

Better Brand Management Summer Series

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Summer Series Segments







CREATING MEANINGFUL RELATIONSHIPS WITH CUSTOMERS MAXIMIZING CUSTOMER RELATIONSHIP VALUE THE PURSUIT OF LIFETIME RELATIONSHIPS WITH CUSTOMERS

Discussion Format

Establishing meaningful relationships with customers

- $\circ\,$ Who is this Guy
- Challenges & Headwinds
- Brand strategy, purpose and promise Why you?
- Customer relationship journey from awareness to consideration the big leap
- Orchestrating it all creating a relationship symphony through omni channel marketing and media actions

Before we dive in

This presentation is for educational purposes only and opinions, comments or information shared, or discussed are solely those of the presenter.





Who is this Guy



Challenges & Headwinds



Decline in Consumer Trust

FORCING CLIENTS TO HUNT FOR THE TRUTH



Unlimited Customer Choice

ONE CLICK AWAY FROM ANYTHING THEY WANT AND NEED



Birth of Value Shoppers

DEALS, DEALS & DEALS



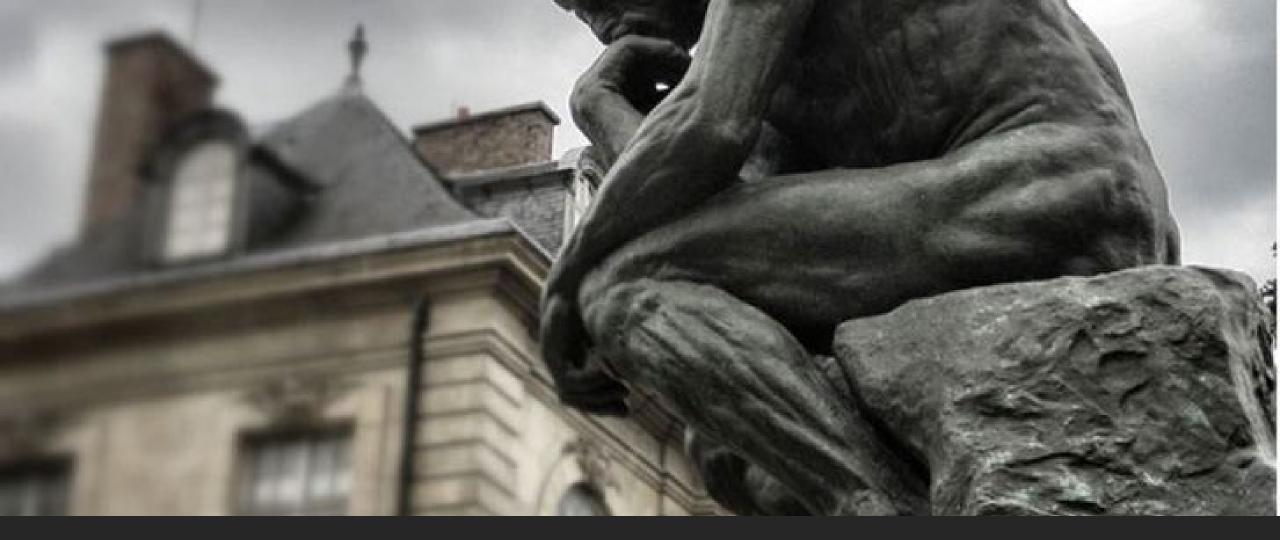
Decline in Customer Loyalty

THE POWER OF CUSTOMER CHOICE



What you say or don't say matters

YOU CANNOT HIDE FROM SOCIETY



Covert vs Overt Marketing

DEATH OF THIRD-PARTY COOKIES



Consumer Apathy

WHY SHOULD I CARE?





Message & Media Noise









Distrust in Marketing

TO MUCH FOCUS ON ACTIONS VS OUTCOMES



Competing Business Models

COMPENSATION CHALLENGE AGENCY VS COMPANY



The Big B Brand



Brand is what people say about you when you are not in the room

Deeper Meaning in Brand

THE PURPOSE REVOLUTION

pur•pose /'parpas/

Noun

The reason for which something is done or created or for which something exists.

