

# When being in the mind's eye sells more

Taking over the mind's eye requires carefully crafted digital content that consistently presents your brand to the buyer.



## 200

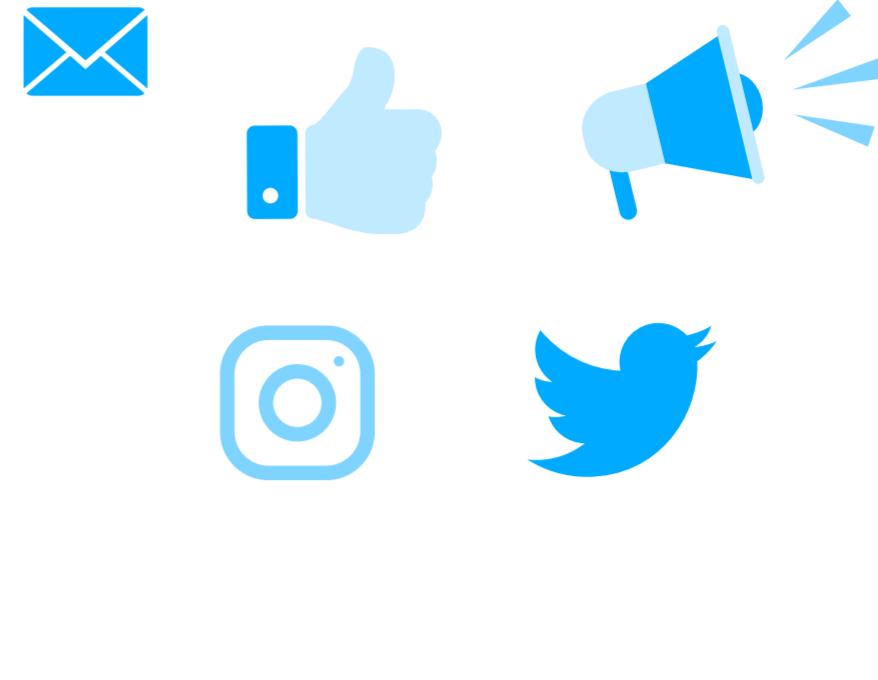
brands of water sold globally!

Compared to roughly 16 brands in the 1970s

## 120+

Marketing channels!

Beverage companies that utilize multi-channel marketing are drowning in assets and derivatives.



### People buy what they know

Recognized objects get chosen over unrecognized - no surprise - it's documented human behavior.

### What other factors impact the buying decision when picking a brand of water?



Where it comes from



Trusted Brand



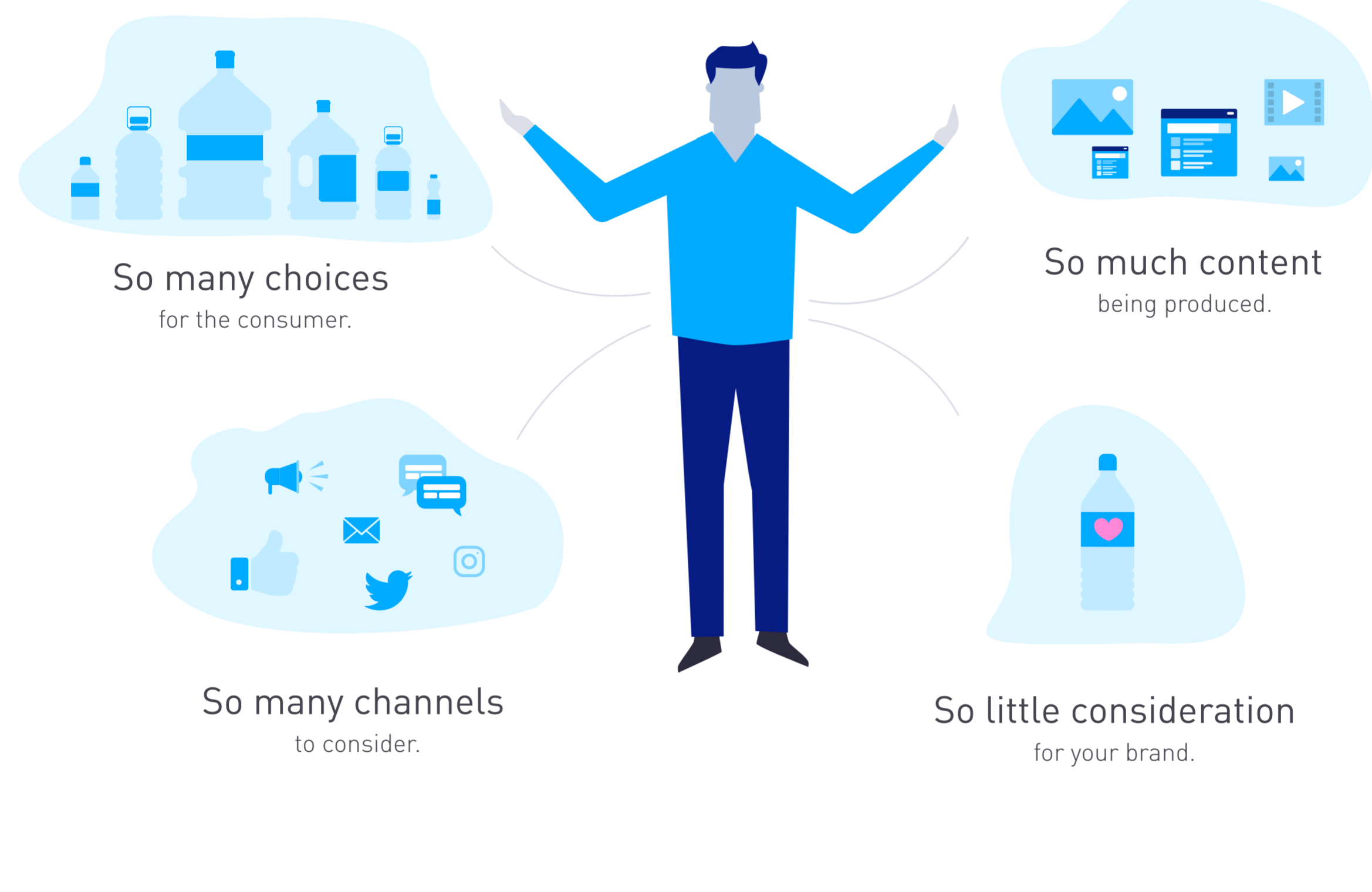
Physical composition



Convenience

### With all these variables, what's a brand manager to do?

Visual cues before and at time of purchase spark memory and impact buying behavior. Deploying visual cues throughout the buyer journey - from **I want** to **I am buying** water - requires agile deployment of digital assets.



### How does your brand show up in the lives of your customers?



### On brand and on time

Keep your brand in the mind's eye of your customer with Bynder

