

BRAND NEW WORLD

Attracting legions of Irrationally Loyal Fans
to your brand

retail
Innovation
conference 

 #RIC19

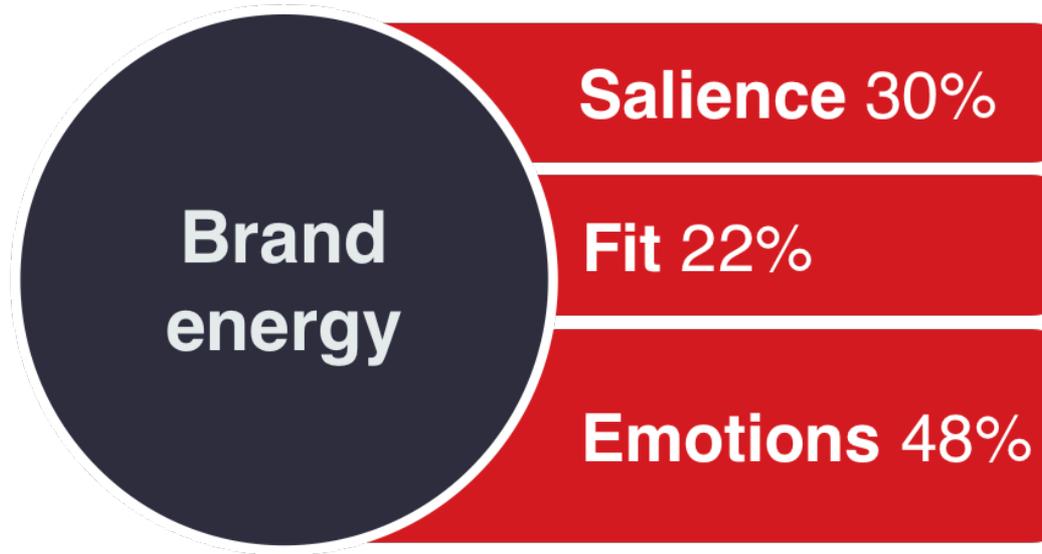
“Branding is sex”

Think about your in-store experience...



...Now think about your e-shop

Emotions drive your customers



There is no sex without seduction

An online shopper engaged with a proactive, rich, authentic and personalized conversation...



... is **3.25** times more likely to make a purchase



... spends **12%** more per order



... is **2.2** times more likely to make a repeat purchase



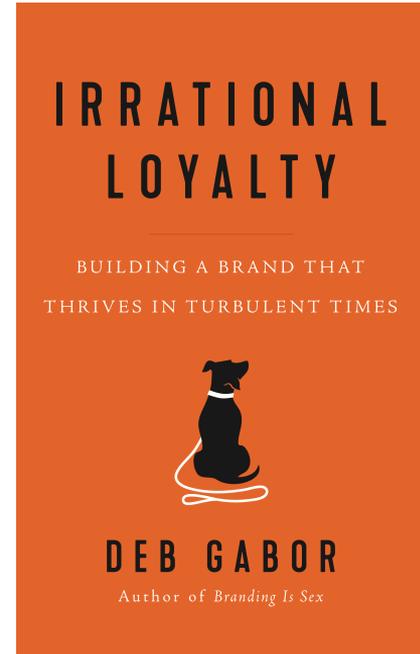
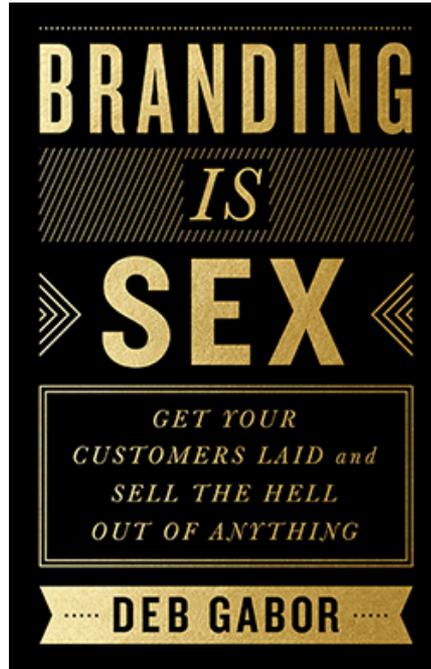
Leverage conversation to
transform your e-shop into a
destination

MESSAGING + HUMAN + AI

DEB GABOR

*CEO Sol Marketing
8 Hour Brand*

BORN TO BRAND



Which brands

inspire

IRRATIONAL BRAND LOYALTY?



