
**Customer
Experience**



**Brand
Strategy**

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Customer Experience

“How customers perceive their
interactions with your
company”

–Forrester Research



**The In-Store
Experience**

**The Digital
Experience**

**The At-Home
Experience**

Example CX touchpoints

- ❖ Word of Mouth
- ❖ Peer Observation
- ❖ Media
- ❖ Reviews
- ❖ Promotion
- ❖ Person-to-Person
- ❖ Website
- ❖ Reseller
- ❖ Mobile
- ❖ Virtual Environment
- ❖ Physical Visit
- ❖ First Purchase
- ❖ Purchase Experience
- ❖ Billing
- ❖ Product Interaction
- ❖ Product Information
- ❖ Feedback
- ❖ Service Information
- ❖ Customer Service
- ❖ Compliments & Complaints
- ❖ Customer Relationships
- ❖ Partners

People don't buy products.
They buy **experiences.**



HAPPY PEOPLE MAKING HAPPY SOAP

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100% Biodegradable
100% Compostable
100% Non-Toxic
100% Hypoallergenic
100% Fragrance Free
100% Paraben Free
100% Phthalate Free
100% BPA Free
100% Lead Free
100% Cadmium Free
100% Mercury Free
100% Nickel Free
100% Chromium Free
100% Copper Free
100% Silver Free
100% Zinc Free
100% Aluminum Free
100% Iron Free
100% Manganese Free
100% Selenium Free
100% Iodine Free
100% Fluorine Free
100% Chlorine Free
100% Bromine Free
100% Nitrogen Free
100% Oxygen Free
100% Hydrogen Free
100% Carbon Free
100% Silicon Free
100% Phosphorus Free
100% Sulfur Free
100% Calcium Free
100% Magnesium Free
100% Potassium Free
100% Sodium Free
100% Chlorine Free
100% Fluorine Free
100% Bromine Free
100% Iodine Free
100% Nitrogen Free
100% Oxygen Free
100% Hydrogen Free
100% Carbon Free
100% Silicon Free
100% Phosphorus Free
100% Sulfur Free
100% Calcium Free
100% Magnesium Free
100% Potassium Free
100% Sodium Free

OUTRAGE

WASTE

100% Natural
100% Organic
100% Vegan
100% Cruelty Free
100% Fair Trade
100% Eco-Friendly
100% Sustainable
100% Recyclable
100% Biodegradable
100% Compostable
100% Non-Toxic
100% Hypoallergenic
100% Fragrance Free
100% Paraben Free
100% Phthalate Free
100% BPA Free
100% Lead Free
100% Cadmium Free
100% Mercury Free
100% Nickel Free
100% Chromium Free
100% Copper Free
100% Silver Free
100% Zinc Free
100% Aluminum Free
100% Iron Free
100% Manganese Free
100% Selenium Free
100% Iodine Free
100% Fluorine Free
100% Chlorine Free
100% Bromine Free
100% Nitrogen Free
100% Oxygen Free
100% Hydrogen Free
100% Carbon Free
100% Silicon Free
100% Phosphorus Free
100% Sulfur Free
100% Calcium Free
100% Magnesium Free
100% Potassium Free
100% Sodium Free

SEALED

100% Natural
100% Organic
100% Vegan
100% Cruelty Free
100% Fair Trade
100% Eco-Friendly
100% Sustainable
100% Recyclable
100% Biodegradable
100% Compostable
100% Non-Toxic
100% Hypoallergenic
100% Fragrance Free
100% Paraben Free
100% Phthalate Free
100% BPA Free
100% Lead Free
100% Cadmium Free
100% Mercury Free
100% Nickel Free
100% Chromium Free
100% Copper Free
100% Silver Free
100% Zinc Free
100% Aluminum Free
100% Iron Free
100% Manganese Free
100% Selenium Free
100% Iodine Free
100% Fluorine Free
100% Chlorine Free
100% Bromine Free
100% Nitrogen Free
100% Oxygen Free
100% Hydrogen Free
100% Carbon Free
100% Silicon Free
100% Phosphorus Free
100% Sulfur Free
100% Calcium Free
100% Magnesium Free
100% Potassium Free
100% Sodium Free

EGOT
POWER
POWER

FRESH
HANDMADE
COSMETICS

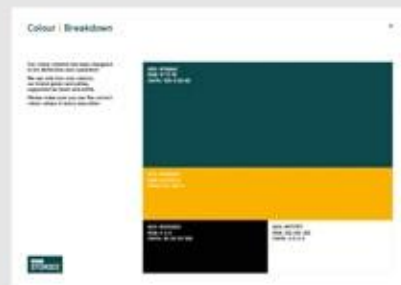
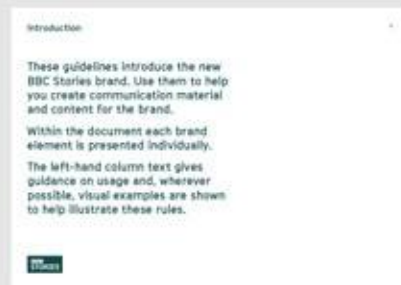
Products and services are
becoming increasingly
interchangeable



1 out of 3 consumers will
walk away from a brand
they love after just one
bad experience



Brief Overview of Brand Strategy



Brand DNA

“Summarizes the brand’s essence into a single source of reference used in all branding and marketing activities”

Brand DNA

1 **Brand purpose**

What is the real reason for the brand to exist?

