[

{

"brand": "Nike Training Club",

"emotion": "Belonging/Community",

"strategy": "Creating group training experiences to foster connection and motivation among users.",

"unique\_twist": "Live and virtual sessions where milestones are celebrated publicly and inclusivity is highlighted.",

"impact": {

"customer": "Users felt empowered, motivated, and part of a supportive network, increasing engagement.",

"reputation": "Nike was perceived as socially conscious, inclusive, and lifestyle-oriented.",

"business\_results": "Boosted app participation, product sales, and long-term brand loyalty."

}

},

{

"brand": "Starbucks Local Artist Collaborations",

"emotion": "Belonging/Community",

"strategy": "Partnering with local artists to create in-store murals and events that engage the community.",

"unique\_twist": "Highlighting authentic human connections and local culture rather than products.",

"impact": {

"customer": "Customers felt engaged and part of local cultural communities.",

"reputation": "Starbucks was seen as socially conscious, culturally relevant, and community-driven.",

"business\_results": "Increased foot traffic, loyalty, and brand equity."

}

},

{

"brand": "Peloton Group Power Classes",

"emotion": "Belonging/Community",

"strategy": "Emphasizing shared workouts and collective achievement through live and digital classes.",

"unique\_twist": "Interactive sessions where participants motivate each other and achievements are recognized publicly.",

"impact": {

"customer": "Users felt supported, motivated, and part of a larger fitness network.",

"reputation": "Peloton was seen as inclusive and socially engaging.",

"business\_results": "Boosted subscriptions, app engagement, and advocacy."

}

},

{

"brand": "LEGO Ideas Community",

"emotion": "Belonging/Community",

"strategy": "Allowing fans to submit and vote on ideas to co-create LEGO products.",

"unique\_twist": "Global co-creation and public recognition of contributors.",

"impact": {

"customer": "Fans felt valued and connected to a global creative community.",

"reputation": "LEGO was seen as innovative and fan-centric.",

"business\_results": "Community-driven ideas increased engagement and long-term loyalty."

}

},

{

"brand": "Etsy Global Teams",

"emotion": "Belonging/Community",

"strategy": "Encouraging sellers to join collaborative teams for mentorship and knowledge sharing.",

"unique\_twist": "Focus on peer support, recognition, and inclusive global participation.",

"impact": {

"customer": "Sellers felt supported and connected, enhancing loyalty and activity.",

"reputation": "Etsy became known as authentic, supportive, and community-driven.",

"business\_results": "Increased platform engagement, repeat transactions, and growth."

}

},

{

"brand": "Strava Club Challenges",

"emotion": "Belonging/Community",

"strategy": "Using clubs and challenges to foster shared goals and community engagement.",

"unique\_twist": "Public recognition of milestones and diverse representation of athletes worldwide.",

"impact": {

"customer": "Athletes felt included, motivated, and supported, increasing usage.",

"reputation": "Strava was seen as interactive, inclusive, and community-focused.",

"business\_results": "Boosted subscriptions, app activity, and advocacy."

}

},

{

"brand": "Bumble Hive Events",

"emotion": "Belonging/Community",

"strategy": "Hosting networking events to foster real-life connections, friendship, and empowerment.",

"unique\_twist": "Highlighting diverse user stories and creating interactive challenges to strengthen belonging.",

"impact": {

"customer": "Users felt included, supported, and empowered, increasing retention.",

"reputation": "Bumble was seen as socially conscious, inclusive, and community-driven.",

"business\_results": "Events increased platform engagement, subscriptions, and growth."

}

},

{

"brand": "Glossier Community Feedback Loops",

"emotion": "Belonging/Community",

"strategy": "Integrating fan feedback into product development to foster co-creation and engagement.",

"unique\_twist": "Publicly highlighting contributors and celebrating diverse voices.",

"impact": {

"customer": "Customers felt valued and part of the brand, increasing loyalty.",

"reputation": "Glossier was perceived as authentic and customer-focused.",

"business\_results": "Increased engagement, social reach, and product adoption."

}

},

{

"brand": "Peloton Leaderboards & Social Challenges",

"emotion": "Belonging/Community",

"strategy": "Encouraging participation through competitive yet supportive virtual leaderboards and challenges.",

"unique\_twist": "Recognition of achievements and interactive global engagement.",

"impact": {

"customer": "Users felt motivated, connected, and part of a supportive network.",

"reputation": "Peloton was seen as interactive and inclusive.",

"business\_results": "Boosted subscriptions, engagement, and community loyalty."

}

},

{

"brand": "Airbnb Neighborhood Experiences",

"emotion": "Belonging/Community",

"strategy": "Offering host-led experiences that connect travelers to local communities.",

"unique\_twist": "Storytelling and real host-guest interactions to emphasize inclusion and connection.",

"impact": {

"customer": "Travelers felt welcomed and part of the local community.",

"reputation": "Airbnb was seen as human-centered and community-driven.",

"business\_results": "Increased repeat bookings, advocacy, and global adoption."

}

},

{

"brand": "Nike Run Clubs",

"emotion": "Belonging/Community",

"strategy": "Building running clubs worldwide to foster belonging and shared achievement.",

"unique\_twist": "Local and global engagement with milestone recognition and diverse representation.",

"impact": {

"customer": "Runners felt motivated and connected to a larger community.",

"reputation": "Nike was perceived as inclusive and empowering.",

"business\_results": "Increased app engagement, product sales, and long-term loyalty."

}

},

{

"brand": "Airbnb Cultural Immersion Experiences",

"emotion": "Belonging/Community",

"strategy": "Offering host-led cultural experiences that integrate travelers into local communities.",

"unique\_twist": "Storytelling and authentic host-guest interactions emphasizing inclusion.",

"impact": {

"customer": "Travelers felt welcomed, connected, and included.",

"reputation": "Airbnb was seen as socially conscious and community-driven.",

"business\_results": "Boosted repeat bookings, advocacy, and adoption."

}

}

]

[

{

"brand": "Nike Women’s Training Community",

"emotion": "Belonging/Community",

"strategy": "Fostering connection and empowerment among female athletes through local and digital training programs.",

"unique\_twist": "Highlighting diverse participants and celebrating achievements publicly in both local meetups and virtual platforms.",

"impact": {

"customer": "Women felt empowered, supported, and part of a global community, increasing participation.",

"reputation": "Nike was perceived as inclusive and socially conscious.",

"business\_results": "Boosted app engagement, product adoption, and brand loyalty."

}

},

{

"brand": "Starbucks Neighborhood Cultural Events",

"emotion": "Belonging/Community",

"strategy": "Hosting cultural events to foster local engagement and connection among customers.",

"unique\_twist": "Highlighting authentic local stories and interactive participation rather than just selling coffee.",

"impact": {

"customer": "Customers felt included and emotionally connected to the brand.",

"reputation": "Starbucks became known as community-focused and socially responsible.",

"business\_results": "Increased foot traffic, loyalty, and positive brand sentiment."

}

},

{

"brand": "Peloton Community Milestone Celebrations",

"emotion": "Belonging/Community",

"strategy": "Recognizing user achievements and fostering virtual shared success in workouts.",

"unique\_twist": "Publicly celebrating milestones in app feeds and social platforms with diverse global participants.",

"impact": {

"customer": "Users felt motivated, connected, and valued within the community.",

"reputation": "Peloton was seen as inclusive and interactive.",

"business\_results": "Higher subscription retention, app engagement, and advocacy."

}

},

{

"brand": "LEGO Fan Conventions",

"emotion": "Belonging/Community",

"strategy": "Hosting global fan conventions to connect enthusiasts through shared creativity.",

"unique\_twist": "Showcasing user creations publicly and encouraging collaborative projects.",

"impact": {

"customer": "Fans felt recognized, valued, and part of a global creative network.",

"reputation": "LEGO was perceived as innovative and fan-centric.",

"business\_results": "Increased engagement, co-created products, and long-term loyalty."

}

},

{

"brand": "Etsy Maker Communities",

"emotion": "Belonging/Community",

"strategy": "Building collaborative communities for sellers to share knowledge and support each other.",

"unique\_twist": "Focusing on mentorship, local and global engagement, and peer recognition.",

"impact": {

"customer": "Sellers felt supported, included, and part of a collaborative network.",

"reputation": "Etsy was seen as authentic, community-driven, and supportive.",

"business\_results": "Higher platform activity, repeat transactions, and sustainable growth."

}

},

{

"brand": "Strava Global Clubs",

"emotion": "Belonging/Community",

"strategy": "Creating clubs and challenges for athletes to connect globally and share achievements.",

"unique\_twist": "Public recognition and leaderboards fostering friendly competition and belonging.",

"impact": {

"customer": "Athletes felt included, motivated, and part of a supportive network.",

"reputation": "Strava was perceived as interactive and community-focused.",

"business\_results": "Increased app subscriptions, engagement, and advocacy."

}

},

{

"brand": "Bumble Hive Networking Events",

"emotion": "Belonging/Community",

"strategy": "Hosting events to facilitate real-life friendships and professional connections.",

"unique\_twist": "Showcasing diverse participants and interactive challenges for deeper engagement.",

"impact": {

"customer": "Users felt included, supported, and empowered to connect.",

"reputation": "Bumble was seen as socially conscious, inclusive, and empowering.",

"business\_results": "Boosted engagement, platform usage, and subscriptions."

}

},

{

"brand": "Glossier Fan Feature Campaigns",

"emotion": "Belonging/Community",

"strategy": "Featuring fans in campaigns to foster co-creation and recognition.",

"unique\_twist": "Highlighting diverse user-generated content across social and product channels.",

"impact": {

"customer": "Consumers felt valued, included, and part of the brand community.",

"reputation": "Glossier was seen as authentic and inclusive.",

"business\_results": "Increased engagement, product adoption, and long-term loyalty."

}

},

{

"brand": "Peloton Leaderboards & Challenges",

"emotion": "Belonging/Community",

"strategy": "Encouraging participation through competitive yet supportive virtual challenges.",

"unique\_twist": "Recognition of individual and team achievements, fostering community pride.",

"impact": {

"customer": "Users felt motivated, connected, and recognized within a supportive network.",

"reputation": "Peloton was seen as interactive and inclusive.",

"business\_results": "Higher subscriptions, engagement, and advocacy."

}

},

{

"brand": "Nike Run Clubs",

"emotion": "Belonging/Community",

"strategy": "Building global running clubs to foster shared achievement and belonging.",

"unique\_twist": "Local and virtual engagement with milestone recognition and diverse representation.",

"impact": {

"customer": "Runners felt motivated, supported, and part of a larger community.",

"reputation": "Nike was perceived as inclusive and empowering.",

"business\_results": "Boosted app engagement, product sales, and long-term loyalty."

}

},

{

"brand": "Starbucks Community Impact Projects",

"emotion": "Belonging/Community",

"strategy": "Supporting local community initiatives to create shared purpose and connection.",

"unique\_twist": "Employee involvement and authentic storytelling over product promotion.",

"impact": {

"customer": "Customers felt included and emotionally connected to the brand.",

"reputation": "Starbucks was seen as socially responsible and community-oriented.",

"business\_results": "Improved foot traffic, loyalty program participation, and brand equity."

}

},

{

"brand": "Peloton Together",

"emotion": "Belonging/Community",

"strategy": "Promoting shared live workouts to foster connection and support.",

"unique\_twist": "Virtual engagement and public recognition of achievements in diverse communities.",

"impact": {

"customer": "Users felt motivated, connected, and part of a supportive network.",

"reputation": "Peloton was seen as inclusive and interactive.",

"business\_results": "Boosted subscriptions, app engagement, and advocacy."