What can we learn from a brand
that *killed* customers?



**Why are we
even talking
about this?**

Retail as a service

Product-free / experiential retail

Digitally native retail

The rise of voice

The Amazonification of the world

Brand as culture

Social shopping

**Customer-centricity and personalization are
baseline requirements**

The machines are taking over: AI, Bots, IoT

WHAT IS A
BRAND?



The
**collective emotional response
to your product or service**





EXPECTATIONS



MEMORIES



a **RELATIONSHIP**

Differentiation that's
meaningful



a PROMISE



amazon

Google

Zappos.com


FOUR SEASONS RESORT
Punta Mita, México

AXE

Ray-Ban


THE RITZ-CARLTON®



an
INTANGIBLE ASSET



a **FINANCIAL ASSET**

BrandZ™ Top 100 most valuable global brands

	Brand	Category	Brand Value 2018 \$MIL	Brand Contribution	Brand Value % Change 2018 vs. 2017	Rank Change	Country of Origin
1	Google	Technology	302,063	4	+23%	0	US
2	Apple	Technology	300,595	4	+28%	0	US
3	amazon	Retail	207,594	4	+49%	1	US
4	Microsoft	Technology	200,987	4	+40%	-1	US
5	Tencent 腾讯	Technology	178,990	5	+65%	3	CHN
6	facebook	Technology	162,106	4	+25%	-1	US
7	VISA	Payments	145,611	5	+31%	0	US
8	McDonald's	Fast Food	126,044	4	+29%	2	US
9	Alibaba Group 阿里巴巴集团	Retail	113,401	3	+92%	5	CHN
10	AT&T	Telecom Providers	106,698	3	-7%	-4	US
11	IBM	Technology	96,269	4	-6%	-2	US
12	verizon	Telecom Providers	84,897	3	-5%	-1	US
13	Marlboro	Tobacco	81,914	3	-6%	-1	US
14	Coca-Cola	Soft Drinks	79,964	5	+2%	-1	US
15	mastercard	Payments	70,872	4	+42%	5	US
16	ups	Logistics	60,412	5	+4%	0	US
17	SAP	Technology	55,366	3	+23%	4	GER
18	WU	Regional Banks	54,952	3	-6%	-3	US
19	Disney	Entertainment	53,833	5	+3%	-1	US
20	Walmart	Retail	47,229	3	+17%	4	US
21	中国移动 China Mobile	Telecom Providers	46,349	4	-18%	-4	CHN
22	ICBC 中国工商银行	Regional Banks	45,853	2	+45%	6	CHN
23	Starbucks	Fast Food	44,503	4	+1%	-1	US
24	xfinity	Telecom Providers	43,056	3	+3%	-1	US
25	T-Mobile	Telecom Providers	41,499	3	+8%	0	GER

Source: BrandZ™ / Kantar Millward Brown (not using data from Bloomberg)
Brand contribution measures the influence of brand value on financial value, on a scale of 1 to 5, 5 highest

