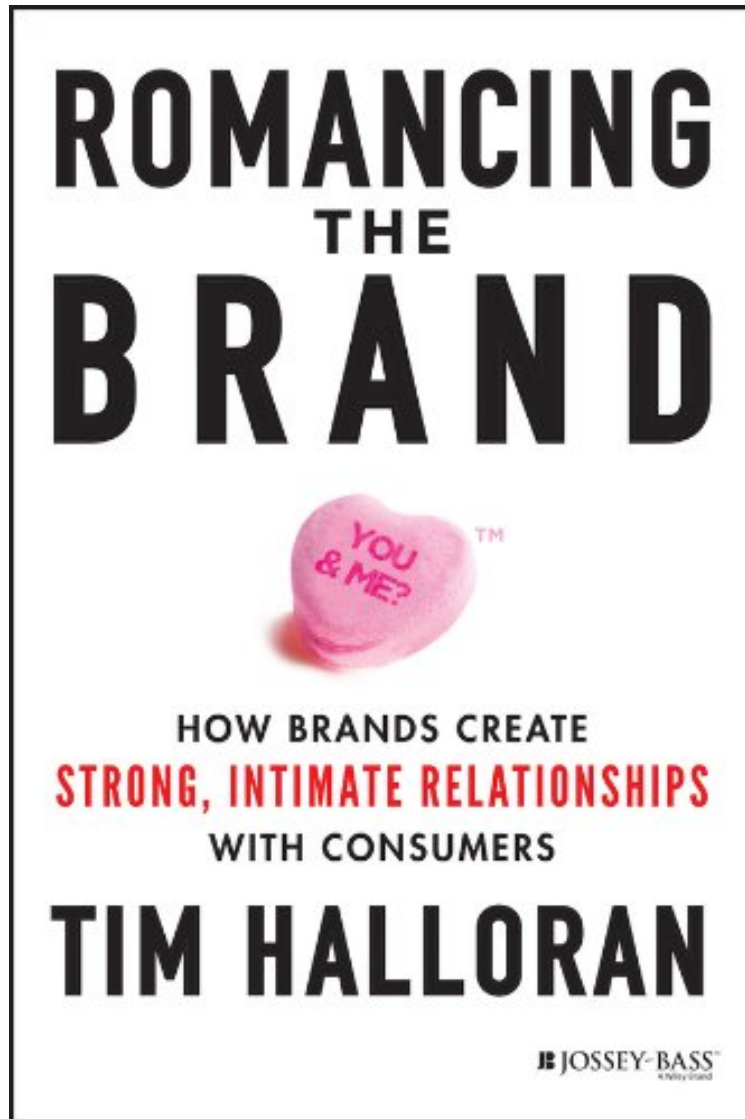


Romancing the Brand: How Brands Create Strong, Intimate Relationships with Consumers

Tim Halloran

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Tim Halloran : Romancing the Brand: How Brands Create Strong, Intimate Relationships with Consumers

before purchasing it in order to gauge whether or not it would be worth my time, and all praised Romancing the Brand: How Brands Create Strong, Intimate Relationships with Consumers:

1 of 1 people found the following review helpful. Now topping my list of recommended books on branding ...By Mart
MartinI read a lot of branding books. And I'm constantly asked by colleagues, clients and students for
recommendations on what books they should read to get an overview of branding. That very short list typically