}

},

{

"brand": "LEGO Ideas Challenges",

"emotion": "Belonging/Community",

"strategy": "Encouraging fans to submit creative ideas for LEGO products.",

"unique\_twist": "Public recognition of winning submissions and global participation.",

"impact": {

"customer": "Fans felt valued and part of a creative community.",

"reputation": "LEGO was seen as innovative and fan-focused.",

"business\_results": "Increased engagement, co-created product sales, and long-term loyalty."

}

},

{

"brand": "Etsy Seller Meetups",

"emotion": "Belonging/Community",

"strategy": "Hosting meetups for sellers to connect, collaborate, and support each other.",

"unique\_twist": "Focus on mentorship and shared experiences over transactions.",

"impact": {

"customer": "Sellers felt supported and included, increasing engagement.",

"reputation": "Etsy became recognized as community-driven and authentic.",

"business\_results": "Higher platform activity, repeat transactions, and growth."

}

},

{

"brand": "Strava Challenges & Clubs",

"emotion": "Belonging/Community",

"strategy": "Creating clubs and challenges to foster shared achievement and community engagement.",

"unique\_twist": "Milestone recognition and showcasing diverse athletes worldwide.",

"impact": {

"customer": "Athletes felt included, motivated, and connected.",

"reputation": "Strava was seen as interactive and inclusive.",

"business\_results": "Increased subscriptions, app usage, and advocacy."

}

},

{

"brand": "Bumble Bizz Networking Communities",

"emotion": "Belonging/Community",

"strategy": "Creating professional networking communities through events and challenges.",

"unique\_twist": "Highlighting diverse user stories and fostering interactive engagement.",

"impact": {

"customer": "Users felt connected and supported, boosting retention.",

"reputation": "Bumble was seen as inclusive and empowering.",

"business\_results": "Increased platform usage, subscriptions, and community growth."

}

},

{

"brand": "Glossier Fan Features",

"emotion": "Belonging/Community",

"strategy": "Featuring fans in campaigns to foster co-creation and recognition.",

"unique\_twist": "Highlighting user-generated content and diverse voices.",

"impact": {

"customer": "Consumers felt valued and part of the brand community.",

"reputation": "Glossier was perceived as authentic and inclusive.",

"business\_results": "Boosted engagement, product adoption, and loyalty."

}

},

{

"brand": "Peloton Virtual Team Challenges",

"emotion": "Belonging/Community",

"strategy": "Encouraging riders to join virtual team challenges for collective achievement.",

"unique\_twist": "Real-time interaction and recognition to foster a sense of belonging.",

"impact": {

"customer": "Users felt motivated, supported, and part of a global network.",

"reputation": "Peloton was seen as interactive and community-focused.",

"business\_results": "Increased subscriptions, engagement, and advocacy."

}

},

{

"brand": "Airbnb Local Host Experiences",

"emotion": "Belonging/Community",

"strategy": "Promoting host-led experiences to connect travelers with local communities.",

"unique\_twist": "Storytelling and authentic interactions emphasizing inclusion and belonging.",

"impact": {

"customer": "Travelers felt welcomed, connected, and part of the local community.",

"reputation": "Airbnb was seen as socially conscious and community-driven.",

"business\_results": "Boosted repeat bookings, advocacy, and global adoption."

}

}

]

[

{

"brand": "LEGO Master Builder Network",

"emotion": "Belonging/Community",

"strategy": "Creating a network where fans collaborate on large-scale LEGO projects and share ideas globally.",

"unique\_twist": "Highlighting individual contributions while showcasing collective achievement in campaigns.",

"impact": {

"customer": "Fans felt recognized, connected, and part of a larger creative community.",

"reputation": "LEGO was seen as innovative, fan-centric, and community-driven.",

"business\_results": "Boosted engagement, co-created product interest, and long-term loyalty."

}

},

{

"brand": "Starbucks Open Mic Nights",

"emotion": "Belonging/Community",

"strategy": "Hosting community-driven events to engage local artists and customers.",

"unique\_twist": "Focusing on authentic experiences and shared expression rather than just selling beverages.",

"impact": {

"customer": "Customers felt included, engaged, and part of a creative local network.",

"reputation": "Starbucks strengthened its image as socially conscious and culturally relevant.",

"business\_results": "Increased foot traffic, loyalty, and positive brand perception."

}

},

{

"brand": "Nike Global Training Weeks",

"emotion": "Belonging/Community",

"strategy": "Organizing global training events that connect athletes worldwide.",

"unique\_twist": "Featuring diverse participants, public recognition of achievements, and shared fitness challenges.",

"impact": {

"customer": "Athletes felt motivated, supported, and part of a global fitness community.",

"reputation": "Nike reinforced its position as inclusive and empowering.",

"business\_results": "Boosted engagement, product adoption, and brand loyalty."

}

},

{

"brand": "Peloton Community Spotlight",

"emotion": "Belonging/Community",

"strategy": "Highlighting stories of community members to foster inspiration and connection.",

"unique\_twist": "Featuring diverse user stories across digital channels and app platforms.",

"impact": {

"customer": "Users felt recognized, inspired, and connected to a supportive network.",

"reputation": "Peloton became synonymous with inclusivity and motivation.",

"business\_results": "Increased subscription engagement, retention, and advocacy."

}

},

{

"brand": "Etsy Local Artisan Groups",

"emotion": "Belonging/Community",

"strategy": "Creating hyper-local communities for sellers to collaborate and support each other.",

"unique\_twist": "Emphasizing mentorship, collaboration, and collective recognition in campaigns.",

"impact": {

"customer": "Sellers felt supported, connected, and motivated to grow.",

"reputation": "Etsy was seen as community-driven and authentic.",

"business\_results": "Boosted platform activity, repeat transactions, and growth."

}

},

{

"brand": "Strava Weekly Global Challenges",

"emotion": "Belonging/Community",

"strategy": "Organizing weekly global challenges to encourage athlete participation and connection.",

"unique\_twist": "Public recognition of top performers while celebrating all participants.",

"impact": {

"customer": "Athletes felt engaged, motivated, and part of a global community.",

"reputation": "Strava was seen as interactive and community-focused.",

"business\_results": "Increased subscriptions, app usage, and social sharing."

}

},

{

"brand": "Bumble Social Meetups",

"emotion": "Belonging/Community",

"strategy": "Creating offline events to foster friendships and networking among users.",

"unique\_twist": "Highlighting diverse participants and interactive engagement challenges.",

"impact": {

"customer": "Users felt included, connected, and empowered to network.",

"reputation": "Bumble was seen as socially conscious, inclusive, and empowering.",

"business\_results": "Boosted platform engagement, subscriptions, and retention."

}

},

{

"brand": "Glossier Fan-Generated Tutorials",

"emotion": "Belonging/Community",

"strategy": "Featuring user-generated tutorials and content to foster brand co-creation.",

"unique\_twist": "Celebrating diverse contributors and sharing their content across channels.",

"impact": {

"customer": "Fans felt valued, included, and connected to the brand community.",

"reputation": "Glossier reinforced its authentic and inclusive image.",

"business\_results": "Increased engagement, product adoption, and long-term loyalty."

}

},

{

"brand": "Peloton Group Leaderboards",

"emotion": "Belonging/Community",

"strategy": "Encouraging users to participate in virtual group challenges with collective recognition.",

"unique\_twist": "Real-time leaderboards that celebrate both individual and team achievements.",

"impact": {

"customer": "Users felt motivated, recognized, and part of a supportive global network.",

"reputation": "Peloton strengthened its reputation as interactive and inclusive.",

"business\_results": "Boosted subscriptions, engagement, and community loyalty."

}

},

{

"brand": "Airbnb Community Travel Experiences",

"emotion": "Belonging/Community",

"strategy": "Promoting local host experiences that immerse travelers into community life.",

"unique\_twist": "Authentic storytelling of host-guest interactions emphasizing connection and belonging.",

"impact": {

"customer": "Travelers felt included, welcomed, and connected to local communities.",

"reputation": "Airbnb reinforced its image as human-centered and socially conscious.",

"business\_results": "Increased repeat bookings, advocacy, and global adoption."

}

},

{

"brand": "Nike Youth Sports Leagues",

"emotion": "Belonging/Community",

"strategy": "Organizing youth leagues to foster sports participation and social inclusion.",

"unique\_twist": "Highlighting diversity, teamwork, and shared accomplishments in campaigns.",

"impact": {

"customer": "Young athletes felt included, motivated, and part of a team.",

"reputation": "Nike was seen as supportive, inclusive, and socially responsible.",

"business\_results": "Boosted brand loyalty, product adoption, and engagement."

}

},

{

"brand": "Starbucks Community Music Nights",

"emotion": "Belonging/Community",

"strategy": "Hosting live music nights in stores to create shared cultural experiences.",

"unique\_twist": "Focusing on local talent and customer participation rather than products.",

"impact": {

"customer": "Customers felt engaged, included, and part of a cultural community.",

"reputation": "Starbucks strengthened its image as community-focused and culturally relevant.",

"business\_results": "Increased foot traffic, loyalty, and positive brand sentiment."

}

},

{

"brand": "Peloton Social Milestone Boards",

"emotion": "Belonging/Community",

"strategy": "Showcasing community achievements through social and app-based milestone boards.",

"unique\_twist": "Highlighting diverse users and collective accomplishments.",

"impact": {

"customer": "Users felt recognized, motivated, and emotionally connected.",

"reputation": "Peloton was perceived as inclusive and community-driven.",

"business\_results": "Boosted engagement, subscriptions, and advocacy."

}

},

{

"brand": "LEGO Regional Fan Competitions",

"emotion": "Belonging/Community",

"strategy": "Hosting regional LEGO competitions to foster fan collaboration and recognition.",

"unique\_twist": "Celebrating both individual creativity and community collaboration.",

"impact": {

"customer": "Fans felt valued, connected, and inspired to participate.",

"reputation": "LEGO reinforced its image as innovative and fan-centric.",

"business\_results": "Increased engagement, co-created product sales, and loyalty."

}

},

{

"brand": "Etsy Craft Fairs",

"emotion": "Belonging/Community",

"strategy": "Organizing craft fairs to connect local sellers and buyers in a shared experience.",

"unique\_twist": "Emphasis on collaboration, peer recognition, and community interaction.",

"impact": {

"customer": "Sellers felt included and supported, buyers felt connected to local makers.",

"reputation": "Etsy strengthened its authenticity and community-driven image.",

"business\_results": "Boosted platform activity, transactions, and brand loyalty."

}

},

{

"brand": "Strava Local Meetups",

"emotion": "Belonging/Community",

"strategy": "Hosting local running and cycling meetups to foster personal connections.",

"unique\_twist": "Integrating local leaderboards and social recognition for participants.",

"impact": {

"customer": "Athletes felt part of both local and global networks.",

"reputation": "Strava was seen as inclusive, interactive, and community-focused.",

"business\_results": "Increased engagement, subscriptions, and retention."

}

},

{

"brand": "Bumble Community Challenges",

"emotion": "Belonging/Community",

"strategy": "Creating community-based online challenges to foster engagement and social connection.",

"unique\_twist": "Highlighting diverse users and celebrating achievements within the community.",

"impact": {

"customer": "Users felt included, motivated, and connected to others.",

"reputation": "Bumble reinforced its image as inclusive and empowering.",

"business\_results": "Boosted engagement, subscriptions, and platform growth."

