Demo MagicBrief ad data shown

Inform new product development

Use across other marketing copy

Explore new influencer partnerships

Understand customer demographic

A powerful feedback loop

Find what works.



Theme +65%

Convenient Intake

Concept +174%

75 Ingredients

AG1 by Athletic Greens Healthcare 497 Active Ads Updated 8 hours ago

Overview Ad Copy Headlines Landing Pages Media Mix

Ad Copy	Count
<input type="checkbox"/> AG1 combines all your supplements into one with 75 nutrient-packed ingredients for an optimal health routine. 🙌✅ Improves gut health with...	149
<input type="checkbox"/> Sign up to AG1 today and receive your free welcome kit! Join our community of 47,281 verified customers who have given us a 5-star rating!	115
<input type="checkbox"/> 🏆 AG1 is now the Official Daily Nutrition Supplement Partner of England Rugby, fueling England's players as they train, compete, and recover...	112

A powerful feedback loop

Scale what works.



On repeat.

0 tags handled 76 tags available

Review AI-Suggested Tags

Click ✓ to accept or ✕ to reject suggested tags. The system will learn your preferences to apply them automatically in the future. Click on a tag's name to change it.

<input checked="" type="checkbox"/> Category	Tags					
	Technological Advancement ✕	Weight Loss & Fitness Focus ✕				
<input checked="" type="checkbox"/> Format	Video ✕	Static ✕	<input type="checkbox"/> <input type="checkbox"/>			
<input checked="" type="checkbox"/> Funnel	TOFU (Top of Funnel) ✕		<input type="checkbox"/> <input type="checkbox"/>			
<input checked="" type="checkbox"/> Concept	UGC (User-Generated Content) ✕	Press ✕	Question ✕	Showcase ✕	<input type="checkbox"/> <input type="checkbox"/>	
	Explainer ✕	Interface ✕	Announcement ✕	Before & After ✕		
	Social Proof ✕	Feature Callout ✕	Problem/Solution ✕			
	Behind the Scenes ✕	Discount or Offer ✕	Quote/Testimonial ✕			
<input checked="" type="checkbox"/> Desires	Health ✕	Luxury ✕	Saving ✕	Comfort ✕	Knowledge ✕	<input type="checkbox"/> <input type="checkbox"/>
	Simplicity ✕	Personal Growth ✕	Physical Activity ✕			
	Social Connection ✕					

A powerful feedback loop



 On repeat.