	Brand	Category	Brand Value 2018 \$MIL	Brand Contribution	Brand Value % Change 2018 vs. 2017	Rank Change	Country of Origin
26	LV	Luxury	41,138	5	+41%	3	US
27	Spectrum	Telecom Providers	39,372	2	NEW		US
28	GE	Conglomerate	39,041	2	-22%	-9	US
29	Nike	Apparel	38,479	4	+13%	-3	US
30	PayPal	Payments	35,440	5	+85%	22	US
31	Walmart	Retail	34,002	2	+22%	0	US
32	accenture	Technology	33,723	3	+24%	0	US
33	SAMSUNG	Technology	32,191	4	+34%	4	KOR
34	Heineken	Alcohol	32,113	4	+89%	30	CHN
35	Alipay	Payments	30,046	4	+24%	1	US
36	TOYOTA	Cars	29,987	4	+5%	-6	JPN
37	vodafone	Telecom Providers	28,860	3	-9%	-10	GBR
38	intel	Technology	28,516	2	+29%	6	US
39	HERMES	Luxury	28,063	5	+20%	2	FRA
40	Guinness	Beer	27,031	4	0%	-7	US
41	Baidu 百度	Technology	26,861	5	+14%	-2	CHN
42	ZARA	Apparel	26,860	3	+17%	8	ESP
43	中国平安 PING AN	Insurance	26,141	3	+51%	18	CHN
44	L'OREAL PARIS	Personal Care	26,107	4	+9%	-6	FRA
45	ORACLE	Technology	25,802	2	+21%	1	US
46	Mercedes-Benz	Cars	25,684	5	+9%	-6	GER
47	Volkswagen	Cars	25,624	4	+4%	-12	GER
48	HUAWEI	Technology	24,922	3	+22%	1	CHN
49	中国建设银行 China Construction Bank	Regional Banks	23,747	2	+27%	5	CHN
50	HSBC	Global Banks	23,633	3	+15%	-2	GBR

The Brand Value of Coca-Cola includes F&B, F&B and J&S
The Brand Value of Budweiser includes Bud Light



A BRAND

is a story



YOUR BRAND

is your story

THE BRAIN

REPTILIAN BRAIN: automatic response

LIMBIC BRAIN: why

NEOCORTEX: rational/thinking brain



98% of what the brain does
happens outside of awareness

95% of decisions
happen outside the neocortex

*Dr. Michael S. Gazzigniga, NYT 2011

**Baba Shiv, Harvard Business Review, 2013

BRAND 

be branded





McNeil @Reflog_18

United Airlines is pleased to announce new seating on all domestic flights- in addition to United First and Economy Plus we introduce....

United Airlines is pleased to announce new seating on all domestic flights- in addition to United First and Economy Plus we introduce....

RETWEETS: 36,464 LIKES: 54,614

Apr 13 AM - 10 Apr 2017



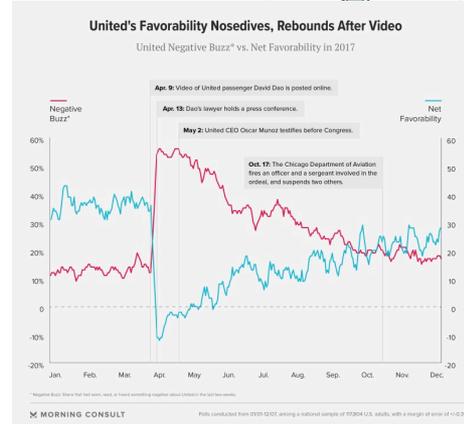
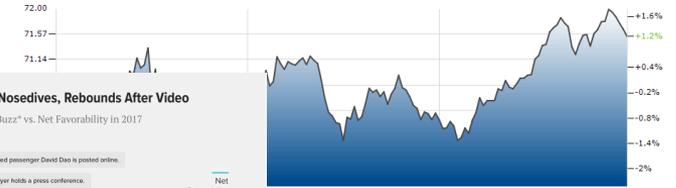
United Airlines mixup accidentally sends dog to Japan

UNITED CONTINENTAL (UAL) NYSE

71.28 USD 0.57 (0.81%) 09:43:04 AM EDT BTT

Prev. Close	70.71	Open	-	Day Low	-	Day High	-	52 Week Low	37.42	52 Week High	76.78
-------------	-------	------	---	---------	---	----------	---	-------------	-------	--------------	-------

INTRADAY 1W 1M 3 MO. 6 MO. 1Y 3Y 5Y 10Y MAX CHART OPTIONS EXCHANGE: NYSE



AIRLINES · 5 days ago

United flight attendant who forced dog into overhead bin 'lying,' owner's daughter says



