

MASB SPRING SUMMIT 2025

Building & Nurturing Brands in a Fragmented Society

Panel Discussion

Moderator: Edgar Baum, Founder & CEO, Avasta
Roben Allong, Founder & CEO, Lightbeam Communications
Dennis Hahn, Chief Strategy Officer, Liquid Agency
Chris Young, SVP Global Head of Sales, InnovateMR

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**Marketing
Accountability**
Standards
Board

The Panelists



Moderator
Edgar Baum
Founder & CEO, Avasta



Roben Allong
Founder & CEO
Lightbeam Communications



Dennis Hahn
Chief Strategy Officer
Liquid Agency



Chris Young
SVP Global Head of Sales
InnovateMR



Liquid x Avasta Challenger Index

Assessing Brand Dynamics

Meet the Challenger Index – this report stands as an essential instrument for both B2B and B2C sectors, offering a strategic perspective to evaluate brand strength, market alignment and potential for growth. With its neutral, outside-in assessment approach, the Index highlights the multi- dimensional nature of brand dynamics—financial, technological and behavioral—to inform and shape robust business strategies.



The public version of the study can be accessed here:

<https://www.avasta.co/challenger-index>

Are demographic differences more fundamental at driving purchase behavior than people want to admit?



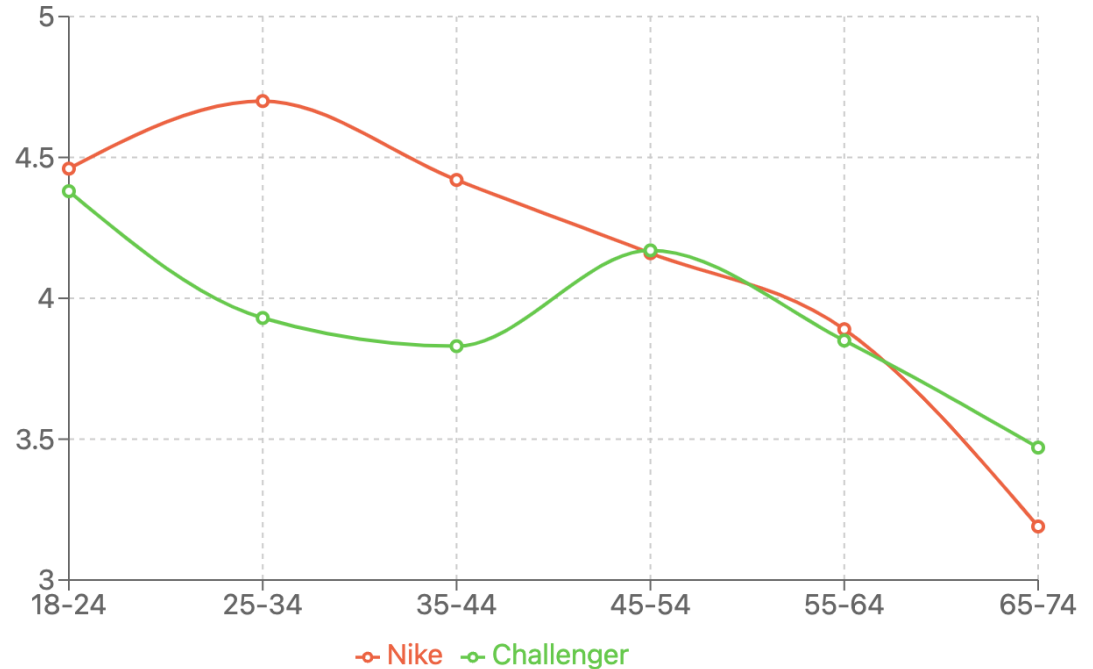
Are demographic differences more impactful on your enterprise and brand value than people want to admit?



Let's talk about Nike.

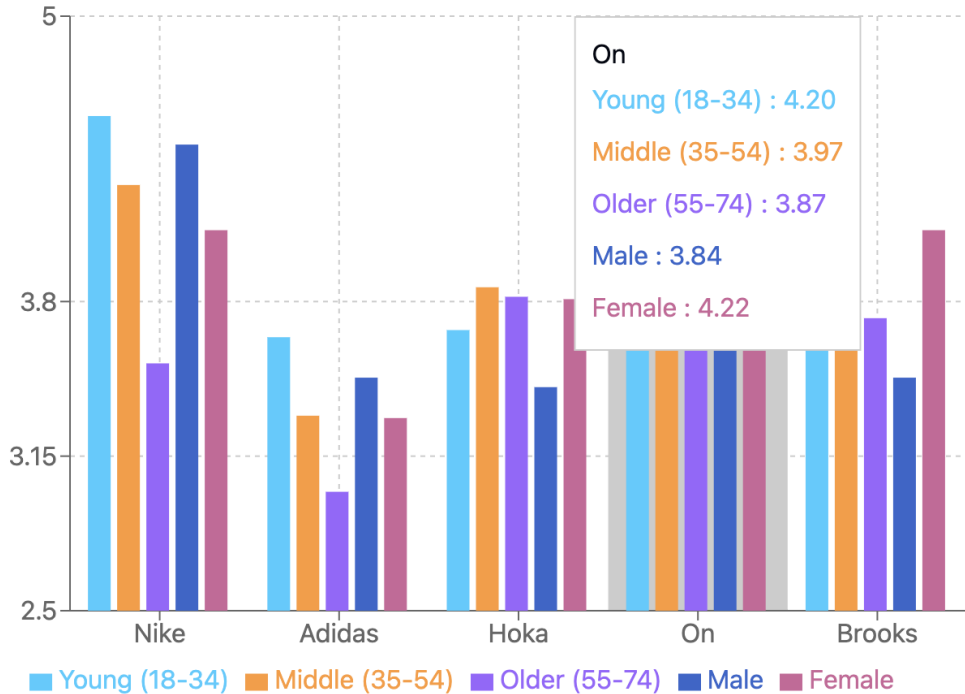


Nike's performance by age demographic.