Integrating

Brand & Performance

Creative is the new targeting

56% of auction
outcomes are
driven by creative

Meta Performance Marketing Summit 2023

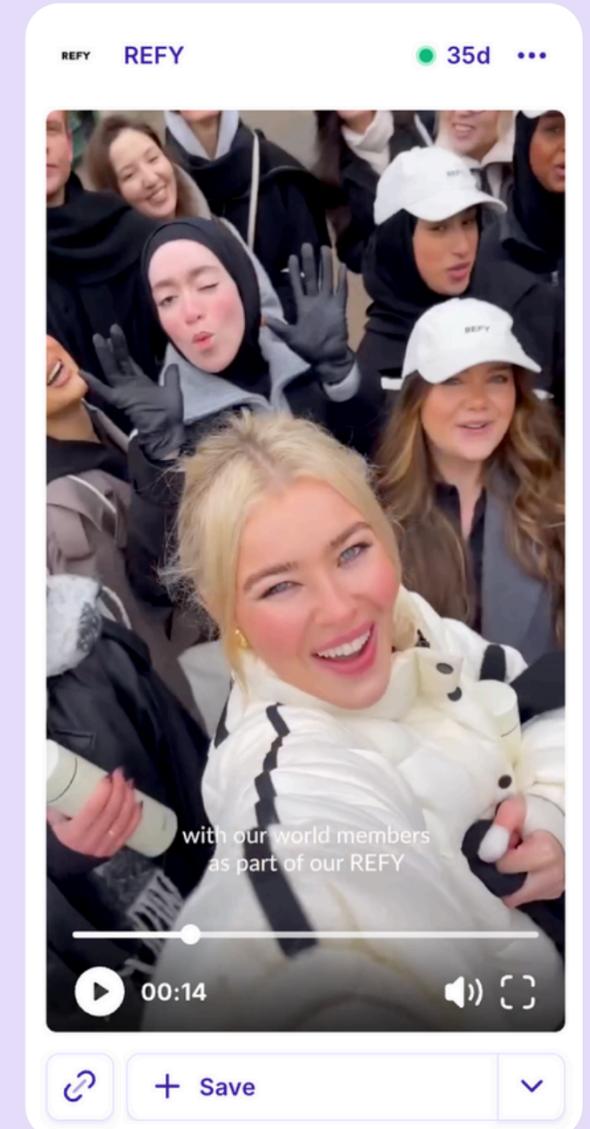
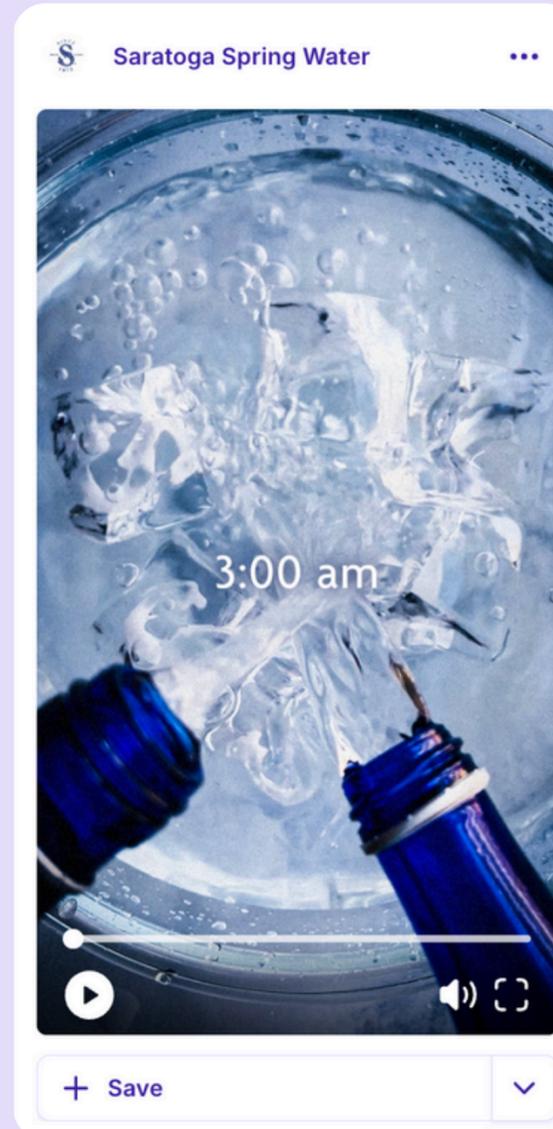
Amplify brand activity on performance channels



Partnerships

Viral Moments & PR

Community events



BRAND GETS TARGETED TO THE MOST RELEVANT AUDIENCE

Performance is a force multiplier for brand.

