Branding Interactivity

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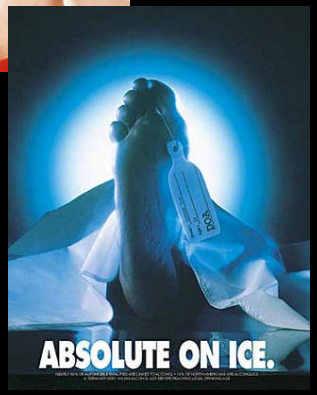
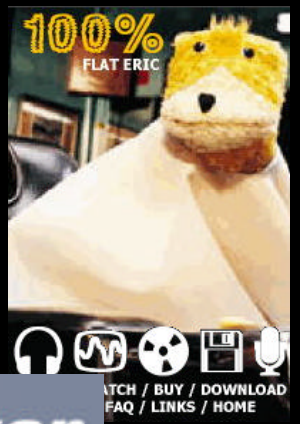
Models of Brand building are in flux...



- Within a volatile marketplace there is a need to prevent churn
- The era of ‘anti-brand’ is here - consumers sick of overexposure to super brands
- Consumers want to be in the driving seat
- Shift from product to corporate brands

JUST STOP IT.

- Unknown/nimble brands can quickly build connections to changing consumers aspirations
- Marketers are losing control with viral and consumer generated content



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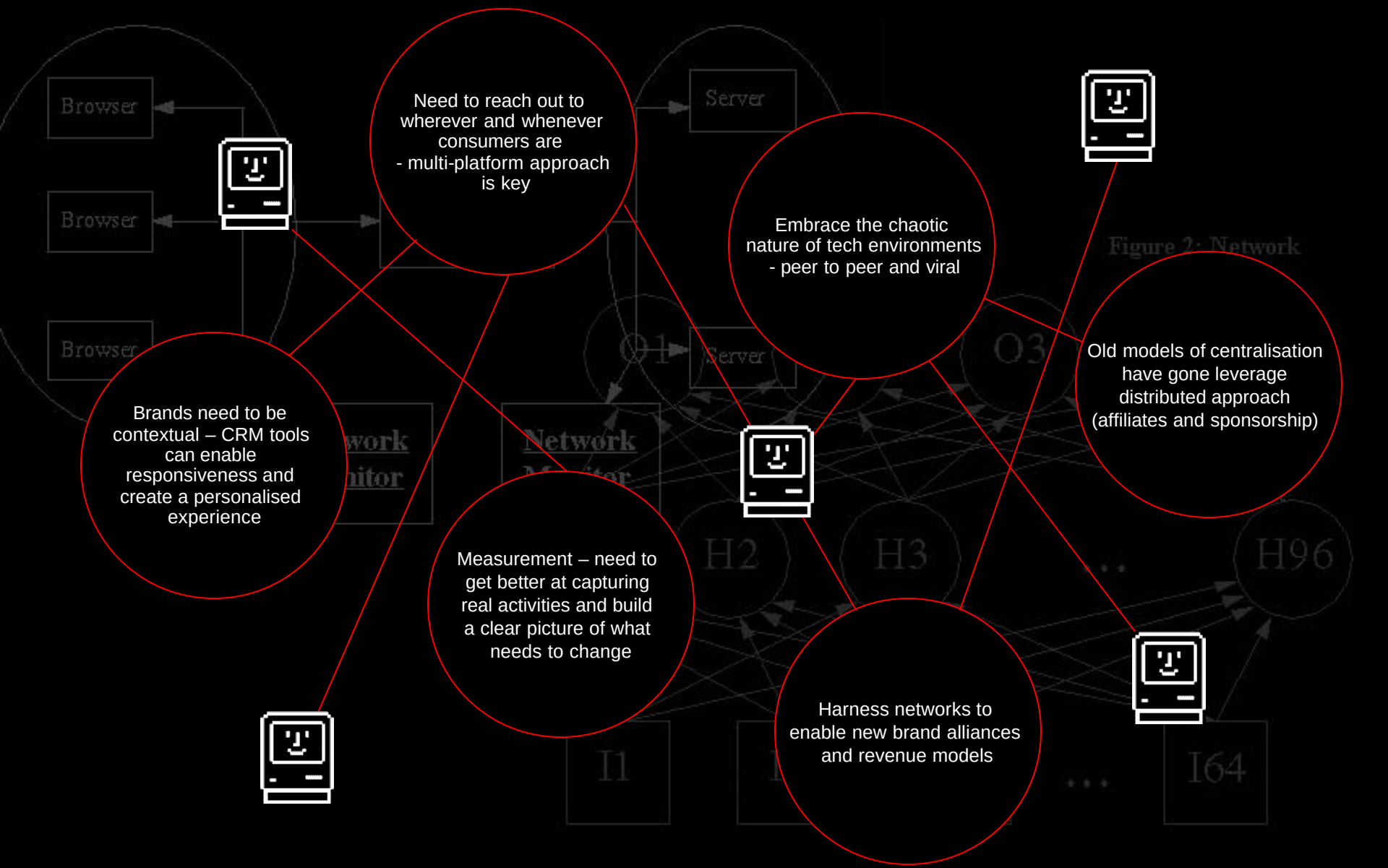
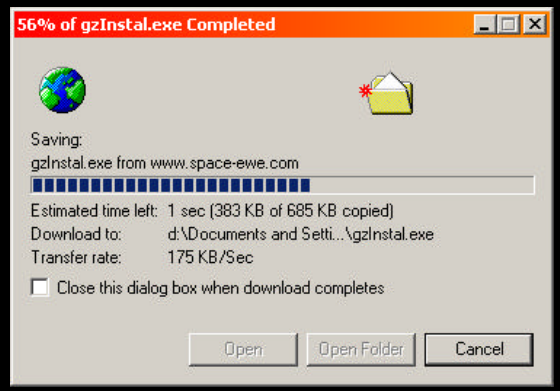
Need to embrace the chaos of the network