}

},

{

"brand": "Glossier Customer Spotlights",

"emotion": "Belonging/Community",

"strategy": "Featuring customers in campaigns to celebrate contributions and experiences.",

"unique\_twist": "Highlighting diverse voices and shared community values.",

"impact": {

"customer": "Consumers felt recognized, valued, and connected to the brand.",

"reputation": "Glossier reinforced its authentic and inclusive image.",

"business\_results": "Boosted engagement, adoption, and loyalty."

}

},

{

"brand": "Peloton Global Ride Together",

"emotion": "Belonging/Community",

"strategy": "Facilitating global rides to create a sense of shared accomplishment.",

"unique\_twist": "Interactive live sessions and recognition of diverse participants’ achievements.",

"impact": {

"customer": "Users felt supported, connected, and motivated within a global community.",

"reputation": "Peloton was seen as inclusive and community-focused.",

"business\_results": "Increased subscriptions, engagement, and advocacy."

}

},

{

"brand": "Airbnb Cultural Immersion Programs",

"emotion": "Belonging/Community",

"strategy": "Offering experiences where travelers connect deeply with local culture and hosts.",

"unique\_twist": "Emphasizing authentic human stories and shared cultural engagement.",

"impact": {

"customer": "Travelers felt welcomed, connected, and part of a local network.",

"reputation": "Airbnb strengthened its socially conscious and community-driven brand image.",

"business\_results": "Boosted repeat bookings, global adoption, and advocacy."

}

}

]

[

{

"brand": "LEGO Club Events",

"emotion": "Belonging/Community",

"strategy": "Hosting LEGO club events for fans to collaborate and share creations.",

"unique\_twist": "Combining hands-on workshops with community recognition of individual and group achievements.",

"impact": {

"customer": "Fans felt valued, included, and inspired by peer creativity.",

"reputation": "LEGO reinforced its fan-centric, innovative, and community-driven image.",

"business\_results": "Increased engagement, co-created product interest, and brand loyalty."

}

},

{

"brand": "Starbucks Community Art Projects",

"emotion": "Belonging/Community",

"strategy": "Organizing art projects with local artists and customers to foster community engagement.",

"unique\_twist": "Highlighting collaborative artworks in stores and social channels instead of product-focused campaigns.",

"impact": {

"customer": "Customers felt included, creatively engaged, and part of a cultural network.",

"reputation": "Starbucks was perceived as socially conscious, inclusive, and culturally aware.",

"business\_results": "Boosted foot traffic, social engagement, and loyalty program participation."

}

},

{

"brand": "Nike Community Running Circles",

"emotion": "Belonging/Community",

"strategy": "Creating local running circles to connect athletes with shared fitness goals.",

"unique\_twist": "Combining physical training with social interaction and public recognition for milestones.",

"impact": {

"customer": "Runners felt supported, motivated, and part of a larger community.",

"reputation": "Nike strengthened its inclusive and empowering brand image.",

"business\_results": "Increased engagement, product adoption, and long-term loyalty."

}

},

{

"brand": "Peloton Ambassador Programs",

"emotion": "Belonging/Community",

"strategy": "Building a network of ambassadors to inspire and connect local users.",

"unique\_twist": "Featuring ambassadors’ stories across digital campaigns and social media.",

"impact": {

"customer": "Users felt motivated, recognized, and part of a global support network.",

"reputation": "Peloton was perceived as inclusive and community-focused.",

"business\_results": "Boosted subscriptions, engagement, and brand advocacy."

}

},

{

"brand": "Etsy Collaborative Maker Spaces",

"emotion": "Belonging/Community",

"strategy": "Providing spaces for sellers to collaborate, learn, and showcase their work.",

"unique\_twist": "Encouraging mentorship, collaboration, and public recognition of shared achievements.",

"impact": {

"customer": "Sellers felt supported, valued, and connected to a larger community.",

"reputation": "Etsy reinforced its authentic and community-driven identity.",

"business\_results": "Higher engagement, platform activity, and repeat transactions."

}

},

{

"brand": "Strava Virtual Relay Events",

"emotion": "Belonging/Community",

"strategy": "Creating virtual relay races that connect users globally.",

"unique\_twist": "Combining performance tracking with team recognition to foster collaboration.",

"impact": {

"customer": "Athletes felt part of a supportive and engaging community.",

"reputation": "Strava strengthened its image as interactive and community-driven.",

"business\_results": "Increased subscriptions, app usage, and social sharing."

}

},

{

"brand": "Bumble Hive Volunteer Challenges",

"emotion": "Belonging/Community",

"strategy": "Hosting volunteer challenges to connect users through social impact activities.",

"unique\_twist": "Publicly recognizing participants and highlighting community stories.",

"impact": {

"customer": "Users felt included, empowered, and connected through shared purpose.",

"reputation": "Bumble was seen as socially conscious and community-oriented.",

"business\_results": "Boosted engagement, platform loyalty, and subscription growth."

}

},

{

"brand": "Glossier Beauty Circles",

"emotion": "Belonging/Community",

"strategy": "Hosting small-group beauty tutorials and community discussions to foster engagement.",

"unique\_twist": "Prioritizing authentic peer-led conversations and diverse participation over product promotion.",

"impact": {

"customer": "Fans felt supported, included, and part of a collaborative community.",

"reputation": "Glossier reinforced its authentic and inclusive brand image.",

"business\_results": "Increased engagement, product adoption, and long-term loyalty."

}

},

{

"brand": "Peloton Friends Leaderboards",

"emotion": "Belonging/Community",

"strategy": "Allowing users to form friend groups and compete collectively in challenges.",

"unique\_twist": "Recognizing achievements publicly within friend groups and across the app.",

"impact": {

"customer": "Users felt motivated, connected, and part of a supportive network.",

"reputation": "Peloton strengthened its interactive and inclusive reputation.",

"business\_results": "Increased engagement, subscriptions, and retention."

}

},

{

"brand": "Airbnb Cultural Homestay Experiences",

"emotion": "Belonging/Community",

"strategy": "Promoting homestay experiences where travelers connect deeply with local families.",

"unique\_twist": "Highlighting authentic stories of inclusion and shared culture over amenities.",

"impact": {

"customer": "Travelers felt welcomed, connected, and part of a local community.",

"reputation": "Airbnb reinforced its human-centered, socially conscious brand image.",

"business\_results": "Boosted repeat bookings, advocacy, and global adoption."

}

},

{

"brand": "Nike Inclusive Sports Camps",

"emotion": "Belonging/Community",

"strategy": "Organizing sports camps that promote inclusivity and connection among participants.",

"unique\_twist": "Showcasing diverse athletes achieving milestones together in campaigns.",

"impact": {

"customer": "Young athletes felt valued, supported, and part of a team.",

"reputation": "Nike was seen as socially responsible and empowering.",

"business\_results": "Boosted engagement, product adoption, and brand loyalty."

}

},

{

"brand": "Starbucks Local Community Workshops",

"emotion": "Belonging/Community",

"strategy": "Hosting workshops to empower local communities and foster connections.",

"unique\_twist": "Prioritizing cultural and educational experiences over product messaging.",

"impact": {

"customer": "Customers felt included, inspired, and part of a supportive network.",

"reputation": "Starbucks strengthened its socially conscious and community-focused image.",

"business\_results": "Increased foot traffic, loyalty program participation, and engagement."

}

},

{

"brand": "Peloton Community Ride Weeks",

"emotion": "Belonging/Community",

"strategy": "Organizing global ride weeks for collective participation and recognition.",

"unique\_twist": "Highlighting diverse participants and collective achievement through digital platforms.",

"impact": {

"customer": "Users felt connected, motivated, and part of a supportive network.",

"reputation": "Peloton reinforced its inclusive and interactive brand perception.",

"business\_results": "Boosted subscriptions, engagement, and advocacy."

}

},

{

"brand": "LEGO Build & Share Events",

"emotion": "Belonging/Community",

"strategy": "Encouraging fans to collaborate on projects and showcase their creations.",

"unique\_twist": "Featuring community contributions in campaigns and global showcases.",

"impact": {

"customer": "Fans felt included, recognized, and inspired by collaborative achievements.",

"reputation": "LEGO strengthened its innovative and fan-centric image.",

"business\_results": "Increased engagement, co-created product sales, and loyalty."

}

},

{

"brand": "Etsy Pop-Up Maker Markets",

"emotion": "Belonging/Community",

"strategy": "Creating pop-up markets for local sellers to connect and engage with buyers.",

"unique\_twist": "Emphasizing community participation, collaboration, and shared experiences.",

"impact": {

"customer": "Sellers and buyers felt connected, included, and supported.",

"reputation": "Etsy reinforced its authentic and community-driven image.",

"business\_results": "Boosted platform activity, transactions, and brand loyalty."

}

},

{

"brand": "Strava Regional Cycling Clubs",

"emotion": "Belonging/Community",

"strategy": "Hosting local cycling clubs to encourage participation and connection.",

"unique\_twist": "Incorporating leaderboards, milestone recognition, and social interaction.",

"impact": {

"customer": "Athletes felt included, motivated, and part of a supportive community.",

"reputation": "Strava was perceived as interactive and inclusive.",

"business\_results": "Increased subscriptions, engagement, and retention."

}

},

{

"brand": "Bumble Social Impact Projects",

"emotion": "Belonging/Community",

"strategy": "Engaging users in volunteer and social impact activities to foster belonging.",

"unique\_twist": "Highlighting user participation and stories publicly to reinforce community.",

"impact": {

"customer": "Users felt empowered, included, and part of a meaningful network.",

"reputation": "Bumble strengthened its socially conscious and inclusive image.",

"business\_results": "Boosted engagement, subscriptions, and platform growth."

}

},

{

"brand": "Glossier User Story Campaigns",

"emotion": "Belonging/Community",

"strategy": "Showcasing user stories to celebrate contributions and foster inclusion.",

"unique\_twist": "Featuring diverse voices and authentic experiences across channels.",

"impact": {

"customer": "Fans felt recognized, valued, and connected to the brand community.",

"reputation": "Glossier reinforced its authentic and inclusive image.",

"business\_results": "Boosted engagement, adoption, and long-term loyalty."

}

},

{

"brand": "Peloton Global Community Workouts",

"emotion": "Belonging/Community",

"strategy": "Hosting worldwide digital workouts for shared participation and recognition.",

"unique\_twist": "Featuring real-time interaction and community celebration for diverse users.",

"impact": {

"customer": "Users felt connected, motivated, and part of a supportive global network.",

"reputation": "Peloton was perceived as inclusive and community-driven.",

"business\_results": "Increased subscriptions, engagement, and advocacy."

}

},

{

"brand": "Airbnb Neighborhood Host Programs",

"emotion": "Belonging/Community",

"strategy": "Connecting travelers with local hosts for immersive cultural experiences.",

"unique\_twist": "Highlighting authentic stories of belonging and cultural exchange.",

"impact": {

"customer": "Travelers felt welcomed, included, and part of local communities.",

"reputation": "Airbnb reinforced its human-centered, socially conscious brand image.",

"business\_results": "Boosted repeat bookings, advocacy, and global adoption."

}

}

]

[

{

"brand": "LEGO Global Creator Challenges",

"emotion": "Belonging/Community",

"strategy": "Organizing global creative challenges to connect LEGO fans worldwide.",

"unique\_twist": "Showcasing collaborative creations and celebrating participants across digital and physical platforms.",

"impact": {

"customer": "Fans felt connected, valued, and part of a global creative network.",

"reputation": "LEGO reinforced its innovative and fan-centric brand image.",

"business\_results": "Boosted engagement, co-created product interest, and loyalty."

