

THE NEW DIRECT BRAND ECONOMY AND THE RISE OF DTC (DIRECT-TO-CONSUMER) BRANDS

The world of brands is changing

- Barriers to entry have collapsed – supply chains are rentable, flexible, and affordable
- The path to consumers is direct
- Data fuels ongoing, direct relationships between brands and their customers

Brands are feeling this shift

- Growth has stopped for most Fortune 500 companies
- But, for new brands, optimism reigns – 94% of startup founders surveyed by VC firm First Round agreed that now is a good time to be starting a company
- Two thirds of consumers expect direct brand connectivity

How can the IAB Direct Brand Economy 2018 Report help?

- Learn how brands are building their own supply chain 'stacks' to meet their Production, Attention, Data, and Fulfillment needs
- Discover the companies that are providing these services
- Understand this new Direct Brand Economy, and how your brand can thrive within it

Visit iab.com/direct-economy for more information

For more on DTC brands and the direct economy, join us at the 2018 IAB Annual Leadership Meeting (February 11-13) and attend sessions such as "The Rise of the 21st Century Brand Economy." Learn more at iab.com/alm.