Expand the reach and impact of brand activity on performance channels

Brand feeds performance, performance feeds brand



Track Brands / HexClad

Filters Run Time Follow

HexClad Other 490 Active Ads Updated 5 hours ago

Overview Hooks Ad Copy Headlines Landing Pages Media Mix

Metrics

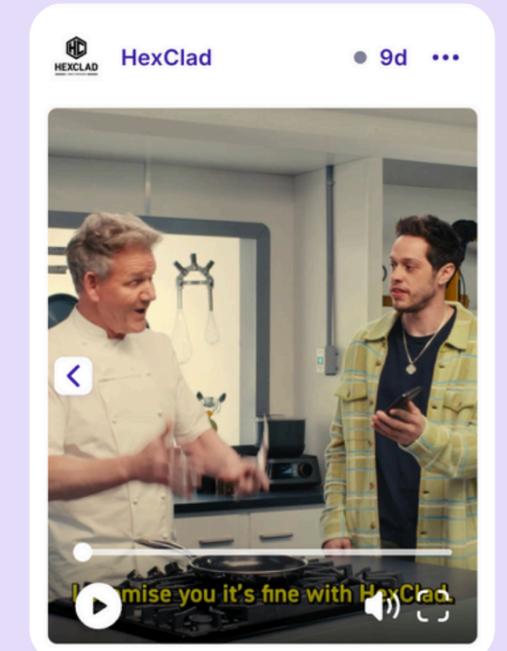
- 598 new ads in last 14 days
- Lead to 19 landing pages
- Creative output is up 300% over last 14 days

Media Mix

Video	3209	42.9%
Image	4183	55.9%
Carousel	94	1.3%



Superbowl Ad 2025



HexClad 311d

"THE BEST COOKWARE ON THE F***ING PLANET" - GORDON RAMSAY

PATENTED HYBRID TECHNOLOGY
NONSTICK, DISHWASHER-SAFE
LIFETIME WARRANTY

+ Save

HexClad 302d

"These are the Rolls Royce of pans"

HexClad 296d

HOW GORDON RAMSAY MAKES PIZZA AT HOME
NEW: HYBRID PIZZA STEEL

+ Save



MagicBrief Billboard 2025



MagicBrief 3d

We're wasting money on ads so that you don't have to.

+ Save

Performance can both generate AND capture demand

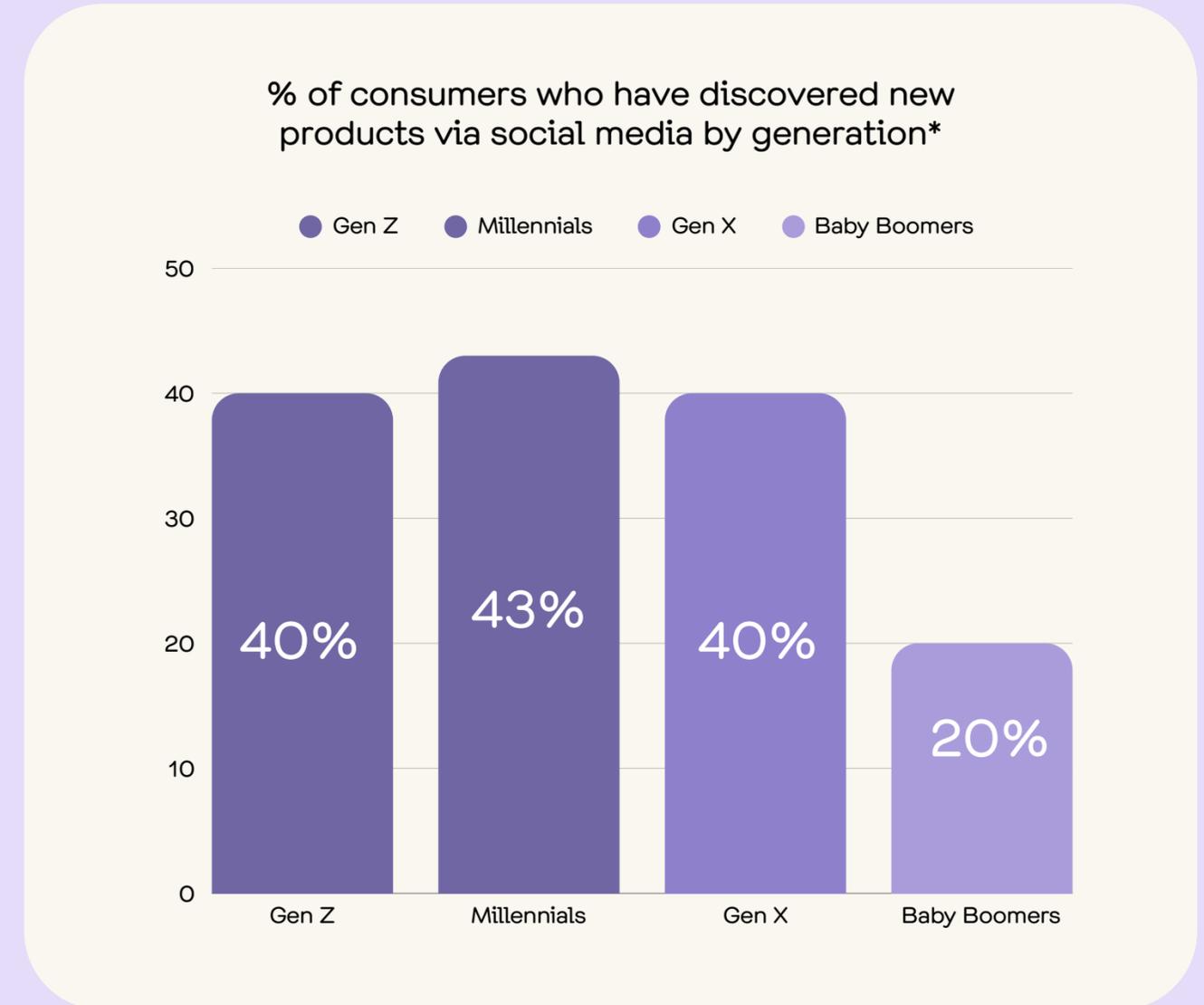
Performance is the modern pathway to brand awareness.