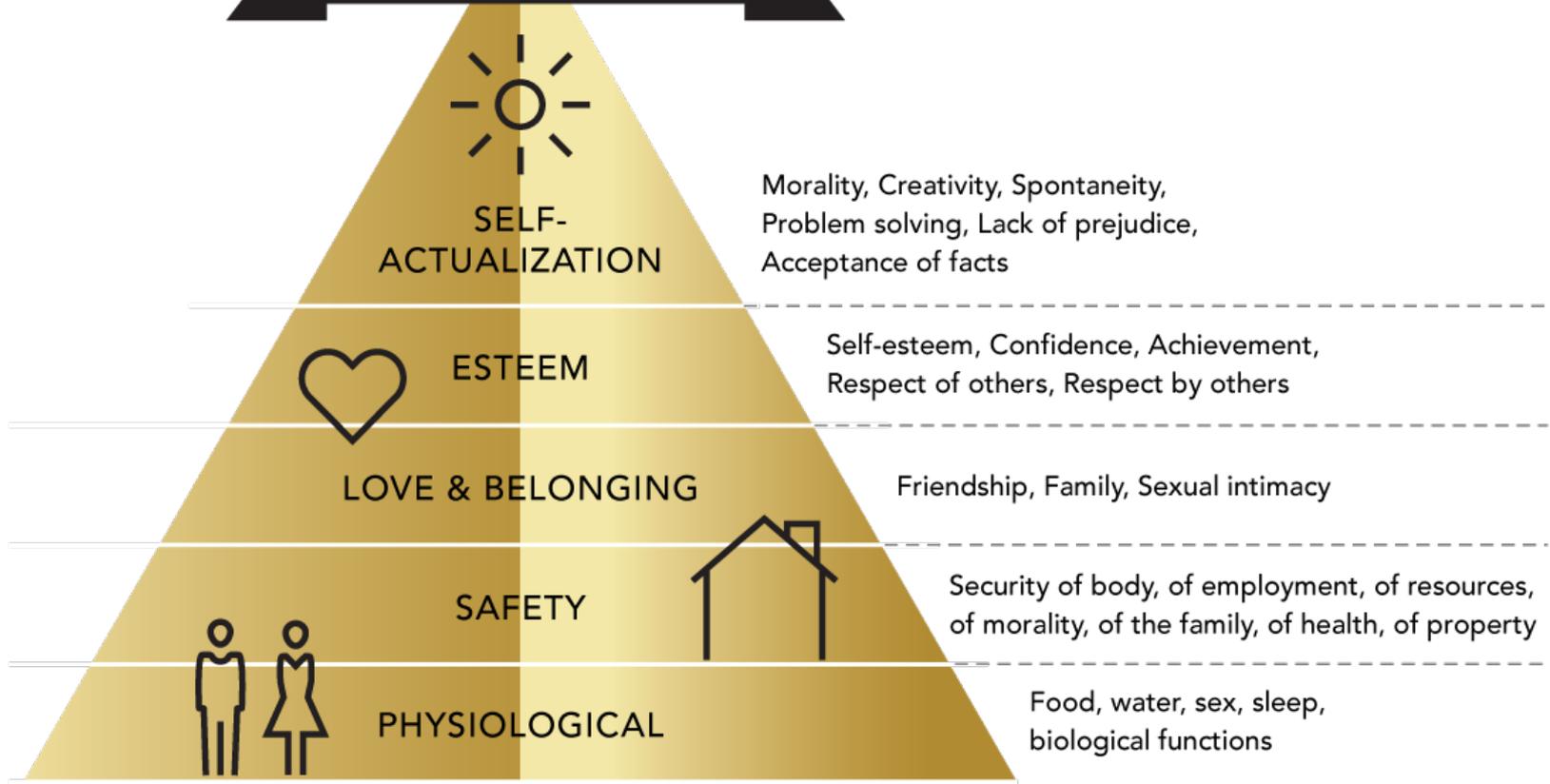
Start thinking of yourself as a *brand*



Start thinking of your brand
as an *experience*

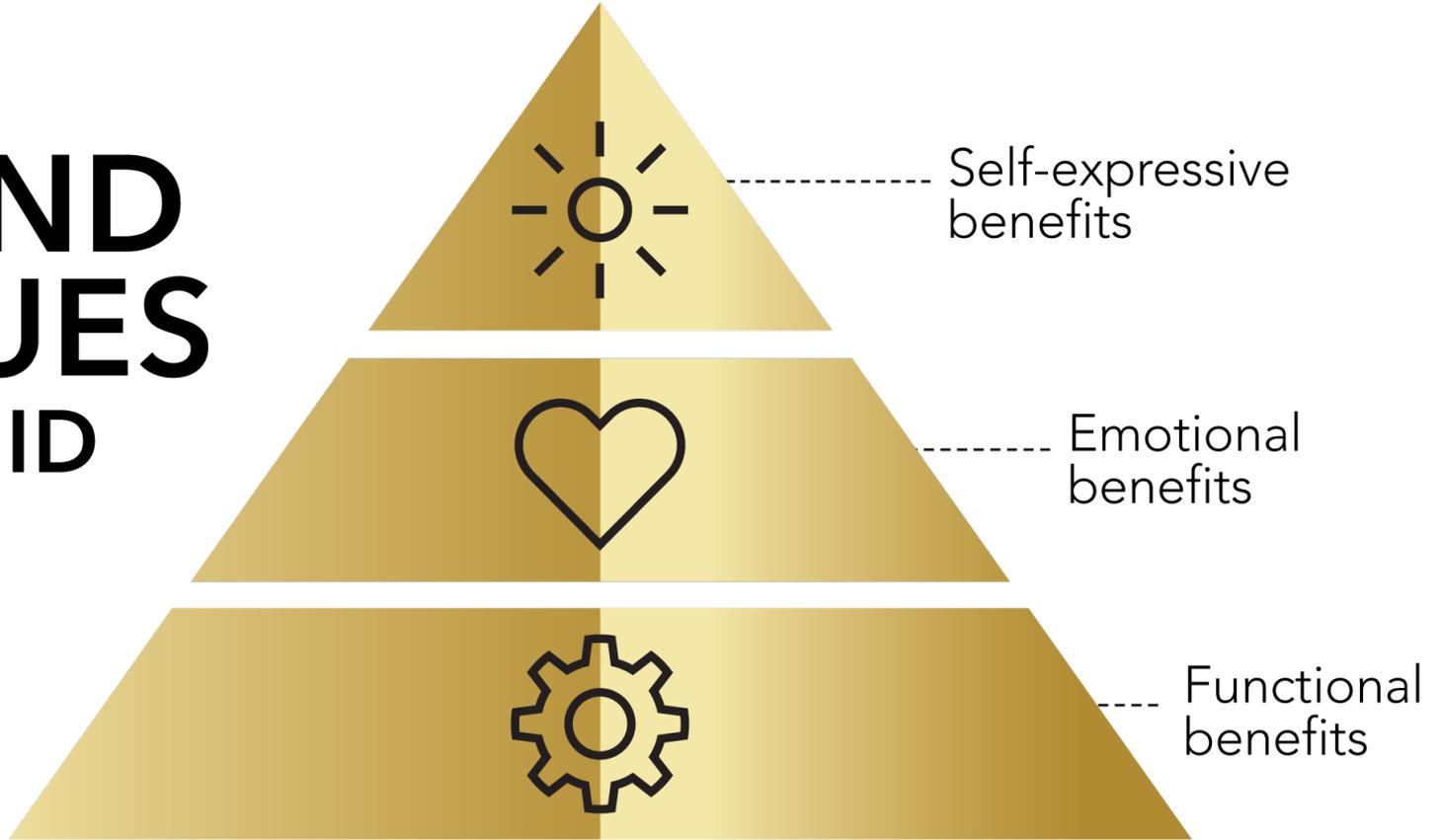
Maslow's Hierarchy of

NEEDS



Defining core brand DNA

THE BRAND VALUES PYRAMID



THE BRAND VALUES PYRAMID

