

# Whole Brands and Whole Brand Thinking

## The consumer reality

At Barkley, we're committed to knowing modern consumers better than anyone. And one thing we know for sure: modern consumers don't see brands like most marketers, as parts and pieces. They don't see brands as media flowcharts, brand books and digital transformation roadmaps. They see brands as the sum of every experience they've had with a brand. They see the whole brand.

## What is a whole brand?

A whole brand is an organization that treats everything it does as the brand. A core, long idea — what we call a red thread — guides, inspires and connects every action a whole brand takes, across the spectrum of marketing ideas to business ideas. A whole brand is full of purpose and action, and it matches what it says and does internally with what it says and does externally. And, ultimately, a whole brand measures its success by balancing profit and performance with its impact on people, communities and the planet.

### Whole Brand Spectrum

#### Business Ideas

Inside

Brand Culture   Model   Products + Services   Design + Experience



#### Marketing Ideas

Outside

Content   Actions   Experiential   PR   Advertising

## Whole brand thinking

Whole brand thinking is not just for the marketing department. It is a mindset that leads everyone in an organization to believe they are keepers of the brand. It's everyone's responsibility to apply creativity across the Whole Brand Spectrum, use it as a workshop and playground and the starting point to make the brand as valuable as possible.

Whole brand thinking solves for the complicated problems that result when the parts that make up an organization aren't working as one. Having a whole brand isn't just about alignment, it drives efficiency inside an organization and profitability outside the organization. It is a powerful tool for opportunity spotting, internal integration, collaboration, alignment, communication and growth. When an organization works as a unified whole, it evolves into something much greater than the sum of its parts: A whole brand.

## Why whole brand thinking now?

Companies can't hide. With rising consumer expectations for transparency, climate change, a global pandemic and calls for racial justice, no longer can a company be one thing and a brand be another. They are one in the same, forevermore. This the most vital time in history to be a whole brand. While fragmented brands are trying to find their footing, whole brands are accelerating and evolving across the Whole Brand Spectrum to add real value to the world. This requires business leaders to scrap old definitions and commit to a new mindset that treats everything as brand.

## What's the value of whole brand thinking?

A whole brand is a growth brand. The value of being a whole brand vs. a fragmented brand is quantifiable. In our recent study, "The 360 Degree Advantage: How Whole Brands Dominate," we found that:

2x ↑

Whole brands are recommended nearly twice as often

3x ↑

Whole brands triple fragmented brands in "bought most often"

2x ↑

Whole brands double fragmented brands in market penetration

5x ↑

Whole brands are rated five times more likely as a "brand on the rise"

11x ↑

Whole brands are eleven times more likely to command a premium price