BRAND PURPOSE

Create a world where beauty is a source of confidence, not anxiety."

DOVE



To use Patagonia's resources to do something about our climate crisis. "We are in business to save our home planet"

PATAGONIA



STARBUCKS' PURPOSE

To inspire and nurture the human spirit one person, one cup and one neighborhood at a time.

Purpose Lead Brands

DEEPLY CONNECTED TO A JUST CAUSE

patagonia



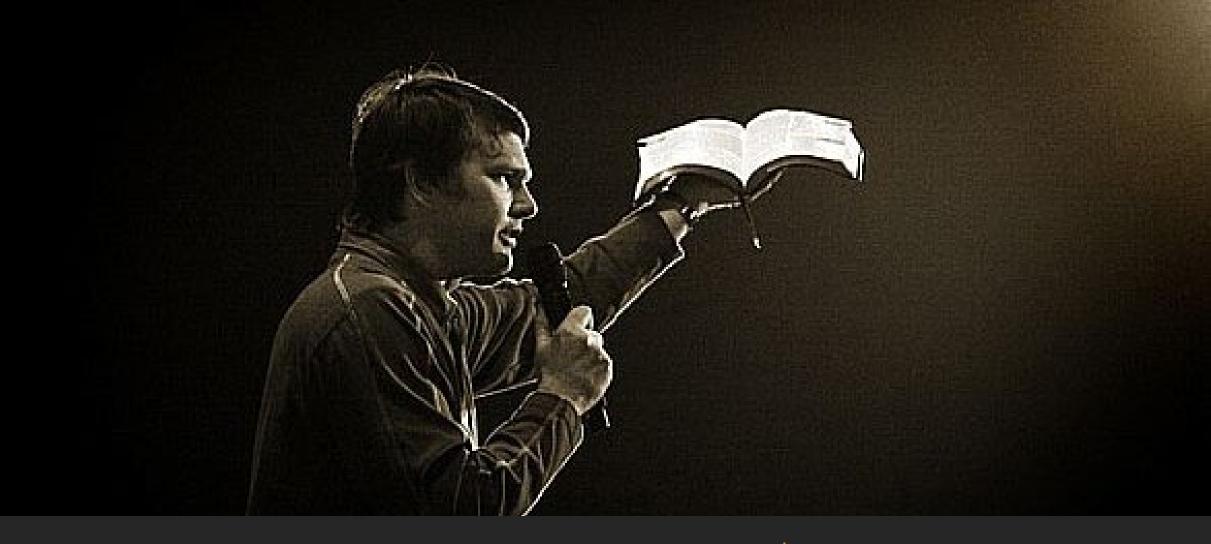
"Our worldwide operations are aligned around a global strategy called the Plan to Win, which center on an exceptional customer experience – People, Products, Place, Price and Promotion. We are committed to continuously improving our operations and enhancing our customers' experience"

(A real mission statement)