TODAY'S *OPTIONS PACKAGES*
ARE TOMORROW'S STANDARD
EQUIPMENT

the

IDEAL CUSTOMER ARCHETYPE



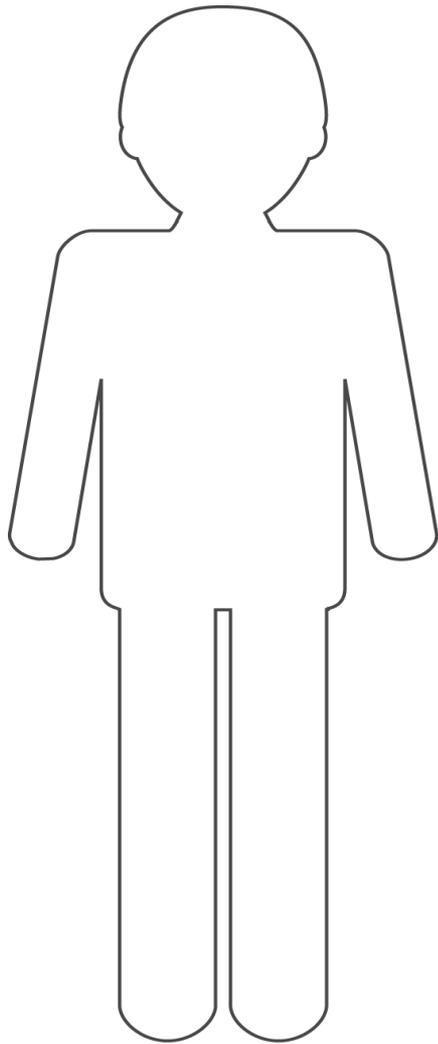
Who is the customer worth the
most over the long-haul?

Who is the customer who is *most profitable* and a *delight* to serve?



