Level 1 Process:

1. Choose your brands and try to spot brand touch-points in different situations – before purchase, during purchase, after purchase.
2. Check the resource below and examples on possible brand touch-points.
3. Write a short report (150-300 words) on your findings.

In the following assignment, I will only talk about my mobile phone and the brand that comes with it as I have no favourite chocolate.

I looked more into the brand that is Samsung, and I noticed that they don´t actually have their own shop (at least not in Norway) they mainly use resellers, which is a weird to explain through touch-points. But they do have a web-store/ website and a lot of social media which if course helps, I will continue to report on the mentioned areas.

Samsung mainly focuses on selling mobile phones and other technical items to users that prefer quantity over simplicity, there is an everlasting discussion between Apple users and Samsung users on which product that is the best one, but looking from a technical view Samsung has better parts and better tech, whilst Apple has a better user experience and design, which is what the both companies is trying to achieve. Samsung has most of its touch-points through social media and advertisements regarding the pre-purchase anyway.

When it comes to during purchase this is where it gets extra tricky as Samsung mainly uses resellers rather than their own stores.

The last step post-purchase, is where Samsung does the best job of the three mentioned steps, they have both newsletters and frequent surveys. They also reach a lot out to their clients through social media.