

EPISODE
02

**THE BRAND
BUILDER'S**
PLAYBOOK

BEYOND AWARENESS:

**THE BUSINESS
IMPACT OF BRAND
LOVE**

HOSTS



JIM
STENGEL

In October 2008, Jim Stengel shocked the marketing world by leaving his prestigious role as Global Marketing Officer at Procter & Gamble, one of the most admired brand building companies in the world. This bold move was Jim's first step on a new mission to share his passion for growing business through a focus on higher ideals.

To continue on his mission, Jim has embraced a variety of exciting roles: President/CEO of The Jim Stengel Company, LLC, host of The CMO Podcast, Author of *Grow: How Ideals Power Growth & Profit at the World's Greatest Companies*, *Unleashing the Innovators: How Mature Companies Find New Life with Startups*, Adjunct Professor at Kellogg, Northwestern, speaker with the Washington Speakers Bureau® Advisor to several companies.

x **JIM STENGEL**
COMPANY



RYAN
BARKER

Ryan Barker is the founder of BERA.ai, and is known as the "Alchemist of Brand Equity" for his ability to turn the emotional power of brands into measurable business performance. After 15 years in brand consultancy at WPP, Ryan grew frustrated by vanity metrics that won awards but failed to drive business outcomes. He saw marketers losing credibility, chasing short-term sales while neglecting long-term brand value.

Out of that conviction, he launched BERA.ai—the world's first real-time brand intelligence platform connecting brand equity to business results. Today, leading brands and private equity firms rely on BERA to predict performance, guide investment, and protect their most valuable intangible asset: their brand. Blending analytical rigor with creative empathy, Ryan's mission is simple: what gets measured, gets valued—and what gets valued, gets protected.

x **BERA.ai**



LINDSEY
WEHKing

Lindsey Wehking is the Chief Investigative Strategy Officer at Nonfiction Research. Nonfiction explores the hidden parts of American life through immersive research. Their researchers have sat beside patients in hospitals, inmates in prison, and have interviewed Atlanta rappers while rollerblading. Nonfiction's findings have been featured by ABC News, Axios, MSNBC, Fox News, and FastCompany. Their work has inspired public service campaigns, a division at Disney, new flavors of Doritos, and a Megan Thee Stallion song.

Lindsey is the author of *The Invisible Weight*, a report and podcast on the hidden emotional experiences of pregnancy and the lack of emotional care in the U.S Healthcare system. She has also authored *America's Secret Playlists*, a report on the secret lives hidden within Spotify playlists, and *Saving America from the News*, a study of what Americans really want from journalism. Her quest for more emotional realism in research has brought her into hip hop therapy groups, sex cults, ayahuasca retreats, illegal gas station casinos, Insane Clown Posse concerts and deep into the inner lives of everyday Americans.

x **NONFICTION**
RESEARCH

TODAY'S GUEST



SOFIA
COLUCCI

As Chief Marketing Officer at Molson Coors, Sofia Colucci brings passion, creativity and strong collaboration to everything she does. The Uruguayan-Canadian marketer first joined Molson Coors leading North American Innovation then progressed to the role of Global VP of Marketing for Miller Brands prior to rising to CMO in 2023.

Sofia has a proven track record of driving brands in culture, leading turn-arounds and building breakthrough innovations. She has 20 years of marketing and innovation experiences across multiple countries and industries, including 8 years at PepsiCo focusing primarily on the nutrition portfolio. Sofia's work has transformed brands like Miller Lite, with global campaign launches like Tastes Like Miller Time and leading Molson Coors's first Super Bowl ad in over 30 years with the launch of the High Stakes Beer Ad. During her time on innovation Sofia was credited for transforming the company's approach through faster go-to-market capabilities and developing a robust pipeline beyond beer.

Sofia has been recognized by the Forbes Entrepreneurial CMO 50 list, Campaign's Top 50 CMOs, Crain's 40 Under 40 and Brand Innovators' Top 100 Women in Marketing. Her team's work has won multiple awards including Cannes, Effies, and D&AD.