}

},

{

"brand": "Starbucks Community Garden Programs",

"emotion": "Belonging/Community",

"strategy": "Supporting local community gardens to foster social impact and participation.",

"unique\_twist": "Involving employees and customers in shared community projects rather than product-focused campaigns.",

"impact": {

"customer": "Customers felt included, inspired, and part of a positive social movement.",

"reputation": "Starbucks strengthened its socially responsible and community-driven image.",

"business\_results": "Increased foot traffic, social engagement, and brand loyalty."

}

},

{

"brand": "Nike Inclusive Youth Camps",

"emotion": "Belonging/Community",

"strategy": "Organizing sports camps for youth of all abilities to encourage participation and social inclusion.",

"unique\_twist": "Highlighting collaborative achievements and diversity in promotional campaigns.",

"impact": {

"customer": "Youth felt supported, included, and motivated to participate.",

"reputation": "Nike was seen as inclusive, empowering, and socially conscious.",

"business\_results": "Boosted engagement, product adoption, and long-term loyalty."

}

},

{

"brand": "Peloton Ambassador Story Series",

"emotion": "Belonging/Community",

"strategy": "Featuring local ambassadors to inspire and connect users through storytelling.",

"unique\_twist": "Showcasing diverse narratives to highlight collective achievement and community spirit.",

"impact": {

"customer": "Users felt inspired, recognized, and part of a supportive network.",

"reputation": "Peloton reinforced its inclusive and community-focused brand image.",

"business\_results": "Boosted subscriptions, engagement, and advocacy."

}

},

{

"brand": "Etsy Virtual Craft Circles",

"emotion": "Belonging/Community",

"strategy": "Creating online collaborative spaces for makers to share skills and ideas.",

"unique\_twist": "Emphasizing mentorship, peer recognition, and community achievements over transactions.",

"impact": {

"customer": "Sellers felt supported, included, and motivated to collaborate.",

"reputation": "Etsy strengthened its community-driven and authentic brand image.",

"business\_results": "Increased platform engagement, repeat transactions, and growth."

}

},

{

"brand": "Strava Global Cycling Challenges",

"emotion": "Belonging/Community",

"strategy": "Hosting worldwide cycling events to foster global athlete connection.",

"unique\_twist": "Combining leaderboards with public recognition to celebrate both individuals and teams.",

"impact": {

"customer": "Athletes felt connected, motivated, and included in a supportive global network.",

"reputation": "Strava was seen as interactive, inclusive, and community-oriented.",

"business\_results": "Increased subscriptions, app usage, and social engagement."

}

},

{

"brand": "Bumble Hive Social Impact Initiatives",

"emotion": "Belonging/Community",

"strategy": "Encouraging users to participate in local volunteer projects to foster connection and purpose.",

"unique\_twist": "Highlighting participant stories publicly to reinforce belonging and shared impact.",

"impact": {

"customer": "Users felt empowered, included, and connected through shared experiences.",

"reputation": "Bumble reinforced its socially conscious and inclusive image.",

"business\_results": "Boosted engagement, subscriptions, and platform growth."

}

},

{

"brand": "Glossier Community Tutorials",

"emotion": "Belonging/Community",

"strategy": "Featuring user-generated tutorials to engage and celebrate the community.",

"unique\_twist": "Highlighting diverse voices and authentic experiences across campaigns.",

"impact": {

"customer": "Fans felt recognized, valued, and connected to the Glossier community.",

"reputation": "Glossier reinforced its inclusive and authentic brand identity.",

"business\_results": "Boosted engagement, adoption, and long-term loyalty."

}

},

{

"brand": "Peloton Friends & Family Challenges",

"emotion": "Belonging/Community",

"strategy": "Allowing users to participate in challenges with friends and family to foster social connection.",

"unique\_twist": "Recognition of collective achievements across the app and social media.",

"impact": {

"customer": "Users felt motivated, connected, and part of a supportive network.",

"reputation": "Peloton reinforced its interactive and inclusive brand perception.",

"business\_results": "Increased subscriptions, engagement, and retention."

}

},

{

"brand": "Airbnb Cultural Exchange Experiences",

"emotion": "Belonging/Community",

"strategy": "Offering travelers immersive experiences with local hosts to build authentic connections.",

"unique\_twist": "Highlighting shared cultural experiences and stories of inclusion rather than amenities.",

"impact": {

"customer": "Travelers felt welcomed, included, and part of local communities.",

"reputation": "Airbnb strengthened its socially conscious and human-centered brand image.",

"business\_results": "Boosted repeat bookings, advocacy, and global adoption."

}

},

{

"brand": "Nike Local Sports Festivals",

"emotion": "Belonging/Community",

"strategy": "Organizing local sports festivals to foster inclusion, teamwork, and community spirit.",

"unique\_twist": "Celebrating diversity and collective accomplishments in campaigns and local events.",

"impact": {

"customer": "Participants felt included, motivated, and part of a larger community.",

"reputation": "Nike was seen as inclusive, empowering, and socially responsible.",

"business\_results": "Boosted engagement, product adoption, and brand loyalty."

}

},

{

"brand": "Starbucks Community Story Walls",

"emotion": "Belonging/Community",

"strategy": "Creating in-store spaces to share stories of customers, employees, and local initiatives.",

"unique\_twist": "Focusing on authentic human stories rather than product promotion.",

"impact": {

"customer": "Customers felt included, inspired, and part of a supportive network.",

"reputation": "Starbucks reinforced its community-driven and socially conscious image.",

"business\_results": "Increased foot traffic, loyalty, and engagement."

}

},

{

"brand": "Peloton Global Milestone Celebrations",

"emotion": "Belonging/Community",

"strategy": "Recognizing achievements of users globally to foster shared pride and community.",

"unique\_twist": "Highlighting diverse users and collective accomplishments across app and social channels.",

"impact": {

"customer": "Users felt connected, motivated, and celebrated as part of a larger community.",

"reputation": "Peloton reinforced its inclusive and interactive brand image.",

"business\_results": "Boosted subscriptions, engagement, and advocacy."

}

},

{

"brand": "LEGO Regional Builder Meetups",

"emotion": "Belonging/Community",

"strategy": "Hosting meetups to connect LEGO enthusiasts and encourage collaborative building.",

"unique\_twist": "Showcasing both individual creativity and community collaboration publicly.",

"impact": {

"customer": "Fans felt included, recognized, and inspired to collaborate.",

"reputation": "LEGO reinforced its fan-centric, innovative, and community-driven image.",

"business\_results": "Boosted engagement, co-created product interest, and loyalty."

}

},

{

"brand": "Etsy Community Pop-Ups",

"emotion": "Belonging/Community",

"strategy": "Organizing pop-up markets for local sellers and buyers to connect and collaborate.",

"unique\_twist": "Emphasizing community participation, mentorship, and peer recognition.",

"impact": {

"customer": "Sellers and buyers felt connected, included, and engaged.",

"reputation": "Etsy reinforced its authentic and community-driven identity.",

"business\_results": "Boosted platform activity, transactions, and brand loyalty."

}

},

{

"brand": "Strava Global Team Events",

"emotion": "Belonging/Community",

"strategy": "Organizing team-based events to encourage collaboration and community.",

"unique\_twist": "Combining local and global leaderboards with social recognition.",

"impact": {

"customer": "Athletes felt included, motivated, and part of a supportive community.",

"reputation": "Strava was seen as interactive, inclusive, and community-oriented.",

"business\_results": "Increased subscriptions, engagement, and retention."

}

},

{

"brand": "Bumble Networking Circles",

"emotion": "Belonging/Community",

"strategy": "Creating online and offline circles for users to network and build social connections.",

"unique\_twist": "Highlighting diverse members and shared successes to strengthen community bonds.",

"impact": {

"customer": "Users felt included, empowered, and connected.",

"reputation": "Bumble reinforced its inclusive and socially conscious image.",

"business\_results": "Boosted engagement, subscriptions, and platform growth."

}

},

{

"brand": "Glossier Inclusive Beauty Panels",

"emotion": "Belonging/Community",

"strategy": "Hosting panels to feature diverse voices and empower community participation.",

"unique\_twist": "Prioritizing authentic discussions over product promotion.",

"impact": {

"customer": "Fans felt valued, heard, and connected to the Glossier community.",

"reputation": "Glossier reinforced its authentic, inclusive, and community-driven image.",

"business\_results": "Boosted engagement, adoption, and loyalty."

}

},

{

"brand": "Peloton Team Ride Challenges",

"emotion": "Belonging/Community",

"strategy": "Creating challenges where teams compete together, fostering collaboration and recognition.",

"unique\_twist": "Publicly celebrating team achievements alongside individual accomplishments.",

"impact": {

"customer": "Users felt motivated, recognized, and part of a supportive network.",

"reputation": "Peloton reinforced its inclusive and community-driven brand perception.",

"business\_results": "Increased subscriptions, engagement, and advocacy."

}

},

{

"brand": "Airbnb Host & Traveler Story Series",

"emotion": "Belonging/Community",

"strategy": "Highlighting shared experiences between hosts and travelers to promote cultural connection.",

"unique\_twist": "Focusing on authentic belonging and shared culture rather than amenities.",

"impact": {

"customer": "Travelers felt welcomed, included, and part of local communities.",

"reputation": "Airbnb reinforced its human-centered and socially conscious image.",

"business\_results": "Boosted repeat bookings, advocacy, and global adoption."

}

}

]

[

{

"brand": "Patagonia Action Groups",

"emotion": "Belonging/Community",

"strategy": "Patagonia created local action groups to unite environmentally conscious customers to work on sustainability projects.",

"unique\_twist": "Instead of traditional advertising, they highlighted community-led initiatives and stories of collective environmental impact.",

"impact": {

"customer": "Customers felt empowered, connected, and part of a global movement for positive change.",

"reputation": "Patagonia strengthened its brand as authentic, socially responsible, and community-oriented.",

"business\_results": "Boosted customer loyalty, engagement in initiatives, and advocacy for Patagonia products."

}

},

{

"brand": "REI Co-op Experiences",

"emotion": "Belonging/Community",

"strategy": "REI organized local outdoor adventure classes and co-op events to build a sense of belonging among outdoor enthusiasts.",

"unique\_twist": "Focused on peer learning and shared adventures, rather than just selling gear.",

"impact": {

"customer": "Customers felt included, supported, and part of a larger outdoor-loving community.",

"reputation": "REI reinforced its image as a socially conscious, inclusive, and community-driven brand.",

"business\_results": "Increased membership sign-ups, participation in events, and gear sales tied to experiences."

}

},

{

"brand": "Lululemon Sweat Collective",

"emotion": "Belonging/Community",

"strategy": "Lululemon launched the Sweat Collective program to connect fitness professionals and enthusiasts.",

"unique\_twist": "Members gained exclusive access to events and were publicly celebrated in community spotlights.",

"impact": {

"customer": "Fitness professionals felt valued, connected, and part of an elite, supportive network.",

"reputation": "Lululemon strengthened its reputation as empowering and community-focused.",

"business\_results": "Boosted brand loyalty, repeat purchases, and event engagement."

}

},

{

"brand": "Twitch Streamer Communities",

"emotion": "Belonging/Community",

"strategy": "Twitch emphasized streamer-led communities to cultivate connection among gamers and viewers.",

"unique\_twist": "Encouraged active participation, shared interests, and fan recognition through chat and subscriber perks.",

"impact": {

"customer": "Users felt part of a highly interactive and welcoming community.",

"reputation": "Twitch positioned itself as the platform for connection, engagement, and community-led entertainment.",

"business\_results": "Increased active user retention, subscriptions, and content engagement."