Unless you're a legacy brand, most people will discover and research your brand via performance channels.

This means a well crafted "direct response" ad can simultaneously build brand familiarity and trust.

*Hubspot Consumer Trends Report 2024

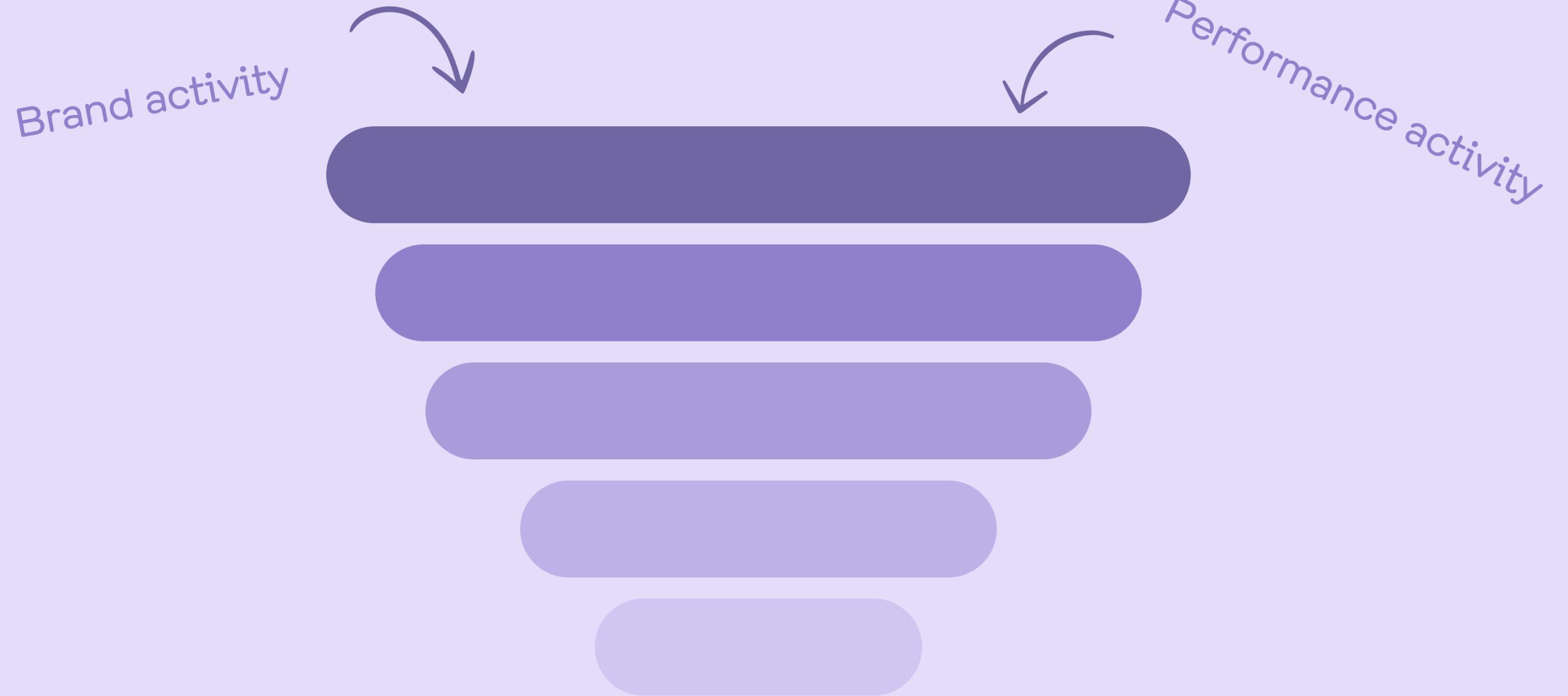
**We Are Social x Meltwater: Digital 2025 Australia Report



