

Beverage Case Study

BERA's Brand-to-Business™ Consumer Cross-Sectional analysis quantifies the relationship between brand equity and business outcomes.

Purpose

The beverage brand partnered with BERA.ai to run a consumer cross-sectional brand-to-business study that examined the causal link between brand equity and business outcomes. The focus was on understanding brand equity impacts revenue performance.

This analysis connected brand equity associations (FRMU) directly to the key drivers of revenue including the size of the customer base and share of wallet.

The findings allowed the brand to understand the incremental contribution of these associations to revenue today as well as simulate how growth in these associations can drive future revenue growth.

Key Findings

QUANTIFYING HOW MUCH BRAND EQUITY IS DRIVING SALES

The beverage company's brand contributes *17.6% to total revenue, which drove \$185 million in gross dollar sales in 2024.*

HOW MUCH 1 POINT OF BRAND EQUITY IS WORTH

BERA.ai data shows that a 1-point increase in the brand equity score across the total population can generate an incremental *\$3.7 million in revenue.*

BRAND EQUITY HEADROOM SIGNALS GROWTH OPPORTUNITY

The beverage brand currently ranks in the 60th percentile of brands according to brand equity. There is a *strong opportunity for customer acquisition* as more consumers become familiar with its unique offerings.

**Drove
\$185M**

in revenue from
brand alone

**1% increase in
brand equity**

is worth an additional \$3.7 million
in revenue to their business

**Strong
opportunity**

to acquire new customers as
suggested by being in the 83rd
percentile for Uniqueness

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