}

},

{

"brand": "Pelican Brewing Club",

"emotion": "Belonging/Community",

"strategy": "Pelican Brewing created a membership club that offered exclusive events and tastings for beer enthusiasts.",

"unique\_twist": "Focused on shared experiences, brewing workshops, and recognition of community contributions.",

"impact": {

"customer": "Members felt welcomed, appreciated, and connected with like-minded beer lovers.",

"reputation": "Pelican reinforced its image as a customer-centric, experience-driven brewery.",

"business\_results": "Increased membership, event attendance, and brand advocacy."

}

},

{

"brand": "Ben & Jerry’s Community Justice Campaigns",

"emotion": "Belonging/Community",

"strategy": "Ben & Jerry’s used community activism to connect socially-conscious customers with campaigns for social justice.",

"unique\_twist": "Customers were encouraged to join rallies, workshops, and local initiatives featured in campaigns.",

"impact": {

"customer": "Consumers felt empowered, included, and part of a broader purpose-driven network.",

"reputation": "Ben & Jerry’s reinforced its socially responsible and inclusive brand identity.",

"business\_results": "Increased customer loyalty, advocacy, and engagement with products and campaigns."

}

},

{

"brand": "WeWork Community Events",

"emotion": "Belonging/Community",

"strategy": "WeWork organized networking and skill-sharing events for co-working members to foster belonging.",

"unique\_twist": "Focused on peer recognition, collaboration, and community storytelling instead of just selling workspace.",

"impact": {

"customer": "Members felt included, motivated, and supported by a collaborative community.",

"reputation": "WeWork strengthened its image as a socially-connected, people-first brand.",

"business\_results": "Boosted membership retention, event participation, and referrals."

}

},

{

"brand": "Fiverr Community Fridays",

"emotion": "Belonging/Community",

"strategy": "Fiverr launched virtual meetups for freelancers to connect, share tips, and celebrate achievements.",

"unique\_twist": "Focused on storytelling, recognition of top performers, and peer-led discussions.",

"impact": {

"customer": "Freelancers felt connected, inspired, and supported in a professional network.",

"reputation": "Fiverr positioned itself as empowering, community-oriented, and freelancer-first.",

"business\_results": "Increased platform engagement, project postings, and referrals."

}

},

{

"brand": "Whole Foods Local Grower Initiatives",

"emotion": "Belonging/Community",

"strategy": "Whole Foods highlighted and connected with local farmers and community-supported agriculture projects.",

"unique\_twist": "Promoted authentic stories of local growers to foster a sense of shared purpose with shoppers.",

"impact": {

"customer": "Shoppers felt connected to their food source and part of a sustainable community.",

"reputation": "Whole Foods reinforced its image as socially conscious and locally supportive.",

"business\_results": "Increased trust, engagement, and local product sales."

}

},

{

"brand": "GoPro Creator Contests",

"emotion": "Belonging/Community",

"strategy": "GoPro launched contests encouraging users to share content and celebrate achievements together.",

"unique\_twist": "Winner showcases and public recognition fostered community pride and inclusion.",

"impact": {

"customer": "Creators felt recognized, valued, and part of a global content-sharing community.",

"reputation": "GoPro strengthened its image as inclusive, empowering, and creator-focused.",

"business\_results": "Increased user-generated content, engagement, and brand loyalty."

}

},

{

"brand": "Adobe Creative Residency",

"emotion": "Belonging/Community",

"strategy": "Adobe created a residency program to connect emerging creators with mentorship and collaborative projects.",

"unique\_twist": "Focused on building a supportive community and showcasing shared achievements rather than just promoting software.",

"impact": {

"customer": "Participants felt valued, supported, and part of a creative network.",

"reputation": "Adobe positioned itself as empowering, community-driven, and creator-centric.",

"business\_results": "Boosted adoption of tools, program participation, and long-term loyalty."

}

},

{

"brand": "Kickstarter Community Updates",

"emotion": "Belonging/Community",

"strategy": "Encouraging backers to engage in project updates and collaborative discussions.",

"unique\_twist": "Created a shared ownership feeling by giving backers influence and recognition in project development.",

"impact": {

"customer": "Backers felt valued, involved, and part of a collaborative community.",

"reputation": "Kickstarter reinforced its image as participatory and creator-supportive.",

"business\_results": "Increased project funding, repeat engagement, and community loyalty."

}

},

{

"brand": "Meetup Themed Interest Groups",

"emotion": "Belonging/Community",

"strategy": "Providing local interest-based meetups for hobbyists and professionals.",

"unique\_twist": "Facilitated peer-led experiences and stories of connection rather than traditional advertising.",

"impact": {

"customer": "Participants felt included, connected, and motivated by like-minded peers.",

"reputation": "Meetup reinforced its image as the go-to platform for community and belonging.",

"business\_results": "Increased event participation, platform usage, and member retention."

}

},

{

"brand": "Kickstarter Creators’ Forums",

"emotion": "Belonging/Community",

"strategy": "Forums enabled project creators to share knowledge, support, and network with each other.",

"unique\_twist": "Encouraged collaboration, recognition, and peer mentorship across projects.",

"impact": {

"customer": "Creators felt supported, included, and connected to a wider network.",

"reputation": "Kickstarter strengthened its participatory and community-driven image.",

"business\_results": "Increased project launches, engagement, and loyalty."

}

},

{

"brand": "Coursera Community Learning Groups",

"emotion": "Belonging/Community",

"strategy": "Creating groups for learners to study, collaborate, and support each other.",

"unique\_twist": "Focused on peer recognition, shared learning stories, and inclusive mentorship.",

"impact": {

"customer": "Learners felt connected, motivated, and part of a global learning community.",

"reputation": "Coursera strengthened its image as inclusive and learner-focused.",

"business\_results": "Boosted course completion rates, engagement, and platform retention."

}

},

{

"brand": "ClassPass Local Fitness Circles",

"emotion": "Belonging/Community",

"strategy": "Building local user groups to share workouts, track progress, and socialize.",

"unique\_twist": "Celebrated collective achievements and community milestones instead of just memberships.",

"impact": {

"customer": "Users felt motivated, connected, and part of an active community.",

"reputation": "ClassPass reinforced its image as socially engaging and community-focused.",

"business\_results": "Boosted class attendance, app engagement, and subscriptions."

}

},

{

"brand": "Discord Hobby Servers",

"emotion": "Belonging/Community",

"strategy": "Providing niche hobby-based servers to connect enthusiasts globally.",

"unique\_twist": "Encouraged peer support, shared achievements, and inclusion in discussions and events.",

"impact": {

"customer": "Members felt welcomed, connected, and part of a global interest community.",

"reputation": "Discord strengthened its image as inclusive, interactive, and community-driven.",

"business\_results": "Increased server growth, daily engagement, and platform loyalty."

}

},

{

"brand": "Strava Local Meet & Train",

"emotion": "Belonging/Community",

"strategy": "Organizing meetups for local athletes to train together and share achievements.",

"unique\_twist": "Emphasized shared experiences and recognition over competitive rankings alone.",

"impact": {

"customer": "Athletes felt included, motivated, and part of a supportive local network.",

"reputation": "Strava reinforced its interactive, inclusive, and community-oriented identity.",

"business\_results": "Increased participation, subscriptions, and app engagement."

}

}

]

[

{

"brand": "Fitbit Friends Challenges",

"emotion": "Belonging/Community",

"strategy": "Encouraging users to connect with friends and family for step challenges and shared goals.",

"unique\_twist": "Celebrated collective achievements publicly in-app and on social media to foster inclusion.",

"impact": {

"customer": "Users felt motivated, recognized, and part of a supportive fitness community.",

"reputation": "Fitbit strengthened its image as inclusive and community-focused.",

"business\_results": "Increased engagement, device usage, and social sharing."

}

},

{

"brand": "Canon Photography Clubs",

"emotion": "Belonging/Community",

"strategy": "Building local photography clubs to connect Canon users and showcase their work.",

"unique\_twist": "Focused on peer recognition, exhibitions, and mentorship instead of purely product promotion.",

"impact": {

"customer": "Photographers felt supported, valued, and connected to like-minded enthusiasts.",

"reputation": "Canon reinforced its image as a community-driven and creator-centric brand.",

"business\_results": "Boosted brand loyalty, product sales, and user engagement."

}

},

{

"brand": "Samsung Members Community",

"emotion": "Belonging/Community",

"strategy": "Providing an online space for Samsung users to share tips, troubleshoot, and connect.",

"unique\_twist": "Integrated peer-to-peer support and exclusive recognition for active members.",

"impact": {

"customer": "Users felt included, supported, and empowered by community knowledge.",

"reputation": "Samsung strengthened its brand as user-focused and interactive.",

"business\_results": "Reduced support costs, increased engagement, and loyalty."

}

},

{

"brand": "Adobe Behance Community Galleries",

"emotion": "Belonging/Community",

"strategy": "Showcasing user-created portfolios and encouraging peer feedback across creative fields.",

"unique\_twist": "Emphasized collaboration, recognition, and networking over product features.",

"impact": {

"customer": "Creatives felt recognized, connected, and inspired by peer achievements.",

"reputation": "Adobe reinforced its image as a platform for creative community growth.",

"business\_results": "Increased platform engagement, software adoption, and loyalty."

}

},

{

"brand": "Microsoft Tech Community Forums",

"emotion": "Belonging/Community",

"strategy": "Providing forums for developers and IT professionals to collaborate and troubleshoot.",

"unique\_twist": "Recognition for contributors and shared success stories fostered inclusivity.",

"impact": {

"customer": "Users felt supported, included, and valued within a professional community.",

"reputation": "Microsoft positioned itself as a collaborative, community-driven brand.",

"business\_results": "Increased product adoption, forum engagement, and loyalty."

}

},

{

"brand": "Honda Civic Club Meetups",

"emotion": "Belonging/Community",

"strategy": "Organizing car enthusiast meetups for Honda Civic owners to socialize and share experiences.",

"unique\_twist": "Celebrated member achievements and community projects rather than just vehicles.",

"impact": {

"customer": "Owners felt part of an exclusive, inclusive, and active community.",

"reputation": "Honda strengthened its brand as engaging and customer-centric.",

"business\_results": "Increased loyalty, word-of-mouth referrals, and accessory sales."

}

},

{

"brand": "GoDaddy Online Entrepreneurs Groups",

"emotion": "Belonging/Community",

"strategy": "Providing forums and workshops for small business owners to share ideas and experiences.",

"unique\_twist": "Focused on networking, mentorship, and community success stories rather than purely promoting services.",

"impact": {

"customer": "Entrepreneurs felt supported, included, and connected to a network of peers.",

"reputation": "GoDaddy reinforced its image as a facilitator of small business communities.",

"business\_results": "Increased hosting sign-ups, service adoption, and user engagement."

}

},

{

"brand": "REI Local Activism Programs",

"emotion": "Belonging/Community",

"strategy": "Involving customers in local environmental initiatives to foster social and community bonds.",

"unique\_twist": "Featured real participant stories and collective achievements in campaigns.",

"impact": {

"customer": "Participants felt empowered, included, and part of a global conservation community.",

"reputation": "REI reinforced its socially responsible and community-focused image.",

"business\_results": "Boosted engagement, membership, and brand loyalty."

}

},

{

"brand": "Duolingo Language Clubs",

"emotion": "Belonging/Community",

"strategy": "Creating global language clubs where learners can practice and share progress.",

"unique\_twist": "Recognized collaborative achievements publicly in the app to foster inclusion.",

"impact": {

"customer": "Learners felt connected, supported, and motivated within a global learning community.",

"reputation": "Duolingo strengthened its image as inclusive, interactive, and community-driven.",

"business\_results": "Increased app engagement, course completion, and retention."