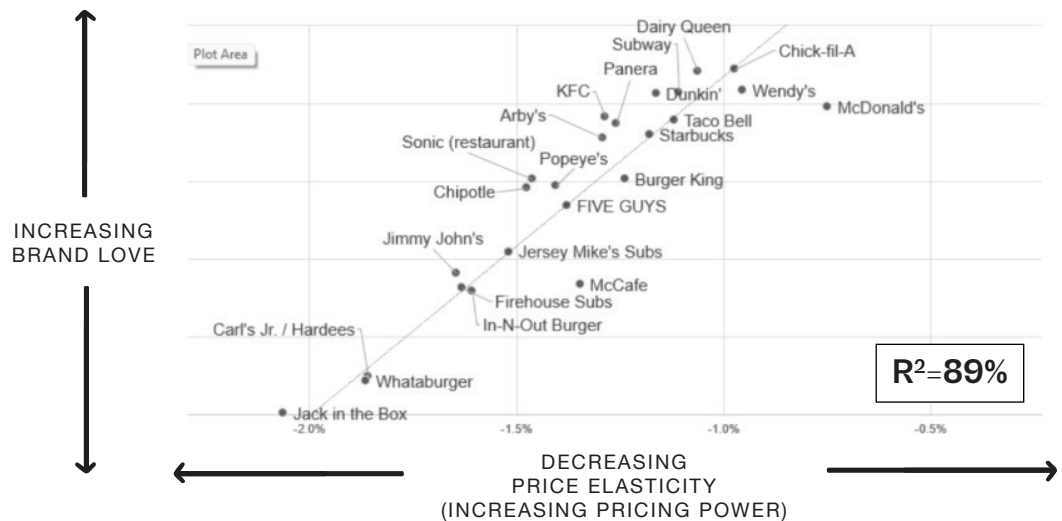
O2 THE BUSINESS IMPACT OF BRAND LOVE

Emotional connection drives business success. We break down how Sofia turns customer love into bookings, loyalty, and long-term revenue.

WHAT IS BERA'S APPROACH TO BRAND LOVE?

Brand love is not a fuzzy concept — it's a financially predictive asset. BERA data shows that with stronger brand love, price elasticity decreases.

WHAT IS BERA'S APPROACH TO BRAND LOVE? CONT.



BERA's models quantify emotional and rational connections that translate directly to business outcomes.

Pricing Power—Loved brands reduce price sensitivity and command a premium.

Customer Lifetime Value—Emotional loyalty compounds retention and reduces churn.

Lower Acquisition Costs—Loved brands attract advocates organically. With an increased presence, you have a stronger funnel which fuels gains in market share.

By tying brand love to measurable KPIs, BERA.ai empowers leaders to speak the language of both heart and spreadsheet — proving that emotion drives revenue, loyalty, and resilience

HOW DOES MOLSON COORS BUILD "MAGNETIC BRANDS" THAT PEOPLE WANT TO HANG OUT WITH?

For Sophia, brand love begins with creating magnetic brands — ones people actively choose to spend time with. Her team focuses on badge value — that sense of pride people feel when holding a brand in their hand. Whether it's a Coors Banquet can at a festival or Peroni in a high-end bar, the goal is the same: to make the brand a meaningful part of social identity. They emphasize emotional resonance, not just awareness — crafting brands that feel like companions, not commodities.



Loved brands reduce price sensitivity — they don't have to spend as much because they've already tickled the heartstrings of today's and tomorrow's generations.

**RYAN
BARKER**



***You don't want friends who are inconsistent.
Brands are no different.***

**SOFIA
COLUCCI**

**HOW DOES SOFIA
BALANCE SHORT-
TERM WINS WITH
LONG-TERM BRAND
EQUITY?**

Sophia's team treats measurement as a dual exercise in immediacy and endurance.

In the short term, they track metrics like household penetration, social engagement quality, and cultural buzz to ensure relevance.

In the long term, they rely on BERA's Brand Equity Score and Consideration metrics, validated to correlate with sales growth.

Her insight: different stages of a brand's life demand different metrics. For emerging brands like Topo Chico Hard Seltzer, consideration is key. For established icons like Coors Light, brand equity is the engine. This balance ensures they're delivering growth today without eroding brand health tomorrow.

**WHAT'S BEEN THE
KEY TO KEEPING
A 150-YEAR-OLD
BRAND AUTHENTIC
AND CULTURALLY
RELEVANT?**

Ruthless consistency and Cultural Curiosity

The team honors the brand's essence of Western grit and "doing things even when they're hard," while finding fresh expressions of that truth.

Through storytelling platforms like Start Your Legacy and partnerships with Yellowstone and Wrangler, they embed Coors Banquet into the culture of younger generations of legal drinking age.

The secret?

Evolve how you express your brand without ever changing what it stands for.