Who will keep buying from you
AGAIN *AND* **AGAIN?**

Who is your brand's *champion*?



What do they **LOOK** like?

What is their *day* like?

What *keeps them up at night*?

What are they **AFRAID** of?

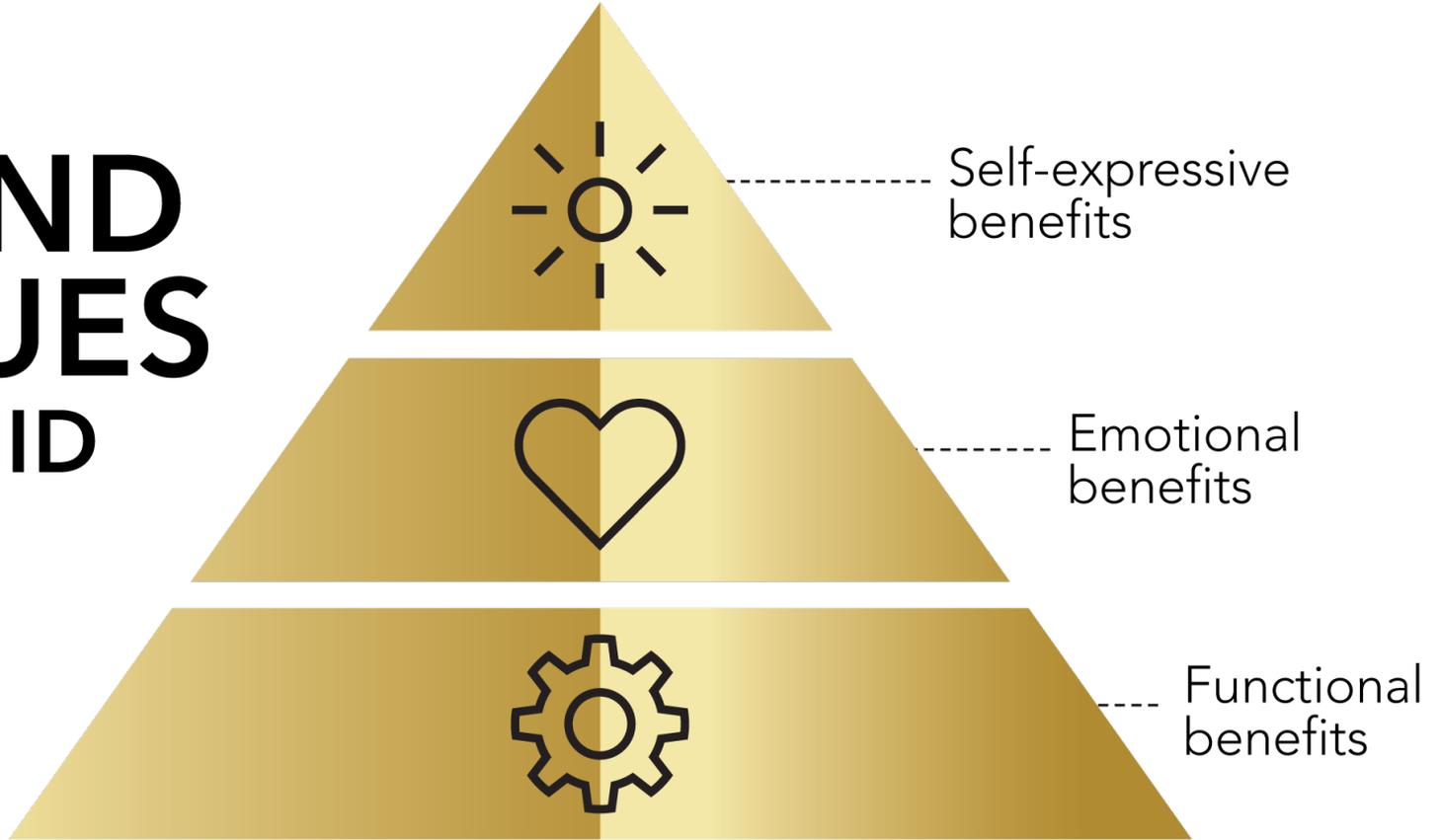
What are their **GOALS**?