58% of internet users use social media to research brands and products**

15 elements of a high-performance creative team

1. Tight feedback loop between media buyers and creatives
2. A culture that encourages testing rather than making slow subjective decision making
3. Metrics being the whole team's responsibility - not just the media buyers
4. The ability to quickly generate novel concepts based on previous winners
5. A deep understanding of their audience and what their audience actually cares about
6. A process that enables rapid creation or reworking of creative based on new learnings
7. A shared (and regularly updated) messaging matrix across their products and audiences
8. A shared understanding of what has driven past performance in the account
9. A shared understanding of the best practices for a particular channel or medium
10. Being able to understand what is actually driving success and iterate from that
11. The ability to go up and down, not just sideways (digging deeper into insights or messaging, rather than just creating a larger set of replicas)
12. The ability to follow “the eye of the cultural storm” and leverage cultural trends
13. Clean and repeatable processes for each section of the creative process
14. The ability to discover and act on competitor formats/concepts
15. A culture that enables the team to consistently take bets which can have outsized returns



One marketing funnel.
Aligned business goals.

Q+A with

Carly Griffin



Carly Griffin, Eucalyptus

Carly Griffin is the Head of Growth at Eucalyptus, one of Australia's fastest-growing health-tech companies home to leading brands like Juniper, Pilot, and Skin Software.

Since joining Eucalyptus in its early days, Carly has evolved from a performance media buyer to now leading the entire growth function across multiple brands.

With a knack for scale, a love of testing, and a sharp sense for both brand and performance, she's helped turn Eucalyptus into a household name in health.

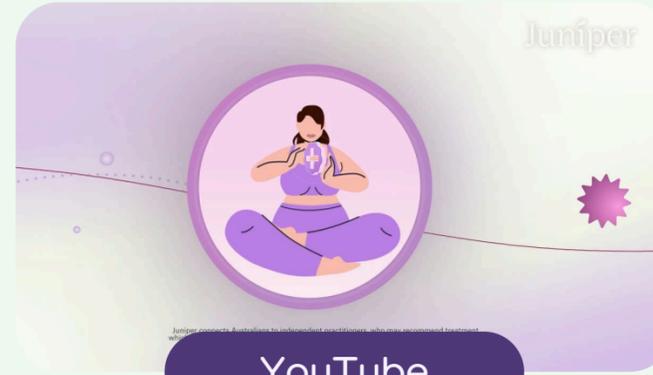
Q&A

Hi, Carly! What do you think is the big thing brands get wrong when thinking about brand and performance?

