

Brand & Performance

Marketing

Two kinds of advertising that do different jobs on different timescales.

Brand advertising

- Builds future demand
- Effects over months and years
- Broad reach, emotional
- Hard to attribute directly
- Cutting it shows up later

Performance advertising

- Converts existing demand
- Effects within days
- Targeted, rational, specific
- Easy to attribute
- Cutting it shows up immediately

THE DIFFERENCE THAT MATTERS

Performance appears more efficient because its effects are measurable and immediate, not because it creates more value.

Cutting brand spend improves this quarter's efficiency and erodes next year's demand. The cost arrives after the credit.