}

},

{

"brand": "The North Face Explore Fund Projects",

"emotion": "Belonging/Community",

"strategy": "Funding community-based outdoor projects to promote adventure and inclusivity.",

"unique\_twist": "Celebrated local participants and collective achievements in promotional content.",

"impact": {

"customer": "Communities felt included, inspired, and part of meaningful outdoor initiatives.",

"reputation": "The North Face reinforced its image as socially responsible and community-oriented.",

"business\_results": "Increased brand engagement, advocacy, and customer loyalty."

}

},

{

"brand": "Slack User Groups",

"emotion": "Belonging/Community",

"strategy": "Creating specialized user groups to connect businesses and power users globally.",

"unique\_twist": "Emphasized peer-to-peer support, recognition, and collaboration in campaigns.",

"impact": {

"customer": "Users felt connected, supported, and part of a professional community.",

"reputation": "Slack reinforced its collaborative, inclusive, and user-focused brand image.",

"business\_results": "Boosted engagement, adoption, and word-of-mouth referrals."

}

},

{

"brand": "Peloton Digital Community Events",

"emotion": "Belonging/Community",

"strategy": "Hosting live-streamed community workouts and challenges to connect users globally.",

"unique\_twist": "Highlighted participant stories and team accomplishments to foster collective belonging.",

"impact": {

"customer": "Users felt motivated, supported, and part of a shared fitness community.",

"reputation": "Peloton strengthened its interactive, inclusive, and community-oriented identity.",

"business\_results": "Increased subscriptions, participation, and loyalty."

}

},

{

"brand": "Airbnb Local Experiences Meetups",

"emotion": "Belonging/Community",

"strategy": "Organizing events that allow travelers and hosts to connect socially in person.",

"unique\_twist": "Focus on shared culture and stories rather than just accommodations.",

"impact": {

"customer": "Travelers felt welcomed, included, and part of local communities.",

"reputation": "Airbnb reinforced its human-centered and socially conscious brand identity.",

"business\_results": "Boosted bookings, advocacy, and repeat stays."

}

},

{

"brand": "Coursera Peer Review Networks",

"emotion": "Belonging/Community",

"strategy": "Allowing learners to review and give feedback on each other’s assignments.",

"unique\_twist": "Created a sense of shared learning and mutual recognition.",

"impact": {

"customer": "Students felt engaged, included, and supported in a global learning community.",

"reputation": "Coursera strengthened its learner-focused, interactive image.",

"business\_results": "Boosted course completion rates, engagement, and loyalty."

}

},

{

"brand": "Patagonia Worn Wear Community",

"emotion": "Belonging/Community",

"strategy": "Connecting customers through sustainable clothing repair and resale programs.",

"unique\_twist": "Shared user stories and collective environmental achievements.",

"impact": {

"customer": "Customers felt part of a sustainable, like-minded community.",

"reputation": "Patagonia reinforced its socially responsible and authentic brand identity.",

"business\_results": "Increased loyalty, participation, and repeat purchases."

}

},

{

"brand": "Kickstarter Creator Communities",

"emotion": "Belonging/Community",

"strategy": "Enabling project creators to share advice, mentorship, and success stories.",

"unique\_twist": "Celebrated collaboration and collective achievements instead of individual promotion.",

"impact": {

"customer": "Creators felt supported, recognized, and part of a larger creative network.",

"reputation": "Kickstarter reinforced its participatory, community-focused image.",

"business\_results": "Boosted project launches, engagement, and repeat usage."

}

},

{

"brand": "Twitch Community Spotlight Streams",

"emotion": "Belonging/Community",

"strategy": "Highlighting streamers and fan communities to build engagement and inclusion.",

"unique\_twist": "Celebrated community milestones and shared stories rather than just gaming content.",

"impact": {

"customer": "Users felt recognized, connected, and motivated within interactive communities.",

"reputation": "Twitch strengthened its image as inclusive, interactive, and community-driven.",

"business\_results": "Increased viewer engagement, subscriptions, and retention."

}

},

{

"brand": "Etsy Maker Meetups",

"emotion": "Belonging/Community",

"strategy": "Hosting in-person events for local crafters to connect and share skills.",

"unique\_twist": "Focused on collaboration, recognition, and celebrating shared creativity.",

"impact": {

"customer": "Sellers felt included, supported, and motivated by peer recognition.",

"reputation": "Etsy reinforced its community-driven and authentic brand image.",

"business\_results": "Boosted sales, repeat engagement, and platform loyalty."

}

},

{

"brand": "Nike Training Club Local Events",

"emotion": "Belonging/Community",

"strategy": "Organizing city-based events to bring app users together for workouts and social connection.",

"unique\_twist": "Emphasized peer accomplishments and recognition in real-life communities.",

"impact": {

"customer": "Users felt included, motivated, and part of an active fitness network.",

"reputation": "Nike strengthened its image as inclusive, empowering, and socially engaged.",

"business\_results": "Increased app usage, event attendance, and brand loyalty."

}

},

{

"brand": "Discord Game Nights",

"emotion": "Belonging/Community",

"strategy": "Organizing community game nights for members to interact, compete, and socialize.",

"unique\_twist": "Recognition for participation and highlights of community achievements fostered inclusion.",

"impact": {

"customer": "Members felt connected, engaged, and part of a global gaming community.",

"reputation": "Discord strengthened its interactive, inclusive, and community-driven brand identity.",

"business\_results": "Boosted daily engagement, server growth, and platform loyalty."

}

}

]

[

{

"brand": "Spotify Wrapped Community",

"emotion": "Belonging/Community",

"strategy": "Spotify created an annual campaign where users could share and compare listening habits.",

"unique\_twist": "Encouraged social sharing to foster a sense of connection and belonging among listeners globally.",

"impact": {

"customer": "Users felt included, recognized, and part of a global music-loving community.",

"reputation": "Spotify strengthened its image as engaging, inclusive, and socially connected.",

"business\_results": "Boosted app usage, social sharing, and subscription retention."

}

},

{

"brand": "Adobe Creative Jams",

"emotion": "Belonging/Community",

"strategy": "Hosting competitions and collaborative creative events for designers and artists.",

"unique\_twist": "Emphasized teamwork, shared learning, and public recognition of participants.",

"impact": {

"customer": "Creators felt valued, connected, and part of an inclusive creative community.",

"reputation": "Adobe reinforced its brand as supportive, inclusive, and community-driven.",

"business\_results": "Increased platform engagement, tool adoption, and loyalty."

}

},

{

"brand": "GoPro Hero Challenges",

"emotion": "Belonging/Community",

"strategy": "Encouraging users to participate in challenges and share adventure content collectively.",

"unique\_twist": "Showcased participant stories in campaigns, creating global community recognition.",

"impact": {

"customer": "Users felt part of a worldwide adventure community, inspired to create and share.",

"reputation": "GoPro strengthened its image as empowering, interactive, and community-focused.",

"business\_results": "Boosted user engagement, content creation, and product adoption."

}

},

{

"brand": "Lego Ideas Platform",

"emotion": "Belonging/Community",

"strategy": "Allowing fans to submit designs, vote, and collaborate on new Lego sets.",

"unique\_twist": "Celebrated collective creativity and gave users recognition for their contributions.",

"impact": {

"customer": "Fans felt included, motivated, and part of a creative and collaborative community.",

"reputation": "Lego reinforced its brand as innovative, participatory, and inclusive.",

"business\_results": "Increased fan engagement, product innovation, and brand loyalty."

}

},

{

"brand": "Yelp Elite Community",

"emotion": "Belonging/Community",

"strategy": "Creating an elite program for top reviewers to meet, share experiences, and network.",

"unique\_twist": "Recognized contributors publicly and hosted exclusive events to foster connection.",

"impact": {

"customer": "Elite members felt valued, included, and part of an influential community.",

"reputation": "Yelp reinforced its brand as community-driven, participatory, and trusted.",

"business\_results": "Increased review quality, engagement, and platform loyalty."

}

},

{

"brand": "Strava Global Challenges",

"emotion": "Belonging/Community",

"strategy": "Organizing worldwide fitness challenges for cyclists, runners, and athletes.",

"unique\_twist": "Celebrated community milestones and highlighted participants’ shared achievements.",

"impact": {

"customer": "Users felt motivated, included, and part of a global fitness community.",

"reputation": "Strava reinforced its image as inclusive, engaging, and community-focused.",

"business\_results": "Increased subscriptions, participation, and platform loyalty."

}

},

{

"brand": "Fitbit Community Boards",

"emotion": "Belonging/Community",

"strategy": "Providing forums for users to share achievements, challenges, and tips.",

"unique\_twist": "Recognized top contributors and celebrated milestones publicly to foster inclusion.",

"impact": {

"customer": "Users felt supported, recognized, and part of an encouraging community.",

"reputation": "Fitbit strengthened its brand as motivating, inclusive, and community-oriented.",

"business\_results": "Boosted engagement, device usage, and brand loyalty."

}

},

{

"brand": "Nike Run Clubs",

"emotion": "Belonging/Community",

"strategy": "Organizing local running groups and events to connect runners socially.",

"unique\_twist": "Celebrated personal and group achievements publicly to foster belonging.",

"impact": {

"customer": "Runners felt supported, motivated, and part of a larger active community.",

"reputation": "Nike reinforced its image as empowering, inclusive, and socially engaged.",

"business\_results": "Increased app engagement, event attendance, and brand loyalty."

}

},

{

"brand": "Glossier Social Hangouts",

"emotion": "Belonging/Community",

"strategy": "Hosting in-person and online events for fans to connect and share experiences.",

"unique\_twist": "Prioritized conversation, inclusion, and peer recognition over direct sales.",

"impact": {

"customer": "Fans felt heard, included, and part of a socially engaged community.",

"reputation": "Glossier strengthened its brand as authentic, inclusive, and community-driven.",

"business\_results": "Boosted engagement, product adoption, and loyalty."

}

},

{

"brand": "Bumble BFF Events",

"emotion": "Belonging/Community",

"strategy": "Creating events focused on platonic friendships to strengthen community bonds.",

"unique\_twist": "Publicly celebrated connections and shared successes to foster inclusivity.",

"impact": {

"customer": "Users felt connected, empowered, and part of a supportive community.",

"reputation": "Bumble reinforced its socially conscious and inclusive image.",

"business\_results": "Increased engagement, subscriptions, and user retention."

}

},

{

"brand": "Red Bull Community Events",

"emotion": "Belonging/Community",

"strategy": "Organizing extreme sports competitions and meetups to unite fans and athletes.",

"unique\_twist": "Focused on shared experiences, storytelling, and peer recognition rather than just energy drinks.",

"impact": {

"customer": "Participants felt part of an adventurous, supportive global community.",

"reputation": "Red Bull reinforced its brand as exciting, inclusive, and community-driven.",

"business\_results": "Boosted event attendance, brand engagement, and product loyalty."

}

},

{

"brand": "Peloton Leaderboard Recognition",

"emotion": "Belonging/Community",

"strategy": "Highlighting user rankings and achievements within the community to foster connection.",

"unique\_twist": "Integrated social recognition to make achievements shared and motivating.",

"impact": {

"customer": "Users felt motivated, recognized, and part of a supportive fitness network.",

"reputation": "Peloton reinforced its interactive, community-focused brand identity.",

"business\_results": "Increased subscriptions, engagement, and retention."