Aggregated demographic patterns reveal strategic market opportunities for brands

Let's look
deeper into
the brands.

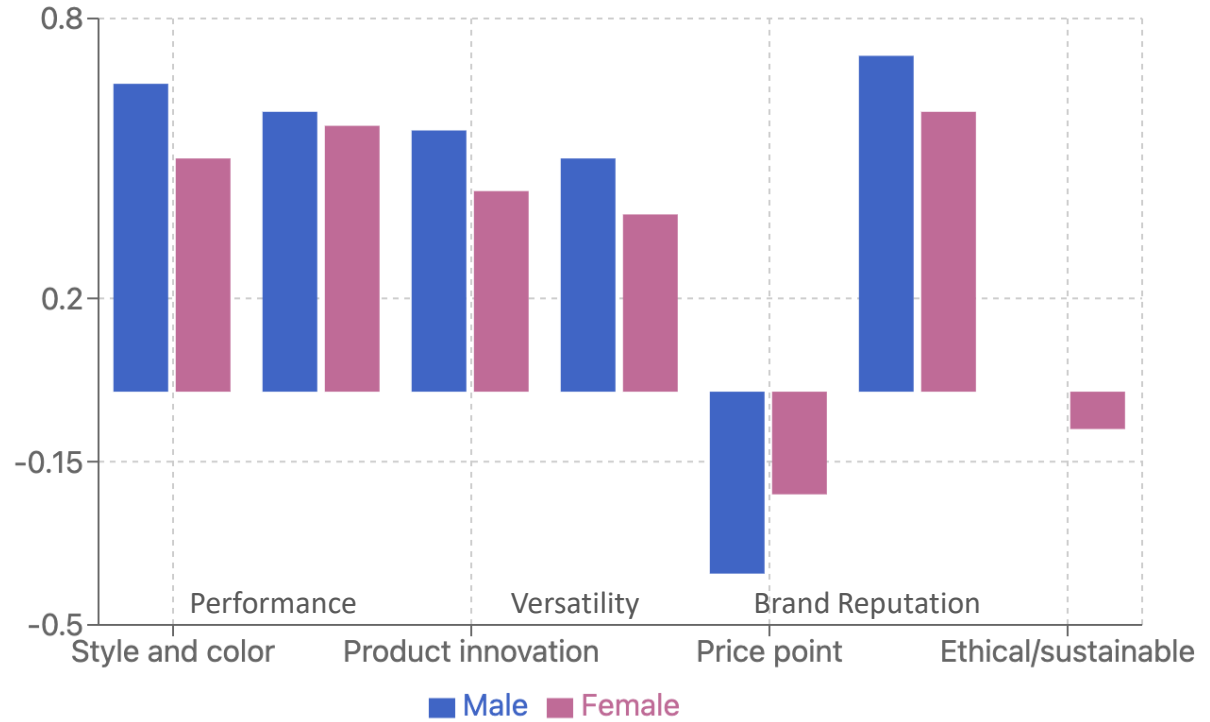


How do you avoid the tyranny of averages?



Comparison of Nike's competitive advantage/disadvantage across male and female consumers

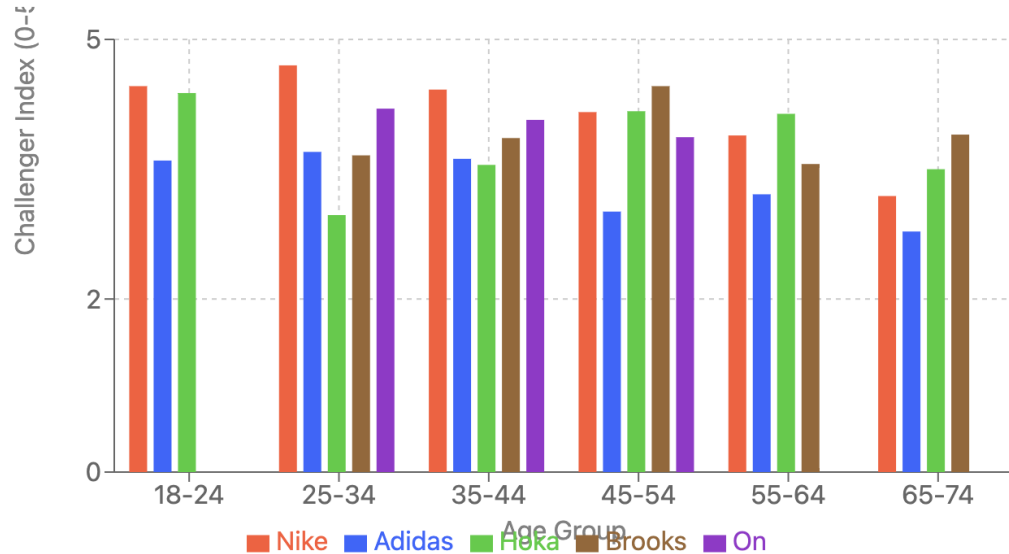
**Advantages/
Disadvantages
variances are
material by
gender**



Advantages/ Disadvantages variances are material by gender

Challenger Index by Age Group

Brands show significant variations in appeal across different age demographics. Higher index values (0-5 scale) indicate stronger challenger positioning.



What has changed in how to reach consumers and customers?



How does strategy development need to change to reflect fragmentation of customers?



**How has execution of brand strategy
and market building changed as a
result?**



*Thank You for
participating!*