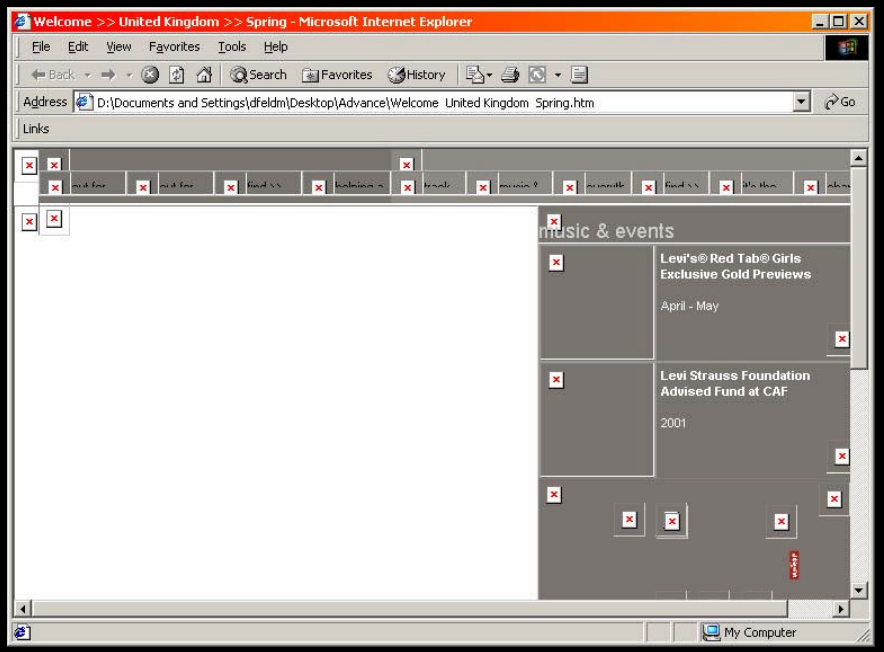
But put the user experience first



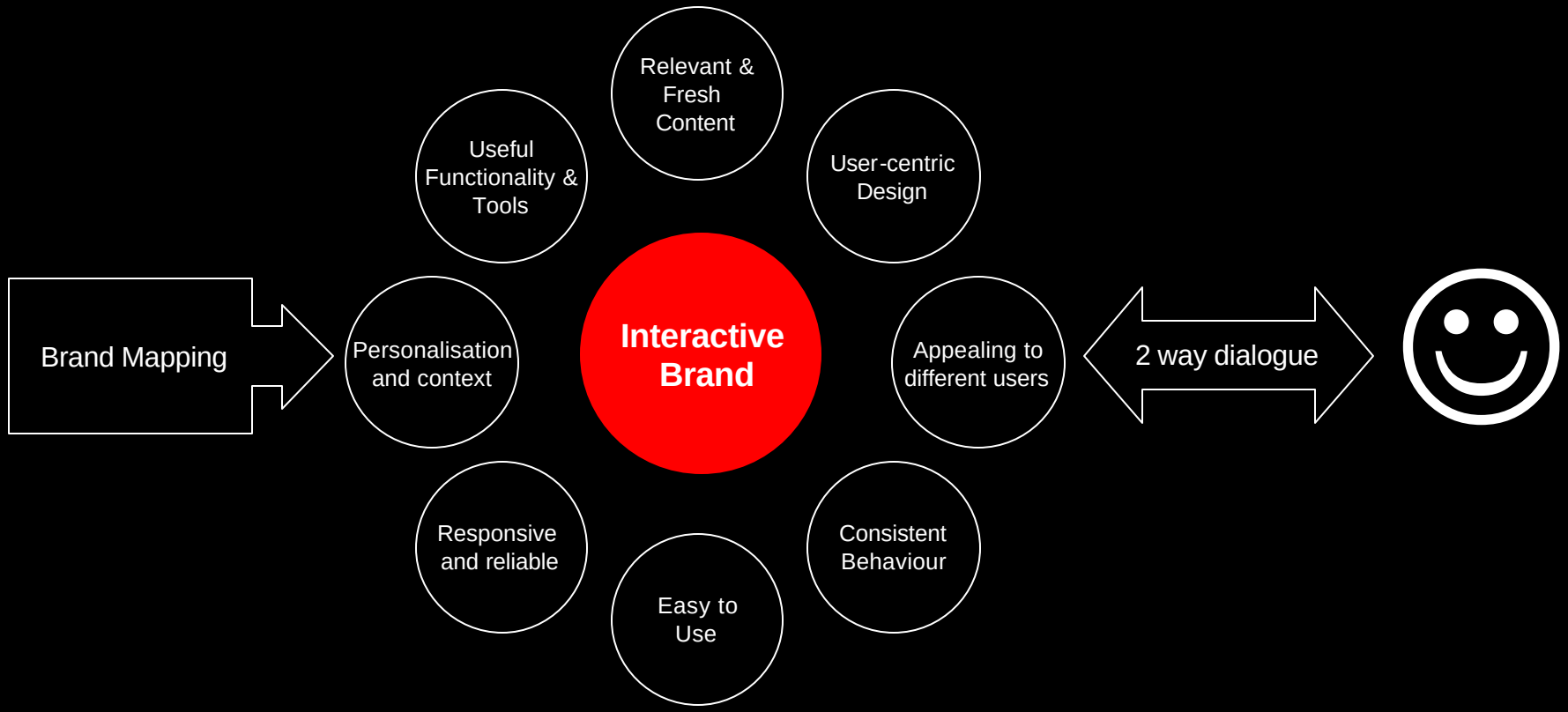
- Poor usability leads to dissatisfaction and antagonism towards the brand
- Non-delivery of services can lead to abandonment of a proposition
- Lack of respect for consumers/users privacy can create suspicion of ‘Big Brother’

- No synergy across messaging can lead to confusion and lack of clarity to drive response
- Lack of a connection between front-end presentation and back-end functionality
- Inappropriate use of technology – don’t do it just because you can!