Most Brands

BLAH BLAH BLAH



Purpose vs Preaching

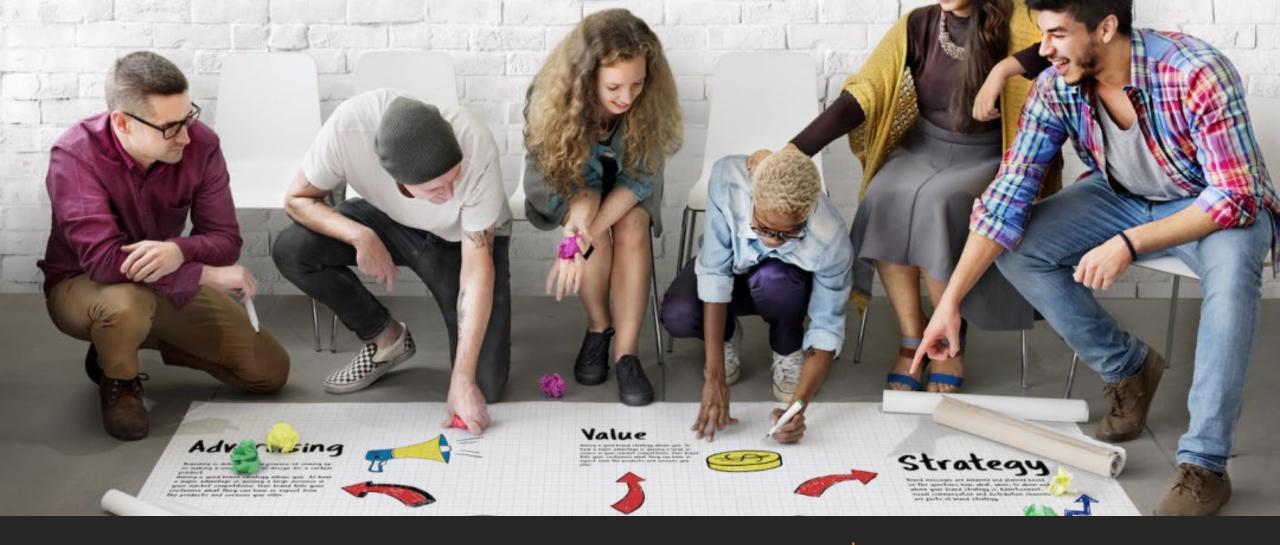


ESG

ENVIRONMENTAL, SOCIAL & GOVERNANCE



The Product is the Brand and the Brand is the Product



Strategy Matters

PLANNING AND PATIENCE



Customer Journey

AWARENESS, CONSIDERATION & PURCHASE

Who are you?

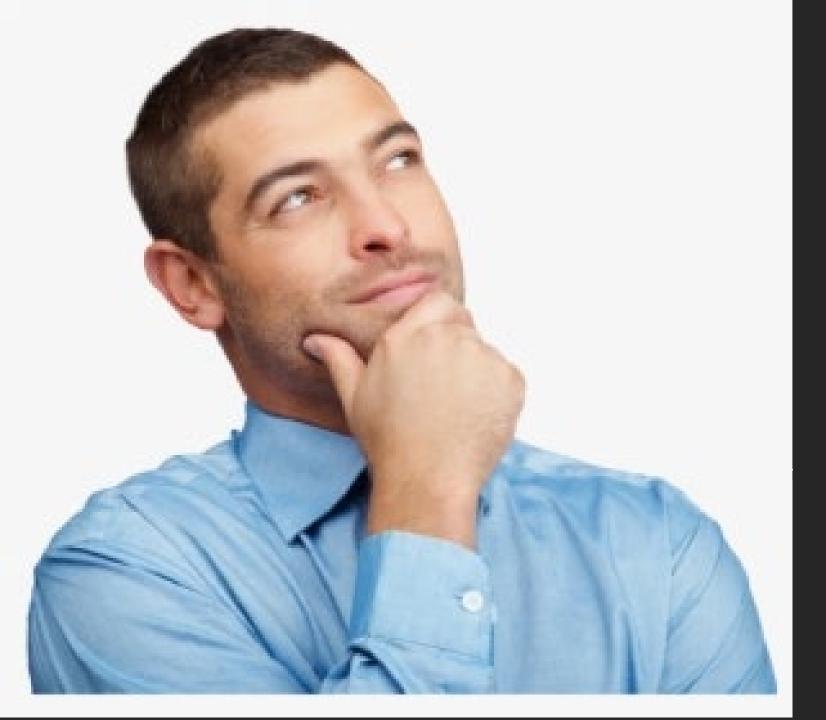




What's your promise?



People buy from brands they know and trust



Winning Consideration

WHY YOU?