2 **Brand positioning**

How is the brand different from competitors?

3 **Brand differentiators**

Why is the brand more important to the customers than other brands?

4 **Brand personality**

How does the brand talk, look, and behave?

5 **Brand values**

What does the brand believe in and how does it operate?

6 **Brand promise**

What can the customer expect the brand to deliver?

The Ultimate Driving Machine



Communicating Brand Strategy



Company selling expensive stuff

Target group

- ❖ British men aged 60–65
- ❖ Wealthy
- ❖ Like sports cars and dogs
- ❖ Enjoy holidays at the alps

Brand personality

Website

Customer service

In-store experience

App

Ads

Social media



Prince of Wales

Company selling expensive stuff

Target group

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Social media



Prince of Darkness

<http://bit.ly/brandstrategykit>

Brand Strategy Kit

Exercise 1 The cocktail party

1. Imagine your brand is a person who just showed up at an industry party full of your ideal customers and competitors. Describe what he or she is like.

Example questions for pt. 1

- What is he/she wearing?
- How does he/she approach people?
- What does he/she say?
- What is his/her personality like?

2. Next, imagine your brand snuck off to the bar and downed a few Long Island Ice Teas. He comes back to the party buzzed. How does your brand act differently?

Example questions for pt. 2

- Is he/she funnier?
- Talking louder?
- More confrontational?
- How does he approach competitors and customers now?

Exercise Positioning statement

After you have a better idea of what your brand is and isn't, you can create your positioning statement by using this template.

To...	Brand name	That...	Because...
Who is the target audience?	What is the brand in question?	The benefit or promise for the target audience	Why should the target audience believe the benefit or promise?
To...	Brand name	That...	Because...
Mothers with small children	Carex	Is the go-to brand of liquid hand wash	Carex kills 99.9% of bacteria without damaging your skin

Exercise 1 The obituary

Your brand has passed away today. Pretend that you are a reporter for a local newspaper who must write the obituary for your brand. When finished, give the obituary a headline.

Example questions to address in the obituary

- What great did the world lose with the brand?
- What was the brand's biggest accomplishment in life?
- What will it be remembered for?
- Who did the brand leave behind? Who will mourn or miss the brand, and why?
- What did the brand leave unaccomplished?
- What lessons can be learned from the brand's life? What can be learned in the wake of its death?
- Now that the brand is gone, what will take its place?

Contents

- | | | | |
|---|---|---|---|
| 1 | Brand purpose
Exercise 1: The obituary
Exercise 2: The superhero | 4 | Brand differentiators
Exercise 1: Rational vs. emotional benefits |
| 2 | Target audiences
Exercise 1: Customer personas
Exercise 2: Stakeholder mapping | 5 | Brand personality
Exercise 1: The cocktail party |
| 3 | Brand positioning
Exercise 1: Positioning statement | 6 | Brand values
Exercise 1: Best moments |
| | | 7 | Brand promise |

Exercise 1 pt. I Brand promise

Complete the sentences.

1. We are the only...

What (e.g. for Harley Davidson this would be "The only motorcycle manufacturer")

2. That...

Category (that makes big bad motorcycles)

3. For...

Who ("for macho guys and macho wannabes")

1. In...

Market geography ("mostly in the USA")

2. In an era of...

Underlying trend ("decreasing personal freedom")

Exercise 1 pt. III Customer personas

1. In the next area of the canvas, you define the needs of the persona.
2. Spend some time brainstorming them, asking your team to write down one need in one post-it and to share it with the rest of the team. Once you have a good amount of post-its covering the wall, give markers to each participant and ask them to vote the most important needs of that user.
3. Once the voting is done, keep the needs with votes and discard the rest for the next part of the workshop.



To truly understand the target audiences motives and drives, you need to understand them as **people** with personal tastes, preferences, beliefs and aspirations.

Think about your already existing audiences, but also the future potential ones.

For example

Consumers buy Harley Davidson motorcycles because of the **brand promise** and **experience** of freedom and camaraderie. They seek out the brand over all others because that **brand differentiator** is important to them.

Exercise 1 pt. II Brand promise

Fill in the boxes.

1. My customers value

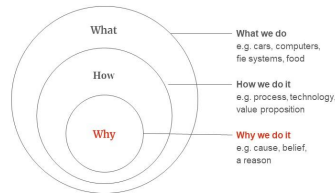
e.g. freedom, social status, convenience, saving money, being hip etc.

2. Emotional draw

How this makes people feel e.g. adventurous? empowered? smart? techy? inspired?

2. Your message

How you position this e.g. "You'll be ahead of the curve if you integrate ... into your life"



Exercise 1 The cocktail party

This exercise helps you to explore your **brand personality**, your brand's **tone-of-voice** and how you might amplify them. In most cases, brands have room to turn up the dial on their personalities. Could you take a little inspiration from your buzzed brand and be more approachable, vibrant, bold or even a bit cheeky?

The Obituary



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