

# Opinions & Papers

## SOCIALIZING YOUR BRAND WITHIN YOUR ORGANIZATION

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Alignment is elusive—and an issue that concerns marketing professionals across a range of industries. **A recent HotSpring study finds that most marketers are able to articulate their brand's promise and implement strategies that convey that promise to customers. But more than half feel that despite their own clarity, their brand's promise is not consistently articulated within their organizations.** The degree to which companies have a plan in place to ensure consistent execution across consumer touchpoints varies significantly.

HotSpring's report is based on a survey conducted during August 2010 among 155 key marketing decision-makers from across the United States. Survey respondents consisted of professionals in a range of company sizes across a range of industries, including banking and financial services, cosmetics, healthcare, hospitality and travel, packaged goods, pharmaceuticals, and media, among others.

Download Study Report: [http://www.hotspringnyc.com/documents/HotSpring\\_SocializingYourBrand\\_Nov2010.pdf](http://www.hotspringnyc.com/documents/HotSpring_SocializingYourBrand_Nov2010.pdf)