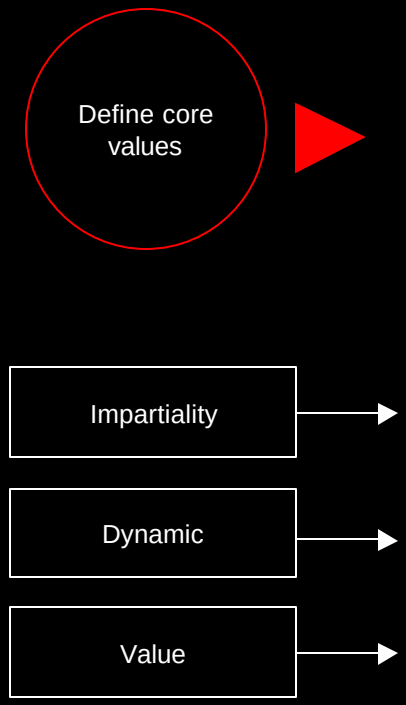
Broken Technology = Broken Brand



And use brand values to drive content, behaviour and functionality



‘Brand Mapping’ process step by step



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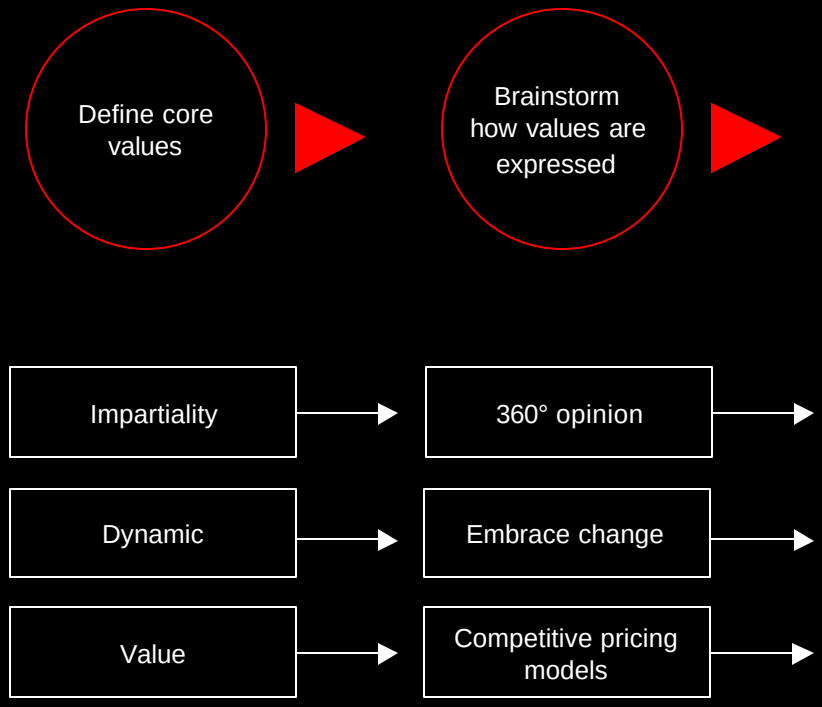

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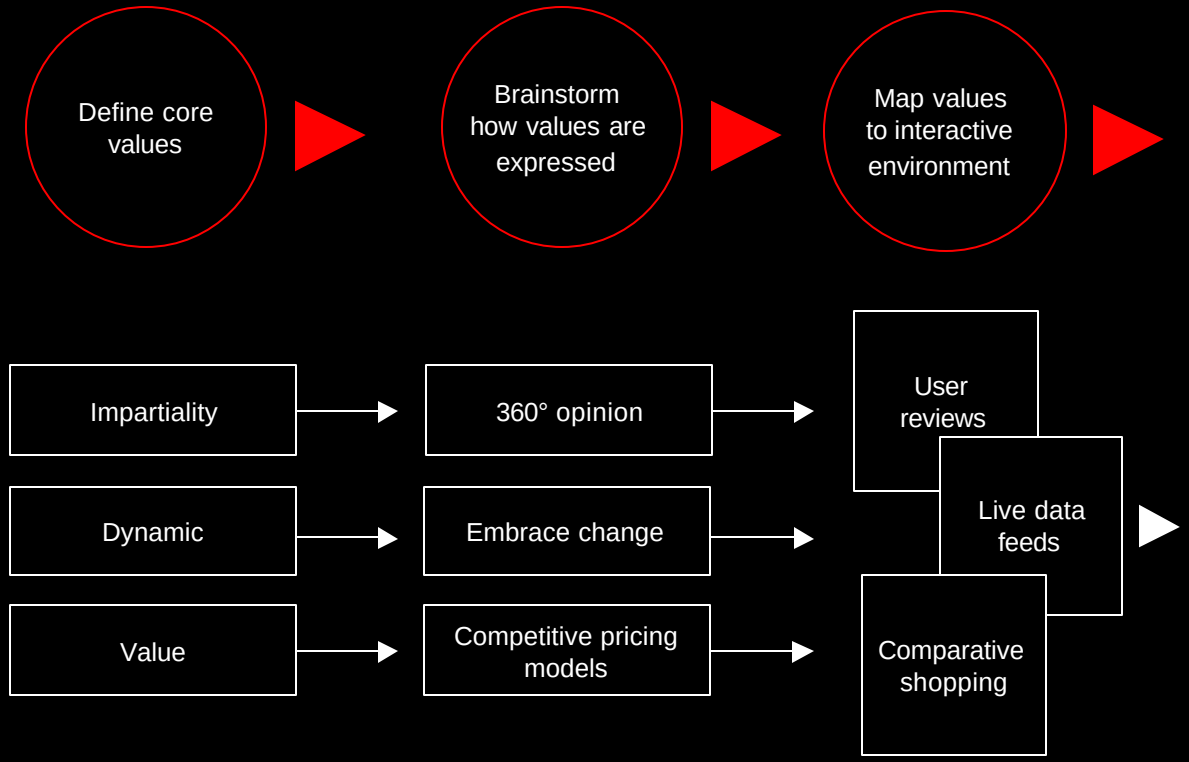

