

CONTENTS

About the author xii

Foreword by Claire Cronin xiii

Acknowledgements xv

01 Introduction to retaining relevance through brand experiences 1

Who this book will help 2

What are brand experiences? 3

Why build brand experiences? 4

How this book is structured 9

Endnotes 11

02 The Brand Experience Blueprint: a practical management tool 14

How will the Brand Experience Blueprint help you? 14

The three stages of the Brand Experience Blueprint 16

Getting the most out of the Brand Experience Blueprint 20

Conclusion 21

PART ONE The Brand Experience Environment 23

03 Brand Experience Environment: Understanding your stakeholders 25

Profiling stakeholders 25

Helping stakeholders get ‘jobs done’ 36

Encouraging stakeholder engagement 41

Managing stakeholder expectations 48

Conclusion 48

Endnotes 49

- 04 Brand Experience Environment: Fine-tuning your perspective** 51
- Embracing transparency 51
 - Adopting a holistic mindset 54
 - Competing primarily through value not price 59
 - Having patience 61
 - Accepting a loss of control 65
 - Conclusion 68
 - Endnotes 68
- 05 Brand Experience Environment: Considering the mechanics of delivery** 70
- Creating an emotional connection 70
 - Facilitating co-creation 75
 - Delivering omnichannel experiences 80
 - Conclusion 84
 - Endnotes 85
- 06 Brand Experience Environment: Adopting a data-driven approach** 87
- Obtaining robust insights 87
 - Qualitative insight 98
 - Measuring holistically 102
 - Conclusion 103
 - Endnotes 103
- 07 Summary: The Brand Experience Environment** 105
- PART TWO Brand Experience Essentials** 107
-
- 08 Brand Experience Essentials: Brand Experience Essentials: Brand values** 115
- What are brand values? 115
 - Why give a brand values? 117
 - How to create great brand values 123
 - Conclusion 127
 - Endnotes 128

- 09 Brand Experience Essentials: Brand essence** 129
- What is brand essence? 130
 - Why is brand essence important? 131
 - How to define your brand essence 134
 - Is a brand essence a tagline? 135
 - Conclusion 136
 - Endnotes 136
- 10 Brand Experience Essentials: Brand promise** 137
- What is a brand promise? 137
 - How to distinguish benefits from features 140
 - Types of benefits 140
 - Conclusion 143
 - Endnotes 143
- 11 Brand Experience Essentials: Brand positioning** 144
- What is brand positioning? 146
 - Defining your competitors 149
 - How to write a positioning statement 151
 - Conclusion 152
 - Endnotes 153
- 12 Brand Experience Essentials: Brand personality** 154
- What is brand personality? 154
 - Why give brands a personality? 157
 - Conclusion 162
 - Endnotes 164
- 13 Summary: Brand Experience Environment and Essentials** 165
- Endnote 167
- PART THREE Brand Experience Enablers** 169
-
- 14 Brand Experience Essentials: Behaviour** 175
- Employee behaviour and brand experiences 175

Recruitment	178
Induction	183
Training	184
Appraisal	186
Reward	188
Exit interviews	189
Conclusion	190
Endnotes	190

15 Brand Experience Essentials: Communications 192

Communications and brand experiences	193
Internal brand communications	193
Don't be seduced by social media	194
Understand content and the conversation	196
The power of communities	199
Mind your brand language	204
Making the most of mobile	205
Crafting brand stories	208
Explore gamification	211
Conclusions	213
Endnotes	214

16 Brand Experience Essentials: Design 216

Design and brand experiences	217
Multisensory design	218
Service design	226
Conclusion	238
Endnotes	238

17 Summary: Brand Experience Environment, Essentials and Enablers 240

PART FOUR Measuring Brand Experiences 243

18 Getting started with measuring brand experiences 245

Obtaining Big Picture and Touchpoint metrics	245
Conclusion	249
Endnote	249

- 19 Adopting a holistic approach to measuring brand experiences** 250
- The dangers of focusing on purely financial metrics 250
 - Obtaining employee, brand and financial metrics 252
 - Conclusion 254
 - Endnotes 254
- 20 How to measure brand experiences scientifically** 256
- Understanding constructs, dimensions, measures and indices 256
 - The practicalities of measuring scientifically 260
 - Conclusion 261
 - Endnotes 261
- 21 Closing thoughts: Building brand experiences as a route to retaining relevance** 262
- Appendix* 265
 - Further reading* 269
 - Index* 273

Building Brand Experiences is supported by a series of 'Toolkits': tried-and-tested techniques, tools and templates that will help you think about building brand experiences in the context of your organization. These can be found online at koganpage.com/building-brand-experiences. Use password: B83APGT4BR.