What are their **CHALLENGES**?

What makes them feel **SEXY**?

Defining core brand DNA

THE BRAND VALUES PYRAMID



BRAND SWAGGER QUESTIONS

What does it say about a customer that they use your brand?

BRAND SWAGGER QUESTIONS

What is the singular benefit customers
get from you they can't get from
ANYONE else?

BRAND SWAGGER QUESTIONS

How do you make your customer the hero in his or her own story?



How is branding like
SEX?

The job of branding is to make
your **CUSTOMER**
the **HERO**

*What role do you play in
your **CUSTOMER'S
HERO STORY?***

BRAND™ Archetype

HOW TO PLAY AN IMPORTANT ROLE IN YOUR CUSTOMER'S STORY



Hangry?



Hero



Jester



Explorer



Everyman



Lover

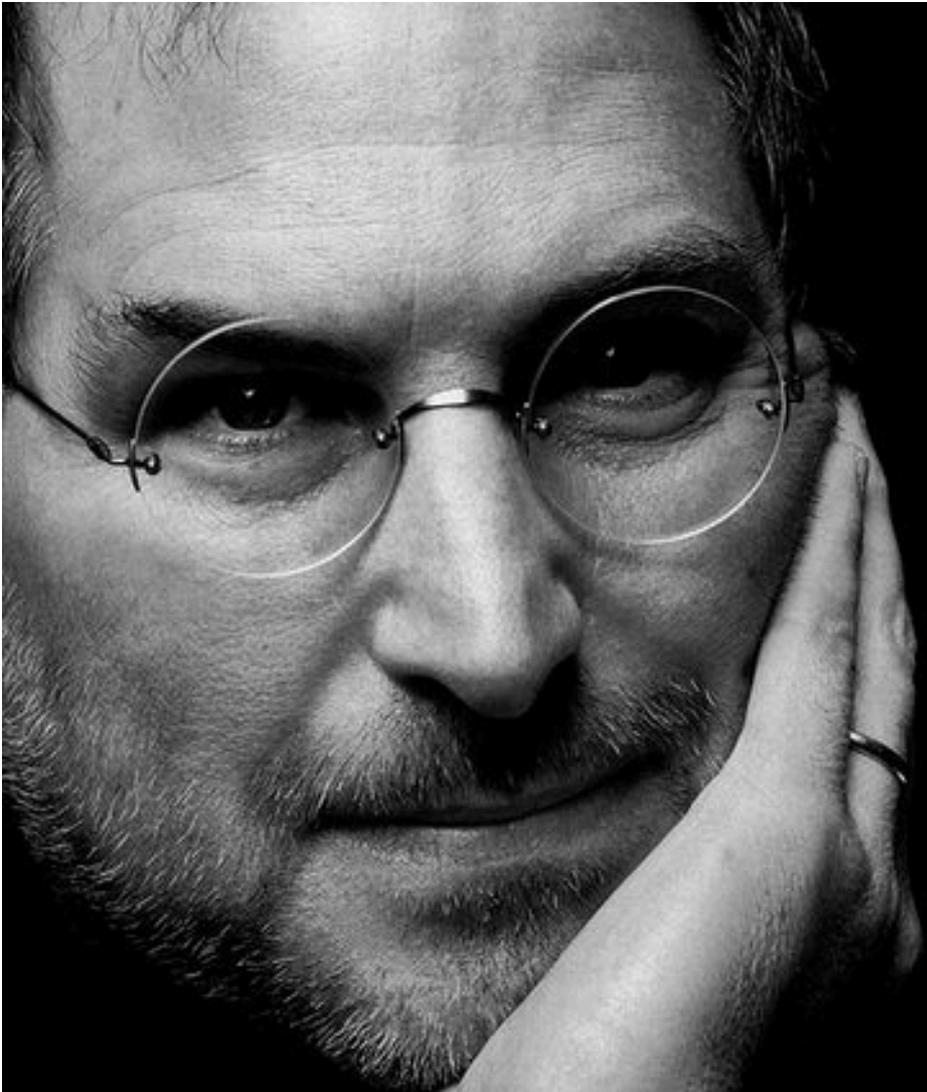
***BRAND* Manifesto**

GREATNESS HAS NO PEAK.

SOMEHOW WE'VE COME
TO BELIEVE THAT GREATNESS IS
ONLY FOR THE CHOSEN FEW,
FOR THE SUPERSTARS. THE
TRUTH IS, GREATNESS IS FOR
US ALL. THIS IS NOT ABOUT
LOWERING EXPECTATIONS; IT'S
ABOUT RAISING THEM FOR
EVERY LAST ONE OF US.
GREATNESS IS NOT IN ONE
SPECIAL PLACE, AND IT'S NOT
IN ONE SPECIAL PERSON.
GREATNESS IS WHEREVER
SOMEBODY IS TRYING
TO FIND IT.

FIND YOUR GREATNESS





Think different.

Here's to the crazy ones. The misfits. The rebels. The troublemakers. The round pegs in the square holes.

The ones who see things differently. They're not fond of rules. And they have no respect for the status quo. You can quote them, disagree with them, glorify or vilify them.

About the only thing you can't do is ignore them. Because they change things. They invent. They imagine. They heal. They explore. They create. They inspire. They push the human race forward.

How else can you stare at an empty canvas and see a work of art? Or sit in silence and hear a song that's never been written? Or gaze at a red planet and see a laboratory on wheels?

While some see them as the crazy ones, we see genius. Because the people who are crazy enough to think they can change the world, are the ones who do.

Steve Jobs
1955-2011

LIFE IS BEST WHEN DRIVEN