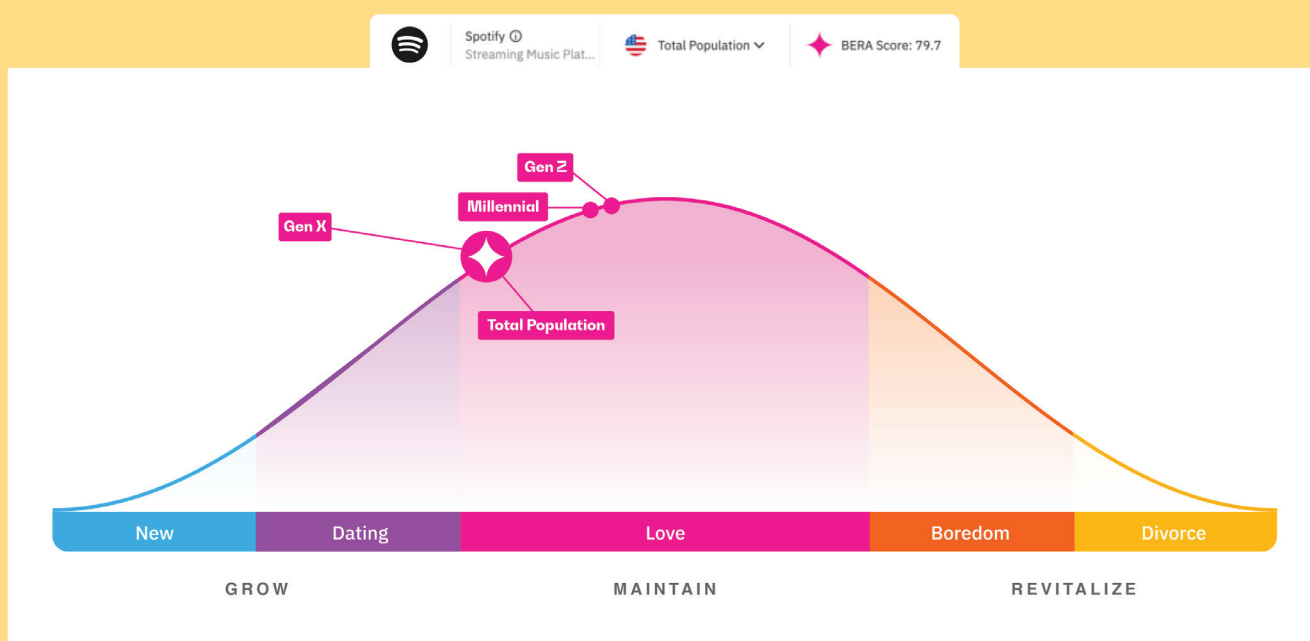
**WHAT ARE THE TOP
3 THINGS IN SOFIA'S
PLAYBOOK?**

- 01. Understand your consumer***
- 02. Understand your brand and be ruthlessly consistent with it***
- 03. Create the work that makes you feel something***

Playbook Proof

This is where theory meets tangible results. In this section, we showcase a key visual directly from the BERA platform—the hard data and actionable insights that prove the value of the strategies discussed in this week's episode.

Spotify recently made a splash for partnering with Amazon to open up their ad inventory. In the chart here, you'll see that across the total population, as well as specifically within Gen Z, Millennials, and Gen X, Spotify consistently ranks at the very highest levels of brand equity. What's driving that? One of the biggest drivers is that they innovate with purpose. By opening up their advertising inventory in a way that expands access for marketers, Spotify isn't just innovating for the sake of new features — they're innovating to make the ecosystem stronger and more valuable for listeners, artists, and advertisers alike. That alignment of purpose with innovation deepens emotional connection.



And when customers feel that connection, it drives real business outcomes. Strategic moves like this one are likely to push them even higher up the love curve.



COMMON MISTAKES TO AVOID

Mistaking awareness
for affection.



High reach doesn't equal connection. Many brands chase impressions instead of impact — but as Sophia notes, “quality of attention” matters more than quantity. Love is earned, not bought.

Inconsistency
Over Time



Changing tone or identity erodes trust. “You don't want friends who are inconsistent,” Sophia reminds us. Brands must behave with the same dependability — staying true to who they are while evolving how they show up.

Neglecting Cultural
Relevance.



Even beloved heritage brands can fade if they fail to engage the modern world. The Coors Banquet team's success came from aligning timeless authenticity with today's cultural appetite for “country as cool.”

Ignoring the Role of
Leadership.



Sophia's collaboration with her CEO underscores that brand love can't be siloed in marketing. Leadership alignment around the consumer drives enduring results.

EPIISODE TAKEAWAYS

If you don't look at short AND long term you may not be around for long. So think about today and tomorrow simultaneously.

Love is built on consistency and culture. Remain authentic to your roots while adapting to what culture craves today.

Develop a shared philosophy amongst leadership on how you build a brand that is loved.

Pay attention to understanding your heritage, where the culture is going, and what people are hungry for in terms of identity.



***Emotional connection
isn't soft — it's the
most powerful driver of
financial performance.***

**JIM
STENGEL**

CONTACT

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your playbook!**

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**Your thoughts &
questions on our
social posts!**

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