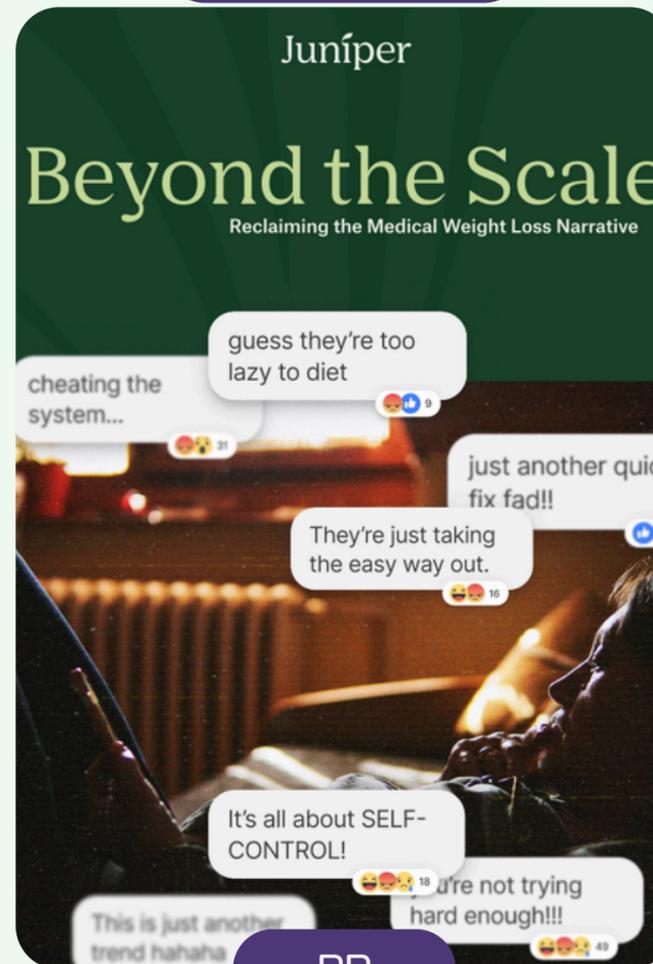


Q&A

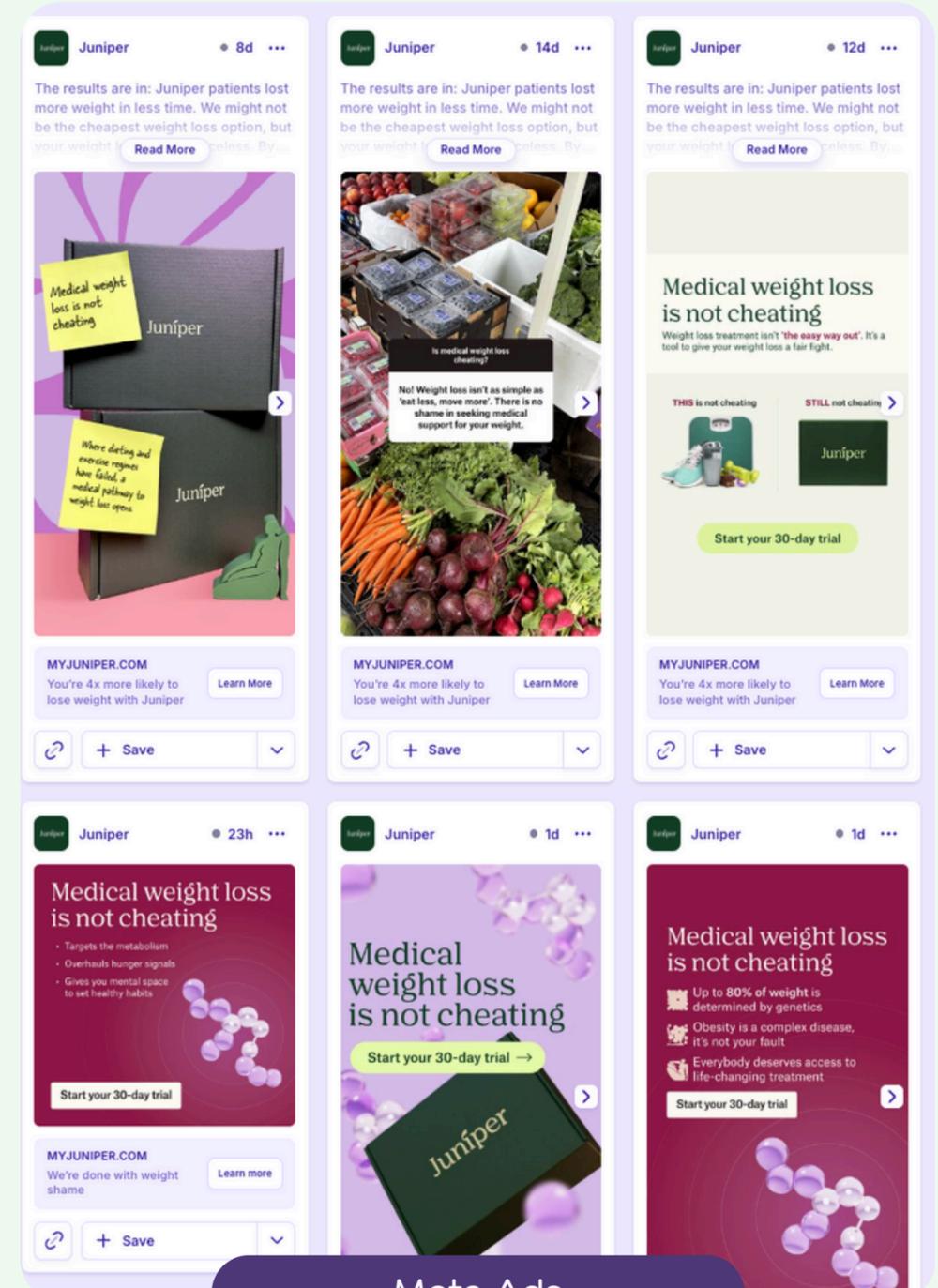
How do you go about crafting one unified message across all your channels?