}

},

{

"brand": "Kickstarter Backer Stories",

"emotion": "Belonging/Community",

"strategy": "Highlighting backer contributions and project support stories publicly.",

"unique\_twist": "Created shared ownership and recognition among contributors.",

"impact": {

"customer": "Backers felt valued, included, and part of a collaborative creator community.",

"reputation": "Kickstarter strengthened its participatory, community-driven image.",

"business\_results": "Increased funding, repeat engagement, and loyalty."

}

},

{

"brand": "LinkedIn Learning Study Groups",

"emotion": "Belonging/Community",

"strategy": "Facilitating online groups for professionals to learn collaboratively.",

"unique\_twist": "Emphasized peer recognition, shared achievements, and networking opportunities.",

"impact": {

"customer": "Learners felt connected, supported, and included in professional networks.",

"reputation": "LinkedIn reinforced its image as professional, collaborative, and community-focused.",

"business\_results": "Boosted course completion, platform engagement, and subscriptions."

}

},

{

"brand": "Coursera Project Teams",

"emotion": "Belonging/Community",

"strategy": "Enabling learners to work on projects together, building collaborative learning communities.",

"unique\_twist": "Highlighted shared accomplishments and collaboration stories.",

"impact": {

"customer": "Learners felt engaged, included, and supported in global learning communities.",

"reputation": "Coursera strengthened its brand as collaborative, inclusive, and learner-centric.",

"business\_results": "Increased engagement, retention, and course completion."

}

},

{

"brand": "Etsy Seller Teams",

"emotion": "Belonging/Community",

"strategy": "Encouraging local and global seller teams to share tips, collaborate, and support each other.",

"unique\_twist": "Recognition of collaborative achievements fostered community bonds.",

"impact": {

"customer": "Sellers felt connected, supported, and motivated by peer recognition.",

"reputation": "Etsy reinforced its community-driven, inclusive, and creative image.",

"business\_results": "Boosted engagement, sales, and platform loyalty."

}

},

{

"brand": "Discord Music Communities",

"emotion": "Belonging/Community",

"strategy": "Organizing servers and events for musicians and fans to connect.",

"unique\_twist": "Celebrated shared achievements and highlighted active community contributions.",

"impact": {

"customer": "Members felt recognized, included, and part of a global music community.",

"reputation": "Discord strengthened its interactive, inclusive, and community-driven brand identity.",

"business\_results": "Increased daily engagement, server growth, and platform loyalty."

}

},

{

"brand": "Meetup Hobby Groups",

"emotion": "Belonging/Community",

"strategy": "Facilitating local meetups for hobbyists to connect, share skills, and socialize.",

"unique\_twist": "Peer-led events and shared experiences promoted authentic belonging.",

"impact": {

"customer": "Participants felt included, motivated, and connected with like-minded peers.",

"reputation": "Meetup reinforced its image as the go-to platform for community and belonging.",

"business\_results": "Increased participation, platform usage, and member retention."

}

},

{

"brand": "Slack Community Champions",

"emotion": "Belonging/Community",

"strategy": "Recognizing and rewarding active users who help others in Slack community forums.",

"unique\_twist": "Public recognition and leadership roles fostered inclusion and engagement.",

"impact": {

"customer": "Users felt appreciated, connected, and part of a supportive professional network.",

"reputation": "Slack reinforced its image as collaborative, inclusive, and user-focused.",

"business\_results": "Boosted engagement, adoption, and referrals."

}

}

]

[

{

"brand": "Patreon Creator Circles",

"emotion": "Belonging/Community",

"strategy": "Creating exclusive groups for creators to interact, share tips, and support one another.",

"unique\_twist": "Recognition of contributions and shared stories created a sense of inclusion and pride.",

"impact": {

"customer": "Creators felt connected, supported, and part of a collaborative community.",

"reputation": "Patreon strengthened its image as a platform empowering creator communities.",

"business\_results": "Increased creator retention, engagement, and subscription revenue."

}

},

{

"brand": "Tesla Owners Clubs",

"emotion": "Belonging/Community",

"strategy": "Encouraging Tesla owners to form local clubs and organize meetups.",

"unique\_twist": "Shared experiences, peer recognition, and collaborative events fostered belonging.",

"impact": {

"customer": "Owners felt part of an exclusive, passionate, and supportive community.",

"reputation": "Tesla reinforced its image as aspirational, inclusive, and community-driven.",

"business\_results": "Boosted brand loyalty, referrals, and Tesla lifestyle engagement."

}

},

{

"brand": "Kickstarter Community Stories",

"emotion": "Belonging/Community",

"strategy": "Highlighting backer and creator stories in campaigns and social media.",

"unique\_twist": "Focused on shared successes, collaboration, and mutual recognition.",

"impact": {

"customer": "Backers and creators felt included, appreciated, and part of a collaborative network.",

"reputation": "Kickstarter strengthened its participatory and community-focused image.",

"business\_results": "Increased project funding, engagement, and repeat contributions."

}

},

{

"brand": "Duolingo Leaderboards",

"emotion": "Belonging/Community",

"strategy": "Creating competition and collaboration in learning through global and friend-based leaderboards.",

"unique\_twist": "Celebrated top learners and streaks, fostering a shared sense of achievement.",

"impact": {

"customer": "Users felt motivated, recognized, and connected within a learning community.",

"reputation": "Duolingo reinforced its interactive and community-driven brand image.",

"business\_results": "Boosted engagement, course completion, and user retention."

}

},

{

"brand": "Airbnb Host Community Events",

"emotion": "Belonging/Community",

"strategy": "Organizing workshops, meetups, and local events to connect hosts globally.",

"unique\_twist": "Shared tips, stories, and recognition fostered a feeling of belonging and support.",

"impact": {

"customer": "Hosts felt valued, included, and part of a global hospitality community.",

"reputation": "Airbnb strengthened its image as supportive, inclusive, and community-driven.",

"business\_results": "Improved host retention, engagement, and guest satisfaction."

}

},

{

"brand": "Lululemon Sweat Collective",

"emotion": "Belonging/Community",

"strategy": "Creating a membership program for local fitness instructors and community leaders.",

"unique\_twist": "Highlighted members’ achievements and offered special perks to strengthen inclusion.",

"impact": {

"customer": "Members felt recognized, included, and part of a local wellness network.",

"reputation": "Lululemon reinforced its brand as empowering, inclusive, and fitness-focused.",

"business\_results": "Increased loyalty, community engagement, and brand advocacy."

}

},

{

"brand": "REI Co-op Membership",

"emotion": "Belonging/Community",

"strategy": "Providing members with access to exclusive events, classes, and volunteer opportunities.",

"unique\_twist": "Highlighted community impact stories and collective achievements to foster inclusion.",

"impact": {

"customer": "Members felt connected, supported, and part of a purpose-driven community.",

"reputation": "REI reinforced its image as socially responsible, community-focused, and inclusive.",

"business\_results": "Boosted membership, engagement, and loyalty."

}

},

{

"brand": "Nike Community Runs",

"emotion": "Belonging/Community",

"strategy": "Organizing local running events to connect users socially and promote fitness.",

"unique\_twist": "Celebrated group milestones and shared experiences to reinforce belonging.",

"impact": {

"customer": "Participants felt motivated, supported, and part of a larger fitness community.",

"reputation": "Nike reinforced its image as inclusive, empowering, and community-oriented.",

"business\_results": "Increased app engagement, event participation, and brand loyalty."

}

},

{

"brand": "Peloton Member Spotlights",

"emotion": "Belonging/Community",

"strategy": "Highlighting individual and group achievements within the Peloton community.",

"unique\_twist": "Shared inspirational stories and milestones publicly to create inclusivity.",

"impact": {

"customer": "Users felt recognized, motivated, and part of a supportive global community.",

"reputation": "Peloton strengthened its interactive and community-driven brand image.",

"business\_results": "Boosted subscriptions, engagement, and retention."

}

},

{

"brand": "LinkedIn Career Groups",

"emotion": "Belonging/Community",

"strategy": "Creating specialized professional groups for discussion, mentorship, and networking.",

"unique\_twist": "Recognized top contributors and shared member success stories publicly.",

"impact": {

"customer": "Members felt included, empowered, and part of a supportive professional network.",

"reputation": "LinkedIn reinforced its professional, collaborative, and community-focused image.",

"business\_results": "Increased platform engagement, networking, and premium subscriptions."

}

},

{

"brand": "Reddit Subreddit Communities",

"emotion": "Belonging/Community",

"strategy": "Hosting topic-focused online communities for discussion and knowledge sharing.",

"unique\_twist": "Featured community achievements, milestones, and user recognition to foster inclusion.",

"impact": {

"customer": "Users felt connected, supported, and part of a diverse online community.",

"reputation": "Reddit strengthened its image as inclusive, interactive, and community-driven.",

"business\_results": "Increased engagement, active users, and advertising opportunities."

}

},

{

"brand": "Discord Study Groups",

"emotion": "Belonging/Community",

"strategy": "Providing servers and spaces for learners to collaborate and support one another.",

"unique\_twist": "Emphasized peer recognition and collaborative achievements to foster belonging.",

"impact": {

"customer": "Users felt connected, motivated, and part of an inclusive educational community.",

"reputation": "Discord reinforced its brand as interactive, supportive, and community-focused.",

"business\_results": "Boosted engagement, server growth, and platform loyalty."

}

},

{

"brand": "Twitch Streamer Communities",

"emotion": "Belonging/Community",

"strategy": "Encouraging fans and streamers to interact and celebrate achievements together.",

"unique\_twist": "Featured community highlights and milestones to create shared pride and recognition.",

"impact": {

"customer": "Users felt included, engaged, and part of a vibrant global community.",

"reputation": "Twitch strengthened its image as interactive, inclusive, and community-driven.",

"business\_results": "Increased engagement, subscriptions, and viewership."

}

},

{

"brand": "Etsy Maker Hubs",

"emotion": "Belonging/Community",

"strategy": "Providing local and global spaces for crafters to meet, share, and collaborate.",

"unique\_twist": "Focused on collective achievements and peer recognition rather than just sales.",

"impact": {

"customer": "Sellers felt included, motivated, and part of a supportive creative network.",

"reputation": "Etsy reinforced its community-driven and inclusive brand identity.",

"business\_results": "Boosted engagement, repeat sales, and platform loyalty."

}

},

{

"brand": "GoPro Adventure Clubs",

"emotion": "Belonging/Community",

"strategy": "Creating clubs for adventure enthusiasts to share content and tips collectively.",

"unique\_twist": "Celebrated shared experiences and achievements publicly to foster community.",

"impact": {

"customer": "Users felt recognized, included, and inspired by a global community.",

"reputation": "GoPro reinforced its brand as interactive, adventurous, and community-driven.",

"business\_results": "Increased content creation, engagement, and product adoption."

}

},

{

"brand": "Strava Clubs",

"emotion": "Belonging/Community",

"strategy": "Providing local and global fitness clubs for cyclists, runners, and athletes to connect.",

"unique\_twist": "Celebrated collective milestones and public recognition of member achievements.",

"impact": {

"customer": "Athletes felt motivated, included, and part of a global community.",

"reputation": "Strava strengthened its image as inclusive, engaging, and community-focused.",

"business\_results": "Boosted subscriptions, activity logging, and brand loyalty."

}

},

{

"brand": "Fitbit Social Challenges",

"emotion": "Belonging/Community",

"strategy": "Encouraging users to join step challenges with friends or global participants.",

"unique\_twist": "Recognized top performers and teams to foster shared pride and connection.",

"impact": {

"customer": "Users felt included, motivated, and part of a supportive fitness network.",

"reputation": "Fitbit strengthened its community-oriented and inclusive brand identity.",

"business\_results": "Increased engagement, device usage, and social sharing."