includes "Brand Simple," "The Brand Gap" and "ZAG." Now when they ask, I'm going to suggest "Romancing the Brand." I like the way Tim Halloran uses the very appropriate metaphor of the brand as a relationship and takes the reader through the brand development process, from positioning to making emotional connections to building the relationship to (when necessary) repositioning. And the book is well-written. He has a very readable style, using interesting case studies to bring the definitions of branding tactics to life vs. sounding like a text book. For someone wanting to learn more about branding, I highly recommend "Romancing the Brand." 0 of 0 people found the following review helpful. The Real Thing By Chuck Wall There are a lot of books written about brand strategy and identity, but Tim Halloran has crafted a gem of a new book with Romancing the Brand. He quickly gets to his key point: that customers establish and build relationships with their brands like they do with other people. As a former Coke brand guy, Tim brings a real-world point of view from his experience. Everyone in business should be able to learn important lessons from one of the greatest brands ever created. Romancing the Brand is a fast read, with lots a new, important storieshellip;including revealing what really happened with New Coke, usually considered one of the greatest fails in business history. But, the real story is not what you've been told; I was surprised because I thought I knew the real story. If you are in leadership, marketing, brand development, advertising or just love business, order Romancing the Brand. It's the real thing. 0 of 0 people found the following review helpful. Customer-centric marketing By Kindle Customer Great marketing strategies that can be applied to any business or nonprofit. The challenge is in applying all the lessons in the book.

A young woman tells a focus group that Diet Coke is like her boyfriend. A twenty-something tattoos the logo of Turner Classic Movies onto his skin. These consumers aren't just using these brands. They are engaging in a rich, complex, ever-changing relationship, and they'll stay loyal, resisting marketing gimmicks from competitors and influencing others to try the brand they love. How can marketers cultivate and grow the deep relationships that earn this kind of love and drive lasting success for their brands? In Romancing the Brand, branding expert Tim Halloran reveals what it takes to make consumers fall in love with your brand. Step by step, he reveals how to start, grow, maintain, and troubleshoot a flourishing relationship between brand and consumer. Along the way, Halloran shares the secrets behind establishing a mutually beneficial "romance." Drawing on exclusive, in-depth interviews with managers of some of the world's most iconic brands, Romancing the Brand arms you with an arsenal of classic and emerging marketing tools—such as benefit laddering and word-of-mouth marketing—that make best-in-class brands so successful. The book is filled with examples, strategies, and tools from powerful brands that consumers love, including Coke, Dos Equis, smartwater, the Atlanta Falcons, Dominos' Pizza, Bounty, Turner Classic Movies, and many more. Ultimately, Romancing the Brand provides marketers with a set of principles for making brands strong, resilient, and beloved—and the insight and confidence to use them.

.com QA with the Author How would you define an intimate consumer relationship? I like to think of it as a romance -- a relationship in which both parties are dependent upon one another. The consumer relies on the brand's functional, emotional, and social benefits, and the brand relies on the consumer's loyalty and word-of-mouth to praise the brand to friends, family, and colleagues. What makes customers fall in love with brands? Consumers must feel like a brand is truly designed for them as a "brand for me." The brand has to meet their needs, and the brand's personality has to be appealing enough to inspire a sense of attachment. As marketers, we must treat our consumer like we would treat a prospective girlfriend or boyfriend. We need to make them feel special, create a meaningful experience with them every time we interact, and communicate honestly and often. Why is the context in which we "meet" a branded product or service important? "Meeting memorably" is incredibly important! If the consumer's first encounter isn't an impressive experience, it is unlikely that the consumer will return to the brand. Think about your own relationships. For you to have any ongoing interest in someone else, something about that individual has to connect during the initial meeting, or else why would you bother spending any more time together? Is an emotionally-based relationship with the consumer possible for any product? Yes! There are only so many functional benefits that a category can have--in many cases, the only way you can differentiate your brand from competition is emotionally. Your consumer might be using your brand for a functional reason, but that doesn't mean the brand isn't doing something to touch their emotions. We are emotional people and view our world through an emotional lens. What is the first step marketers should take to begin building a deep relationship with consumers? Know that brands are not just for the Coca-Colas and the PGs of the world. Every business, big or small, is a brand, or has brands. If you are going to succeed, the first step is to really know your type--the individuals that are most likely to adopt your brand-- and understand their distinct hopes, dreams, issues, and problems intimately. Most importantly, decide how your brand is going to go about helping them.