YouTube



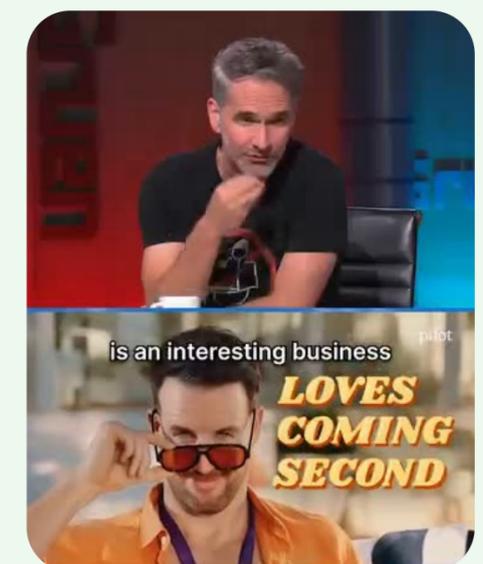
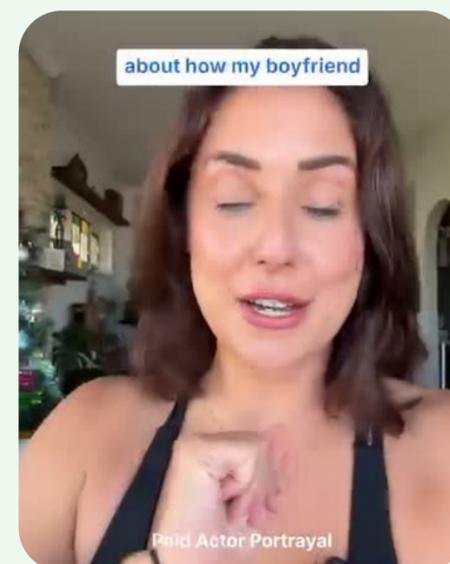
PR