}

},

{

"brand": "Canon Photography Meetups",

"emotion": "Belonging/Community",

"strategy": "Organizing local and global meetups for photography enthusiasts to connect.",

"unique\_twist": "Emphasized collaboration, mentorship, and shared recognition over product promotion.",

"impact": {

"customer": "Photographers felt included, inspired, and part of a creative community.",

"reputation": "Canon reinforced its brand as supportive, community-driven, and creator-focused.",

"business\_results": "Boosted engagement, loyalty, and product adoption."

}

},

{

"brand": "Samsung Members Exclusive Events",

"emotion": "Belonging/Community",

"strategy": "Hosting in-person and online events for Samsung users to connect and collaborate.",

"unique\_twist": "Recognized active members and showcased community achievements publicly.",

"impact": {

"customer": "Users felt valued, included, and part of an empowered user community.",

"reputation": "Samsung strengthened its image as interactive, inclusive, and community-driven.",

"business\_results": "Increased engagement, support participation, and loyalty."

}

}

]

[

{

"brand": "Mozilla Open Source Community",

"emotion": "Belonging/Community",

"strategy": "Creating forums, events, and collaborative projects for open-source contributors.",

"unique\_twist": "Recognized contributions publicly and encouraged global collaboration to foster inclusion.",

"impact": {

"customer": "Contributors felt valued, included, and part of a global tech community.",

"reputation": "Mozilla reinforced its image as open, collaborative, and community-driven.",

"business\_results": "Boosted project contributions, engagement, and brand loyalty."

}

},

{

"brand": "WordPress Meetups",

"emotion": "Belonging/Community",

"strategy": "Organizing local and global meetups for WordPress users and developers.",

"unique\_twist": "Focused on shared learning, mentorship, and recognition of contributors.",

"impact": {

"customer": "Users felt supported, included, and part of a collaborative community.",

"reputation": "WordPress reinforced its brand as open, inclusive, and participatory.",

"business\_results": "Increased platform engagement, plugin development, and loyalty."

}

},

{

"brand": "Kickstarter Creator Hangouts",

"emotion": "Belonging/Community",

"strategy": "Hosting live and online gatherings for creators to share knowledge and support.",

"unique\_twist": "Highlighted shared successes and peer recognition to foster belonging.",

"impact": {

"customer": "Creators felt motivated, included, and part of a collaborative ecosystem.",

"reputation": "Kickstarter strengthened its image as community-oriented and supportive.",

"business\_results": "Boosted project funding, repeat engagement, and creator loyalty."

}

},

{

"brand": "Meetup Skill-Based Groups",

"emotion": "Belonging/Community",

"strategy": "Organizing hobby and skill-based meetups to connect like-minded people.",

"unique\_twist": "Emphasized peer learning and shared experiences to enhance inclusion.",

"impact": {

"customer": "Participants felt connected, valued, and part of a vibrant community.",

"reputation": "Meetup reinforced its image as the go-to platform for social belonging.",

"business\_results": "Increased participation, member retention, and platform usage."

}

},

{

"brand": "Twitch Creator Communities",

"emotion": "Belonging/Community",

"strategy": "Encouraging streamers to form sub-communities and collaborate with peers.",

"unique\_twist": "Celebrated community milestones and achievements to foster shared pride.",

"impact": {

"customer": "Streamers felt included, supported, and part of a global network.",

"reputation": "Twitch reinforced its image as interactive, inclusive, and community-driven.",

"business\_results": "Boosted engagement, subscriptions, and content creation."

}

},

{

"brand": "Discord Hobby Servers",

"emotion": "Belonging/Community",

"strategy": "Hosting servers dedicated to specific hobbies, interests, and professional groups.",

"unique\_twist": "Recognized active members and collaborative achievements publicly.",

"impact": {

"customer": "Users felt connected, included, and engaged in a global community.",

"reputation": "Discord reinforced its brand as interactive, inclusive, and community-focused.",

"business\_results": "Increased server activity, engagement, and platform loyalty."

}

},

{

"brand": "Adobe Creative Community",

"emotion": "Belonging/Community",

"strategy": "Building online forums, events, and collaborative projects for designers.",

"unique\_twist": "Highlighted shared creative achievements and peer recognition.",

"impact": {

"customer": "Designers felt included, valued, and part of a creative network.",

"reputation": "Adobe strengthened its image as supportive, inclusive, and community-oriented.",

"business\_results": "Boosted engagement, software adoption, and brand loyalty."

}

},

{

"brand": "Spotify Collaborative Playlists",

"emotion": "Belonging/Community",

"strategy": "Allowing users to create, share, and contribute to playlists collectively.",

"unique\_twist": "Highlighted contributors and fostered a sense of shared musical identity.",

"impact": {

"customer": "Users felt connected, recognized, and part of a music-loving community.",

"reputation": "Spotify reinforced its inclusive and socially engaging brand image.",

"business\_results": "Increased playlist sharing, engagement, and subscription loyalty."

}

},

{

"brand": "Patagonia Action Groups",

"emotion": "Belonging/Community",

"strategy": "Organizing community-driven environmental initiatives and advocacy campaigns.",

"unique\_twist": "Celebrated collective impact and encouraged peer recognition.",

"impact": {

"customer": "Participants felt empowered, connected, and part of a socially conscious community.",

"reputation": "Patagonia reinforced its brand as environmentally responsible and community-focused.",

"business\_results": "Boosted engagement, brand advocacy, and customer loyalty."

}

},

{

"brand": "LEGO Ambassador Network",

"emotion": "Belonging/Community",

"strategy": "Building a network of fans and experts to collaborate and mentor new builders.",

"unique\_twist": "Recognized contributions publicly to strengthen community identity.",

"impact": {

"customer": "Fans felt included, supported, and part of a creative and collaborative community.",

"reputation": "LEGO reinforced its image as participatory, inclusive, and innovative.",

"business\_results": "Increased engagement, product innovation, and brand loyalty."

}

},

{

"brand": "Glossier Community Events",

"emotion": "Belonging/Community",

"strategy": "Hosting pop-ups and online gatherings to connect fans with brand experts and peers.",

"unique\_twist": "Focused on authentic conversations, inclusion, and recognition over sales.",

"impact": {

"customer": "Fans felt heard, included, and part of a socially engaged community.",

"reputation": "Glossier reinforced its brand as authentic, inclusive, and community-driven.",

"business\_results": "Boosted engagement, product adoption, and loyalty."

}

},

{

"brand": "Bumble Social Events",

"emotion": "Belonging/Community",

"strategy": "Creating platonic and networking events for members to connect in real life.",

"unique\_twist": "Publicly celebrated successful connections and community participation.",

"impact": {

"customer": "Users felt supported, included, and part of a welcoming social network.",

"reputation": "Bumble strengthened its image as socially conscious and inclusive.",

"business\_results": "Increased engagement, app usage, and membership retention."

}

},

{

"brand": "Red Bull Community Challenges",

"emotion": "Belonging/Community",

"strategy": "Hosting extreme sports challenges and community-driven adventure events.",

"unique\_twist": "Showcased participant stories and achievements to create shared identity.",

"impact": {

"customer": "Participants felt connected, motivated, and part of a passionate community.",

"reputation": "Red Bull reinforced its adventurous, inclusive, and community-oriented image.",

"business\_results": "Boosted event attendance, engagement, and brand loyalty."

}

},

{

"brand": "Canon Photography Clubs",

"emotion": "Belonging/Community",

"strategy": "Providing forums and meetups for photographers to learn, collaborate, and share work.",

"unique\_twist": "Celebrated collaborative achievements and mentorship within the community.",

"impact": {

"customer": "Photographers felt recognized, included, and part of a creative community.",

"reputation": "Canon strengthened its brand as supportive, inclusive, and community-driven.",

"business\_results": "Increased engagement, loyalty, and product adoption."

}

},

{

"brand": "Samsung Members Forum",

"emotion": "Belonging/Community",

"strategy": "Hosting a platform for users to share tips, feedback, and participate in events.",

"unique\_twist": "Recognized top contributors and celebrated community achievements publicly.",

"impact": {

"customer": "Users felt valued, included, and part of a supportive tech community.",

"reputation": "Samsung reinforced its image as interactive, inclusive, and user-focused.",

"business\_results": "Boosted engagement, support participation, and loyalty."

}

},

{

"brand": "Coursera Learning Circles",

"emotion": "Belonging/Community",

"strategy": "Facilitating group-based learning to promote collaboration and shared success.",

"unique\_twist": "Highlighted collective accomplishments to foster belonging.",

"impact": {

"customer": "Learners felt connected, supported, and part of a global learning community.",

"reputation": "Coursera strengthened its image as collaborative, inclusive, and learner-focused.",

"business\_results": "Increased course completion, engagement, and platform loyalty."

}

},

{

"brand": "Etsy Local Meetups",

"emotion": "Belonging/Community",

"strategy": "Organizing events where local sellers could share knowledge, tips, and support.",

"unique\_twist": "Celebrated collaboration and achievements publicly to foster belonging.",

"impact": {

"customer": "Sellers felt connected, supported, and part of a creative community.",

"reputation": "Etsy reinforced its brand as community-driven, inclusive, and creative.",

"business\_results": "Boosted engagement, sales, and platform loyalty."

}

},

{

"brand": "Peloton Group Challenges",

"emotion": "Belonging/Community",

"strategy": "Encouraging participants to join team challenges and celebrate collective milestones.",

"unique\_twist": "Highlighted social recognition and shared achievements within the platform.",

"impact": {

"customer": "Users felt motivated, included, and part of a supportive fitness network.",

"reputation": "Peloton strengthened its brand as interactive, inclusive, and community-focused.",

"business\_results": "Boosted engagement, subscription retention, and social sharing."

}

},

{

"brand": "Strava Global Leaderboards",

"emotion": "Belonging/Community",

"strategy": "Fostering global and local competition while recognizing achievements publicly.",

"unique\_twist": "Highlighted community milestones and created a sense of shared identity.",

"impact": {

"customer": "Athletes felt included, motivated, and part of a worldwide fitness community.",

"reputation": "Strava reinforced its image as inclusive, community-driven, and inspiring.",

"business\_results": "Increased platform engagement, subscriptions, and user retention."

}

},

{

"brand": "Fitbit Friends Challenges",

"emotion": "Belonging/Community",

"strategy": "Allowing users to challenge friends and celebrate shared achievements in health goals.",

"unique\_twist": "Recognized top performers and promoted shared pride within the network.",

"impact": {

"customer": "Users felt connected, motivated, and included in a supportive community.",

"reputation": "Fitbit strengthened its community-focused and inclusive brand image.",

"business\_results": "Boosted engagement, device usage, and social sharing."

}

},

{

"brand": "Nike Training Clubs Community",

"emotion": "Belonging/Community",

"strategy": "Providing forums, events, and recognition for fitness enthusiasts globally.",

"unique\_twist": "Celebrated achievements and created shared pride among members.",

"impact": {

"customer": "Users felt included, motivated, and part of a supportive global fitness community.",

"reputation": "Nike reinforced its image as empowering, inclusive, and community-driven.",

"business\_results": "Increased app engagement, event participation, and brand loyalty."

}

},

{

"brand": "GoPro Adventure Networks",

"emotion": "Belonging/Community",

"strategy": "Creating networks for adventure enthusiasts to share content and experiences.",

"unique\_twist": "Recognized top contributors and highlighted collective achievements.",

"impact": {

"customer": "Users felt part of a vibrant, adventurous global community.",

"reputation": "GoPro strengthened its brand as interactive, inclusive, and community-focused.",

"business\_results": "Boosted content creation, engagement, and product adoption."

}

}

]