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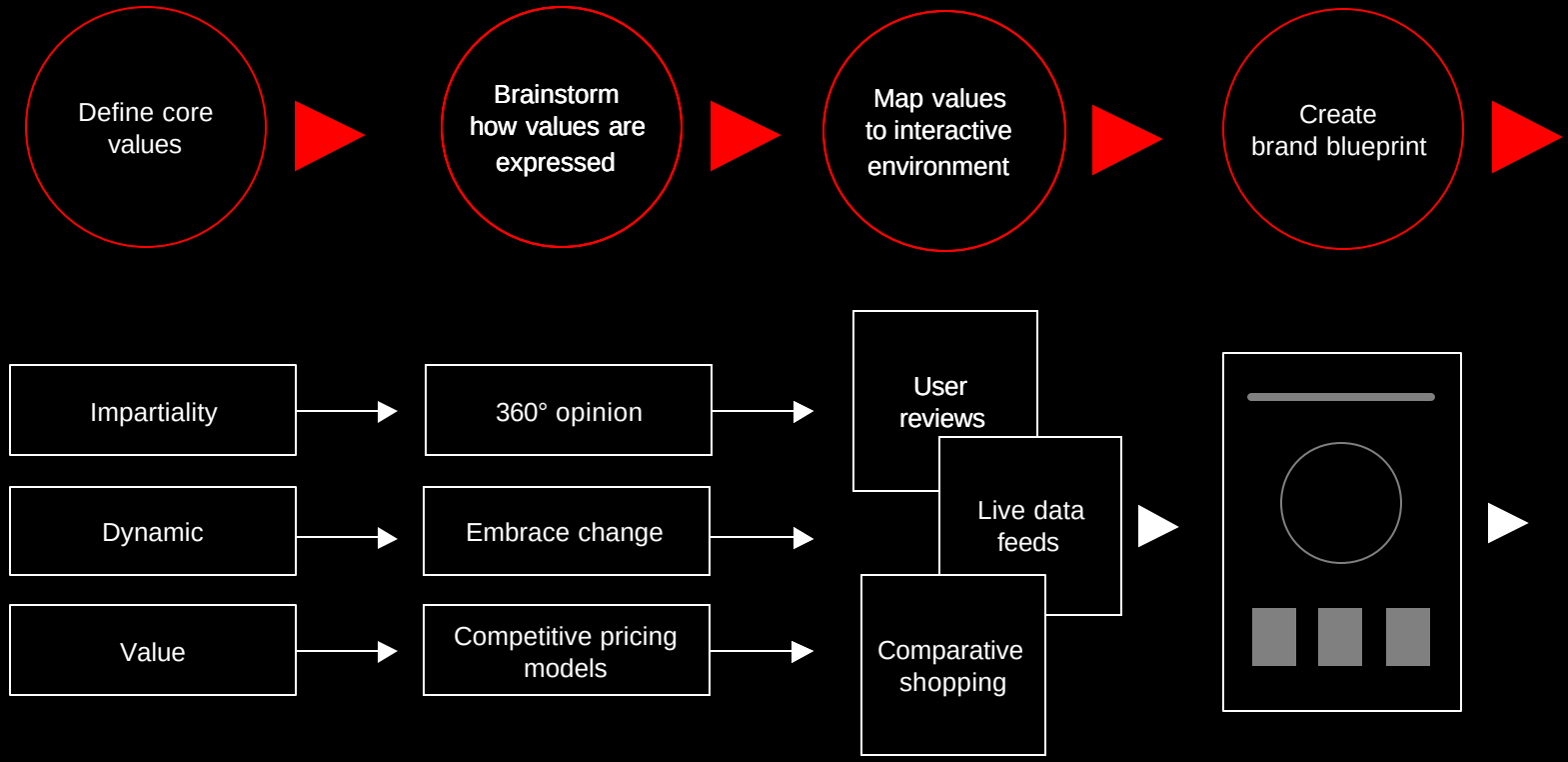