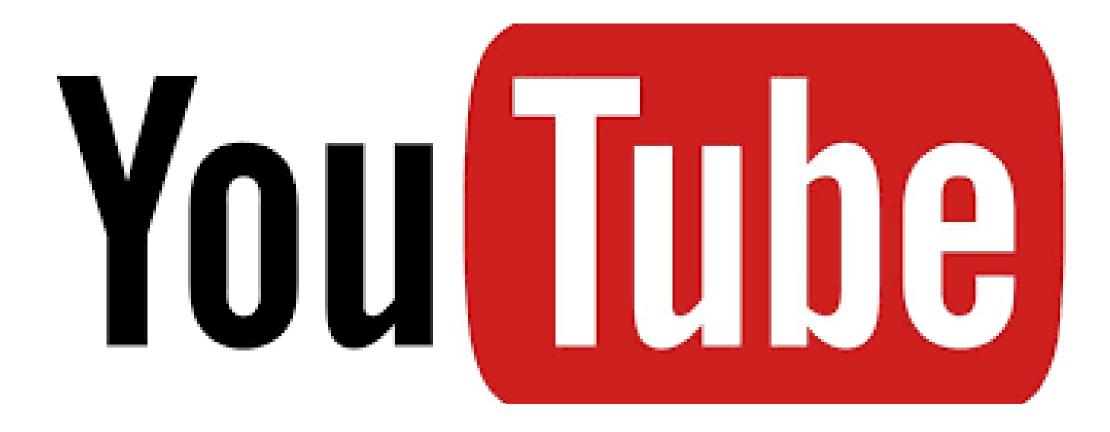


Educate Motivate Stimulate



Online Everything

GOOGLE IT, FIND IT, VALIDATE IT, BUY IT, OWN IT, USE IT

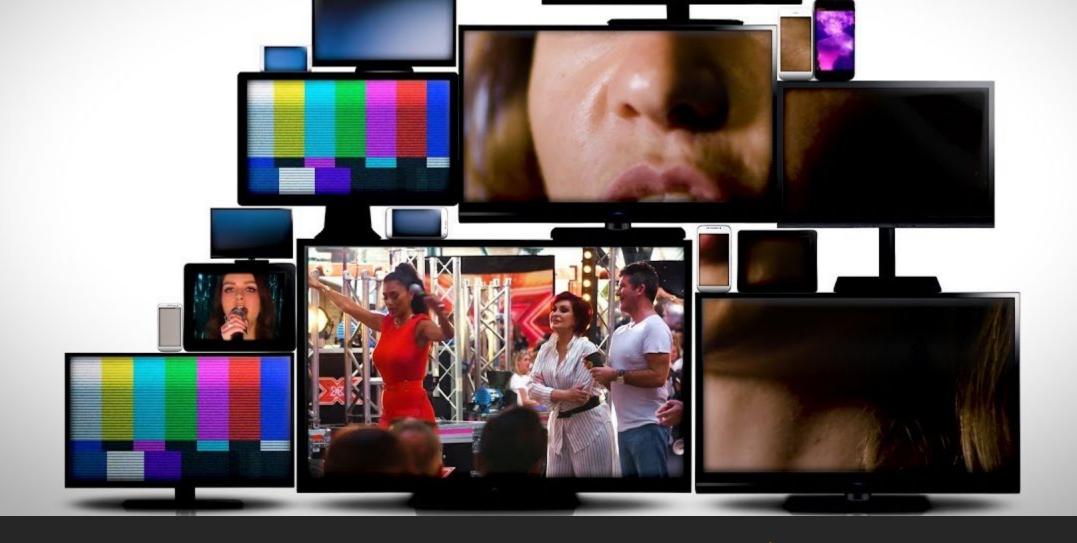


Product Training Powerhouse

TEACH, LEARN, FIX, BUILD & USE



Harnessing Influencers



The Power of TV



Activate your customers

REVIEWS, RECOMMENDATIONS AND REFERRALS



Getting the Sale





Closing the deal

Make it Easy Make it Safe Make it Right







Wrapping it all Up