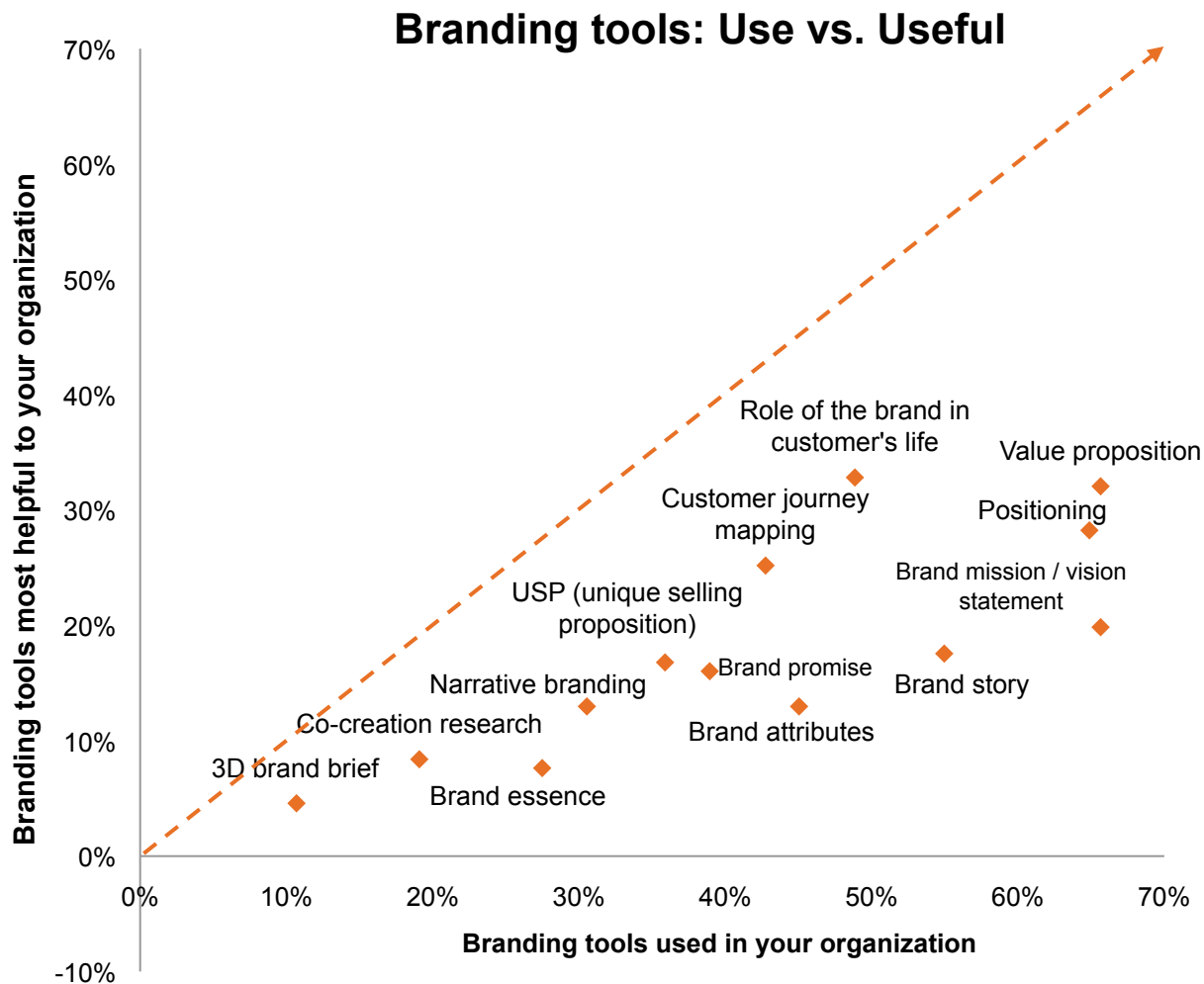


It is eye-opening to see that even the most widely used branding tools are not seen as particularly effective



Source: 2010 CMO Priorities Tracking Study n=131