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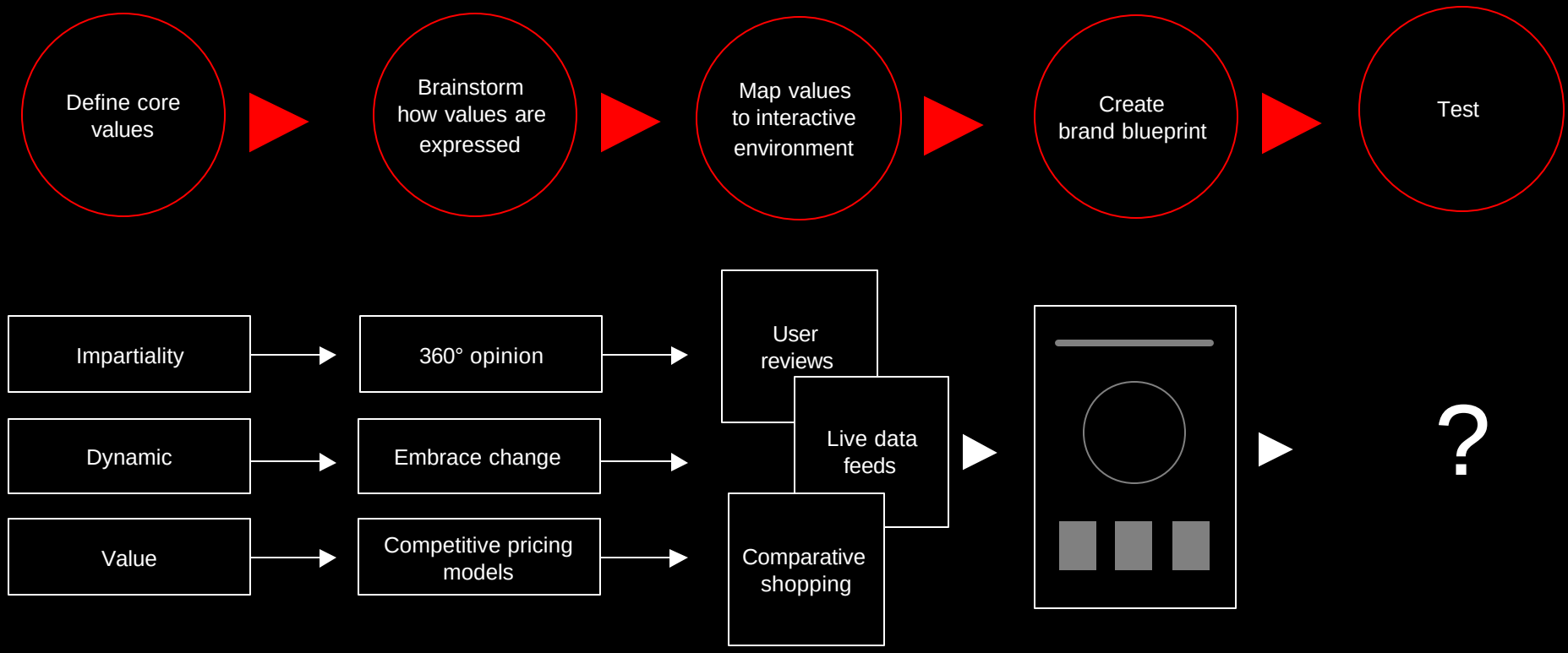
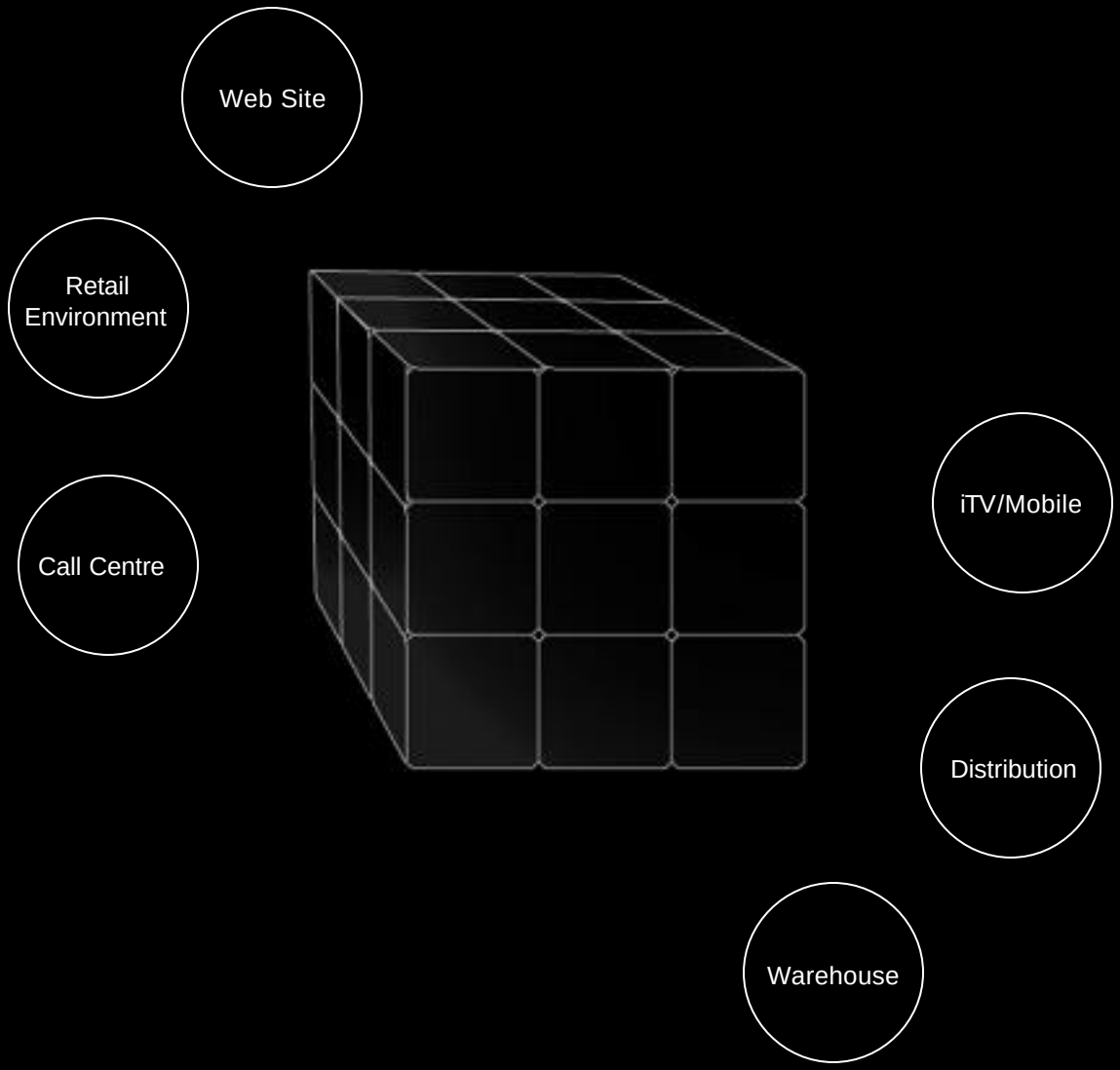