Meta Ads

Q&A

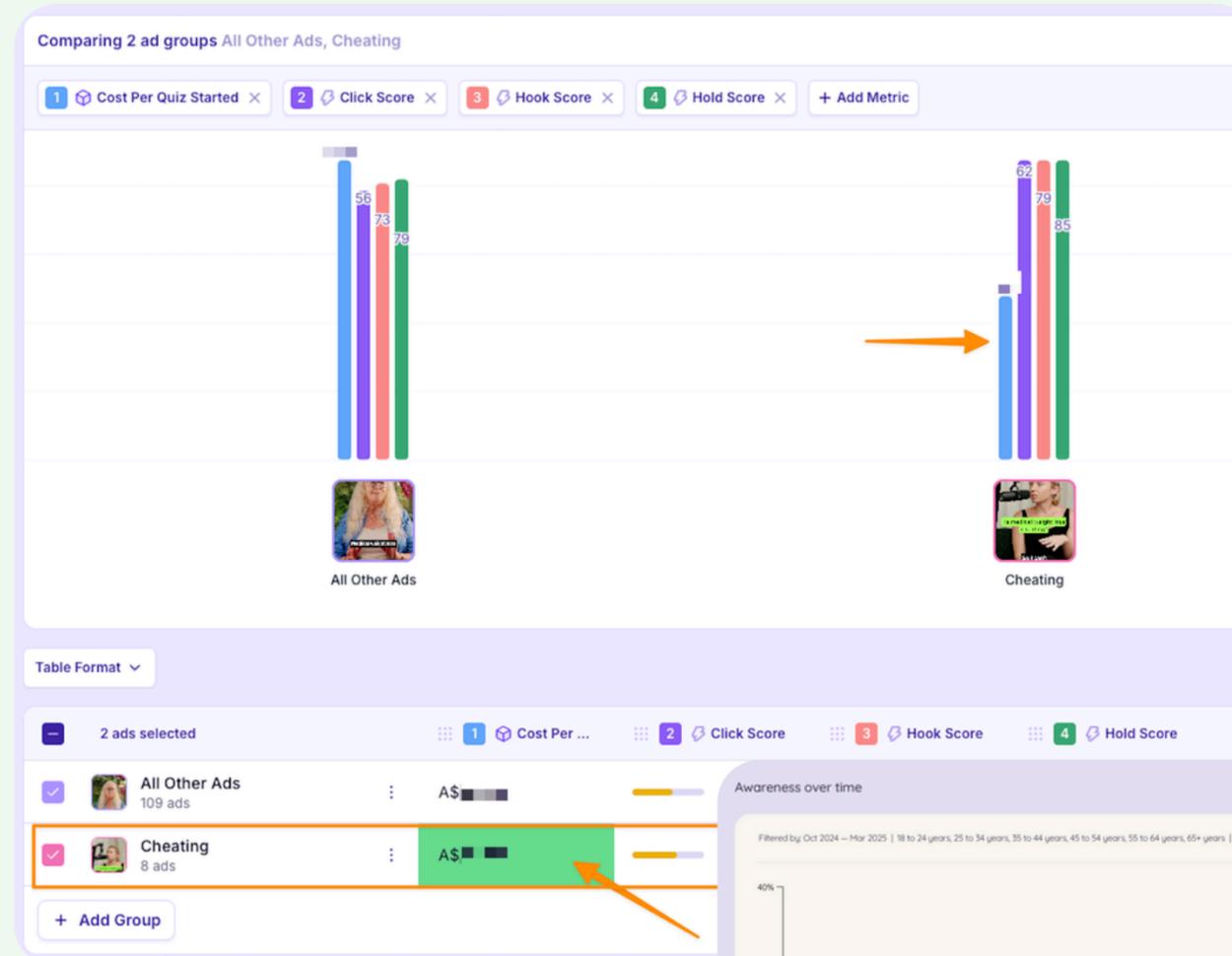
Talk us through these Eucalyptus examples of brand and performance ads.



Q&A

How do you measure the success of brand vs. performance activity?

What tools do you use to help with this?



Tracksuit



Q&A

And how do you approach allocating spend across the two functions?



Q&A

How do you hire and design a marketing function that can do both brand and performance?





Got a Q?
You're up!

Thank you