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# BERA Launches Free Online Portal For Ranking Brand Purpose Featuring Over 4,000 Leading Global Brands

**4,000+** Brands  
**100+** Intelligence Metrics

The world's most comprehensive,  
continuous brand assessment platform.

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The world's most comprehensive, continuous brand assessment platform. BERA

BERA, the predictive brand tech platform that helps marketers and brand leaders measure, maximize and manage their brands, announced today the launch of its Purpose Portal, an interactive online portal enabling users to access the 'Purpose Scores' of 4,000-plus leading brands across 200 categories.

BERA's Purpose Portal is the result of a collaboration with Jim Stengel Company, the world's leading experts on Brand Purpose. "Purpose is why your brand exists beyond making money. It is so much more than corporate social responsibility or cause marketing, it reflects the ideals a brand represents and should shape every decision or action across the business," said Stengel, who is also former CMO of Procter & Gamble and a co-developer of BERA's Purpose data stream, methodology, and analytics. "Through this new Purpose Portal offering, BERA gives major brands a taste of where they stand relative to their traditional and nontraditional peer sets."

Inspired by seeing brand leaders struggle with quantifying the link between their brands' Purpose and business results, BERA developed a proprietary data stream and scoring technique to power automated, predictive analytics. These features not only quantify the strengths and weaknesses of any brand's Purpose, but also their impact on growth and profitability.

I caught up with Joah Santos, CMO at BERA, to find out more about this innovative tool.

**Afdhel Aziz:** Joah, welcome. Please tell us a little about BERA and the problem you are trying to solve in marketing analytics?

**Joah Santos:** Finding BERA to me was like finding the Holy Grail. For almost 20 years I have created marketing strategies for brands, from Dove Real Beauty in the early 2000s to helping Anheuser-Busch InBev take Modelo and Vitoria into top ten global beer brands. While my results have been incredible, I've never had a way to prove that the results were due to the work done with the brand. Also, once launching a new strategy, there was no clear way to improve over time. BERA goes a step further than my dream: besides having a proven causal impact and prescribing how to adjust a strategy for better results, it is also predictive of financial results.



Joah Santos, CMO at BERA

I honestly felt the industry was light years away from being able to predict the financial impact of changes in brand strategy, but it is not; it is here and I have seen it at BERA. It is so actionable that even Wall Street is using our predictive brand tech platform. BERA gives business leaders the power to measure, maximize, and manage the contribution of their brand to the growth, profitability, and enterprise value of their business.

**Afdhel Aziz:** How is the BERA platform different to everything else out there? Would you say this is the deepest and most real-time data analytics platform brands have access to today?

**Joah Santos:** Let me answer the last question first, I think it will help. BERA is the most comprehensive, continuous brand assessment platform. Every day we measure 100+ metrics per brand to understand the degree to which 4000+ brands individually matter to people. In other words, we understand each brand in the context of all brands. We look at brands as all competing for mind, heart, and wallet among their target buyers; a game not all brands can win. For example, if a person is looking for some enjoyment after dinner, they might grab a Snickers, an ice cream, TikTok, Netflix or a coffee.

The point is that brand choices don't exist in isolation and when one brand wins seemingly unrelated brands lose. Once you understand how big of a change it is to measure versus all brands, we can speak about the predictive aspect. Many companies have claimed to be predictive yet their data fails the media mix modelling test: their data just doesn't work. The data doesn't prove the brand's contribution to sales with much confidence despite the fact that brand typically accounts for over 60% of total sales.

There are a plethora of reasons this misunderstanding persists but, typically, it comes down to the blind embrace of vanity metrics or measuring mostly lagging indicators such as market share fluctuations. BERA did it differently. We focused our measurement and analytic energy around only those metrics that could support a link to financial impact such as total shareholder return.

**Afdhel Aziz:** Thanks for sharing that! Please tell us about how you track Brand Purpose - what are the attributes you measure?