

LAUNCHMETRICS

Launchmetrics releases industry impact report outlining the importance of maintaining brand equity and the shift in roles Voices will play

FOR IMMEDIATE RELEASE

NEW YORK (June 30, 2020) - Launchmetrics releases its newest report, highlighting the important industry changes observed since the start of 2020 and revealing the strategies brands need to consider in their marketing approach during this reset phase. For over a decade, Launchmetrics has been a principal ally of Fashion, Luxury and Beauty (FLB) brands when it comes to improving and maintaining brand equity. **Their Brand Performance Cloud allows clients to create unique, impactful and relevant experiences to grow their businesses and streamline their processes.** Leveraging their proprietary Media Impact Value™ algorithm, as demonstrated in this report, Launchmetrics helps companies quantify the impact of their activities in order to understand key insights to help adjust their strategies and improve business outcomes.

In a moment in which the marketing plans of FLB brands around the world were paralyzed, the data suggests a "return to realism". Consumers' ambitions were no longer looking for content to fuel escapism, but were at home and searching for information to understand what was happening around the world. The question now is what the future of the industry will look like, and what type of marketing strategies will shape it? Although no one is able to anticipate, Launchmetrics' newest data from before, during, and at the early stage of the subsequent recovery period, allows to forecast certain predictions. The report *Marketing Reset: The Voices Impacting Brand Performance after Covid-19* looks at the impact and its implications, compared to 2019, revealing how the decisions brands make today, will ultimately affect how their businesses perform tomorrow.

"In recent months we have been going through a transitional period, and now, as businesses reopen and brands seek to rest their business plans for the remainder of their year and into 2021, they will need to leverage the right tools and data to empower their decision making," states Michael Jais, CEO of Launchmetrics. *"Moving forward, it will be about making smarter decisions with tighter budgets; this is why digital transformation and having a deep understanding of ROI is critical, for your brand to react in real time in order to make informed, strategic decisions."*

The report brought to the surface that in trying times, maintaining brand equity is fundamental and, as the landscape changes, consumers are looking for relatable stories and information. The significant shift in Voices observed only further demonstrates this which is why understanding the role these Voices play, is crucial for building successful reset strategies; the report reveals:

- **Media increased by 44% in MIV®, becoming the top Voice,** as consumers looked to reputable, trusted news sources for information to gain an understanding of the current climate.
- **The MIV® generated by All-Star and Mega Influencers increased in 2020** while consumers sought out these larger, more authoritative Voices for reliable information, but also to see how they are responding to the situation.
- **Owned Media was the third-top performing Voice for brands,** and though its MIV® remained relatively the same, **there was a shift in the type of content that created impact. Value-adding content proved a successful MIV® earner for brands, providing a key tool to**

keep them connected with consumers.

Now that teams work more remotely, and in parallel, across multiple departments, company success will be linked to a brand's ability to respond with agility as the market recovers. Launchmetrics' Brand Performance Cloud is the industry's leading solution for Brand Asset Management, Brand Experience, as well as Brand Intelligence — and **brings a sharp focus to profitability, accountability, and efficiency while enabling the type of quick decision making required for agility in today's rapidly changing landscape.**

To download a full copy of the report, click [here](#).

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About Launchmetrics:

Launchmetrics is the leading Brand Performance Cloud used by Fashion, Luxury and Beauty (FLB) executives to connect with the modern consumer in a constantly changing landscape. With over a decade of industry expertise, Launchmetrics helps more than 1,000 customers create inspiring, impactful and measurable experiences.

Its Brand Performance Cloud provides companies with the tools and intelligence they need to optimize the use of their creative assets, execute powerful brand amplification programs and measure their brand performance. The company's AI-driven and proprietary Media Impact Value™ gives customers the ability to benchmark their performance against 2,000 competitors worldwide. Launchmetrics' intelligence empowers these companies to grow their businesses and streamline their processes, bringing a sharp focus to profitability, accountability, and efficiency while enabling the type of quick decision making required for agility.

Founded in New York and with operating headquarters in Paris, Launchmetrics has employees in ten markets worldwide and offers support in five languages. Launchmetrics has been the trusted brand performance technology to brands worldwide such as Dior, Fendi, TopShop, Shiseido, NET-A-PORTER and Adidas as well as partners like IMG, the Council of Fashion Designers of America, the British Fashion Council, and Camera Nazionale Della Moda Italiana.

To learn more about Launchmetrics, please visit launchmetrics.com/newsroom and follow us [@launchmetrics](#)

About [Media Impact Value™](#) (MIV®):

Launchmetrics' proprietary Machine Learning algorithm provides brands with a unified currency to measure the value of all marketing activities across Voices, Channels, and Markets by assigning a monetary amount to every post, interaction, and article. Finely tuned to specificities of Fashion, Luxury, and Beauty, the algorithm was trained on actual media rates and 5+ years of FLB specific campaign data. It analyzes more than 100 quantitative and qualitative attributes including audience engagement, industry relevance, source authority, and content quality, to create a highly accurate method of measurement. MIV offers a unified way to calculate how brand equity is being created and which strategies create the most ROI.

About Voices:

Launchmetrics' Voice-Centric approach highlights the Voices creating value today to provide a holistic view of marketing performance and cross-compare the impact various activities have on the customer lifecycle. From Media, Celebrities, Influencers, Partners and Owned Media, this methodology gives brands a unique

framework to understand the ROI of these activities as well as the Voices that influence the customer buying journey from awareness and consideration to conversion and retention.