Multi-faceted brands are needed...



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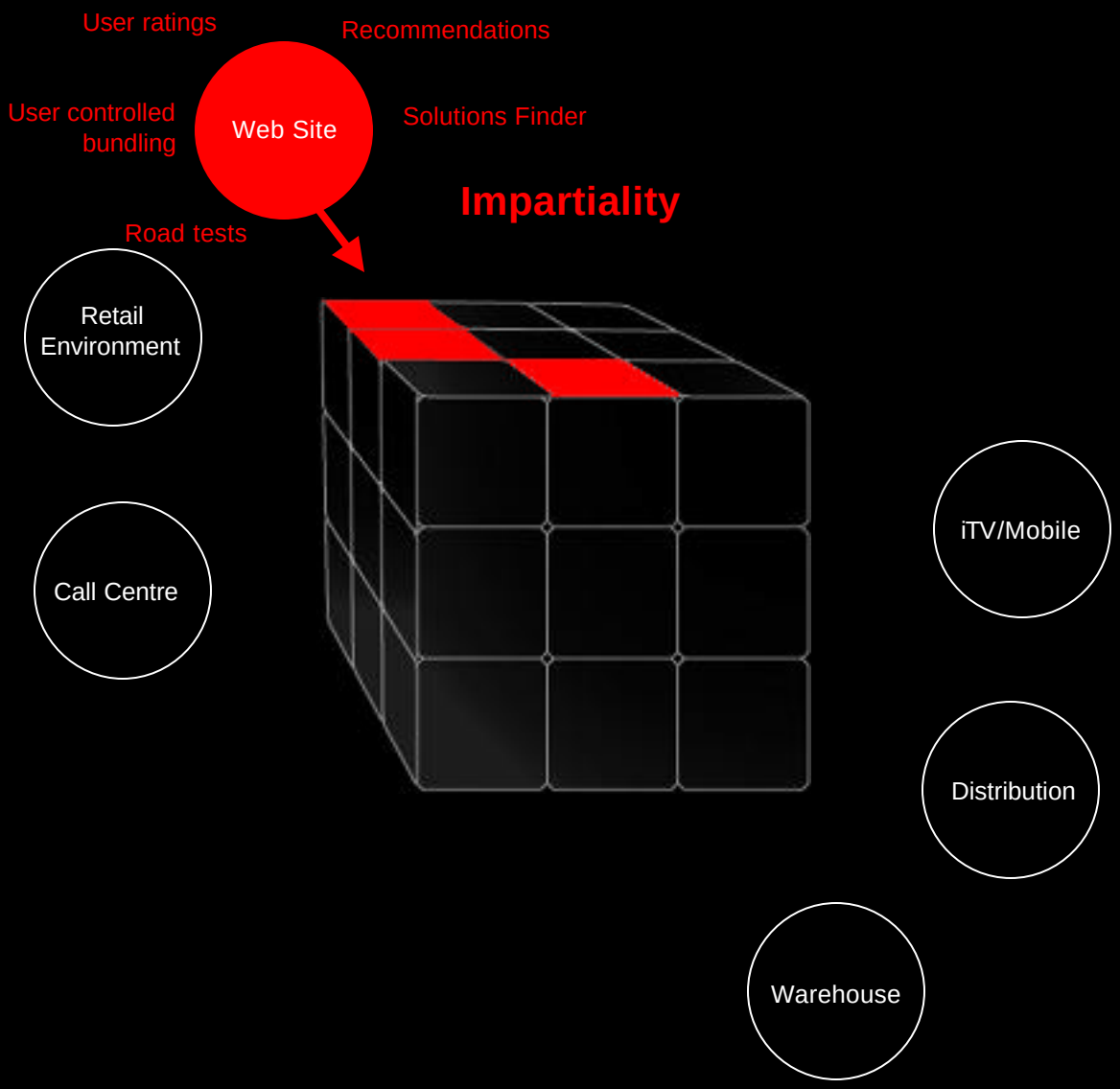
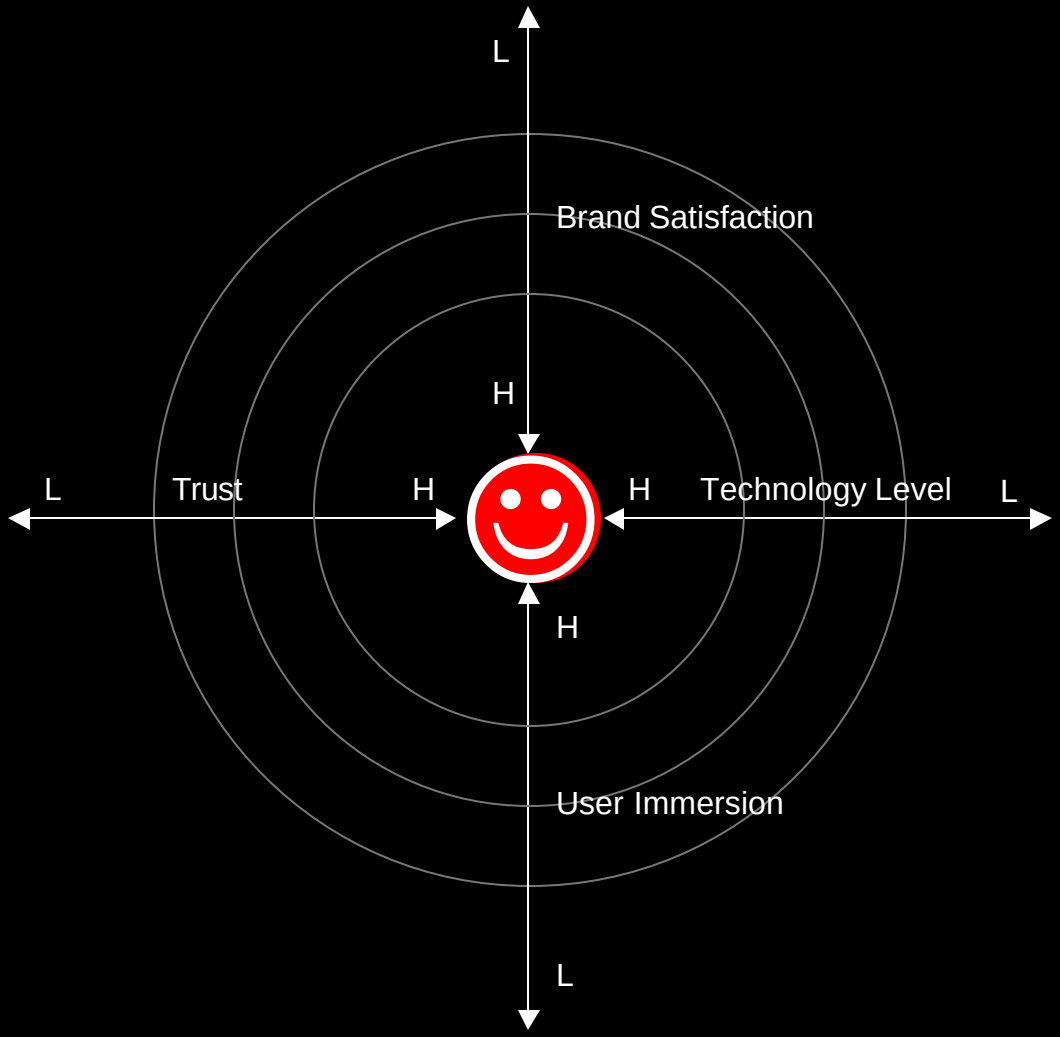


Need to extend what ‘Brand’ means into tangible experiences



Draw users into a rich, meaningful brand experience

So…

- Enable brand strategy to drive product development
- Leverage appropriate technologies and platforms
- Ensure customers can use the brand
- Harness the responsive nature of networks
- Put customers in the driving seat
- Brands need to learn to love chaos - and not try to control everything
- Measure and understand customer behavior
- Respect people’s right to say NO
- Deliver the brand promise through relevant functionality and useful services

And 1 minutes silence for...