WHAT'S THE POWER OF A BRAND?

A brand name is one of the most valuable assets a company possesses. It lends credibility to a product or service, provides an assurance of quality, and lets consumers know what they can expect.

Franchising is built on the “Power of Brands.” Brands allow companies to differentiate themselves from their competitors.

In franchising, brands are the foundation for economic development and job creation. A franchise brand is more than its name; it is the entire experience that customers receive at each location, from the products or services received, to the interaction with the employees, and the impact they have on the communities they inhabit.

Brands are a tool for economic growth

Franchise brands provide a national economic impact that produce over $269.9B in payroll, $674.3B in economic output, $404.6B in GDP.\(^2\)

Brands support diversity

DID YOU KNOW?

OVER 30% of franchises are owned by minorities, AND

OVER 30% of franchised businesses are female-owned.\(^1\)

Brands create loyalty and trust

81% have a favorable opinion of family-owned franchises.\(^2\)

AMERICANS AGREE THAT FRANCHISES: \(^2\)

Provide consistency

77%

Offer quality products and services

75%

Have products & services that are affordable

71%

Empower local entrepreneurs

73%

Franchise brand sectors are diverse

Full Service Restaurants
Quick Service Restaurants
Retail Food
Business Services
Real Estate
Commercial Services
Residential Services
Automotive
Personal Services
Lodging
Retail Products
Retail Services

Brands create connectivity and community

LEARN MORE:

www.powerofbrands.org

#powerofbrands

1 Citation: “Franchised Business Ownership by Minority and Gender Groups,” https://www.franchisefoundation.org/franchise-business-ownership-minority-and-gender-groups-2018/

2 “Franchise Economy,” https://franchiseeconomy.com/