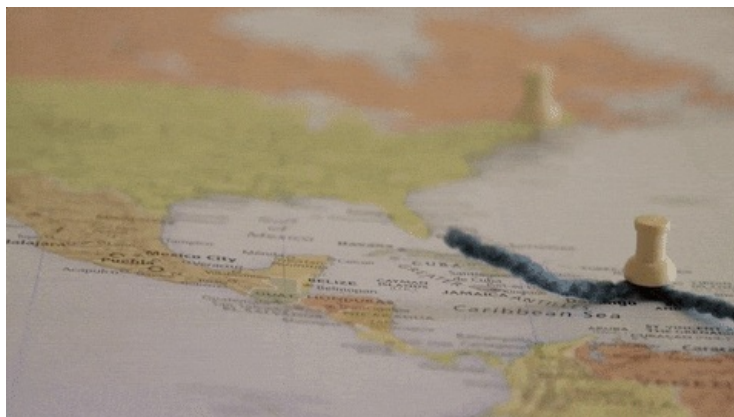


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FLUME



Welcome to the October issue of the Flumeletter

In this Flumeletter we chat about intuitive goals based tracking to grow your brand, as well as a brand shiny new Flumeletter segment – ‘Team Spotlights’

Happy reading!

Tracking Brand Success with BrandFlow

Did you know that over £1 billion is spent on brand tracking annually in the UK? And yet many approaches still use the same thinking about how advertising works as when tracking was first developed in the 70s and 80s. **The Flume approach is different.**

BrandFlow integrates triggers and goals to ensure the full context of how people make decisions is understood – measuring how and why people enter the market in the first place and how brands perform in each of these spaces.

This goals-based approach gives a more comprehensive and nuanced view of brand performance and delivers clear, evidence-based headline metrics that are linked to brand growth.

BrandFlow was also built with some of the UK's favourite brands to ensure it measures the full marketing mix and not just communications. We know that comms is only one lever marketers can pull to drive sales, so we work with our tracking clients to ensure we're covering the full 360 degree brand.

What sets BrandFlow apart?

1. It's a new approach to brand tracking.
2. Has been developed by experts and leading brands.
3. Will lead your brand growth through headline metrics which are linked to success.

If you want to find out more about our work with brand tracking and BrandFlow look

Team Spotlights

Introducing a new segment to the Flumeletter – **Team Spotlights** – each month we'll be featuring our amazing team members, finding out what they've been up to, watching or thinking about. Starting with no other but our founder and MD, Debbie



Reading:

The Poisonwood Bible by Barbara Kingsolver. She's genuinely one of my favorite authors. Praise for the book doesn't do it justice. Suffice it to say, when I finished it, I missed having the characters in my life. A taste of her writing: "God doesn't need to punish us. He grants us a long enough life to punish ourselves."

I've also been reading ***How to Run Britain*** by Robert Peston and Kishan Korla. It's great – hopefully, Sir Keir has it on his reading list.

Listening:

The Rest Is Politics. I'm a big fan, including the US spin-off. I'm such a superfan that I'm seeing the live show in Birmingham on the 9th of October! I'm also listening to the [Queversations](#) podcast. Yes, it's my own initiative, but there are some great listens in there.

Watching:

Alternating between 'beauty' ***Emily in Paris*** and the 'beast' ***Monsters***.



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