

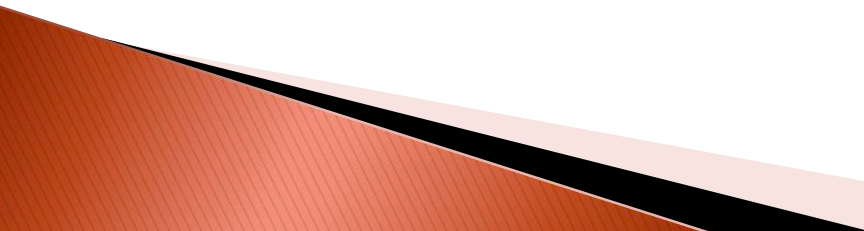
Marketing 101: Building Strong Brands

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Pod 6

- ▶ Experiential branding

What is an Experience?

- ▶ Experiences are processes that occur as a result of encountering, undergoing or living through situations.
 - ▶ Triggered stimulations to the senses, heart and mind.
 - ▶ They connect the company and the brand to the customer's lifestyle and place individual customer actions and purchase occasions in a broader social context.
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Strong versus Weak Brands

► Strong Brands

- Make clear promises that are kept over time
- Have rich, unique brand equity...strong thoughts and feelings
- Are dependable and deliver consistently
- Have a loyal franchise

► Weak Brands

- Make vague promises that change
- Very general equity and low emotional commitment
- Have “spotty” reputations, create doubt
- Little loyalty, rely on pricing and short-term promotional incentives

Other characteristics of great brands

- ▶ **Consistency** in delivering on their promise.
 - ▶ **Superior** products and processes.
 - ▶ **Distinctive** positioning and customer experience.
 - ▶ **Alignment** of internal and external commitment to the brand..
 - ▶ An ability to stay **relevant**.
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