There are people who simply live their lives. And then there are people who take charge of their lives and live it so passionately that they are in love with it. Love that shines through in every moment and every thing they do - big or small. It is not just cursory appreciation but unadulterated passion. It is this ability to celebrate the smallest of things with infectious excitement that arises from a certain Italian way of life. It is this attitude that is at the core of FIAT the brand, its employees, the vehicles they create and the people who rejoice in their ownership - as individuals as well as a proud collective. People who love FIAT cars not just for their simple, beautiful, iconic design. But for their attitude to live big just like they do.

creativity is maximized
when you are living in the moment

nature wants us to be mediocre because we have a greater chance to survive and reproduce. mediocrity is as close to the bottom as it is to the top, and will give you a lousy life.

that which matters the **most** should never give way to that which matters the **least**

practice yoga so you can remain active in physical sports as you age

do not use cleaning chemicals on your kitchen surfaces. someone will inevitably make a sandwich on your counter.

friends are more important than money



a daily hit of athletic-induced endorphins gives you the power to make better decisions, helps you be at peace with yourself, and offsets stress

this is not your **practice life.**
this is all there is

the perfect tombstone would read: **'all up'**

children are the **orgasm of life.** just like you did not know what an orgasm was before you had one, you won't know how great children are until you have them.

10-15 friends allows for **real** relationships

sweat once a day to regenerate your skin

your outlook on life is a direct reflection of how much you **like yourself**



live near the ocean and inhale the pure salt air that flows over the water (Vancouver will do nicely)

jealousy works the opposite way you want it to

have you woken up two days in a row uninspired? change your life!

LOVE

dance, sing, floss and travel

drink fresh water and as much water as you can. **fresh water** flushes toxins from your body and keeps your brain sharp.

have you woken up two days in a row uninspired? change your life!

the pursuit of **happiness** is the source of all **unhappiness**

breathe deeply

listen listen listen then ask strategic questions

do one thing a day that scares you

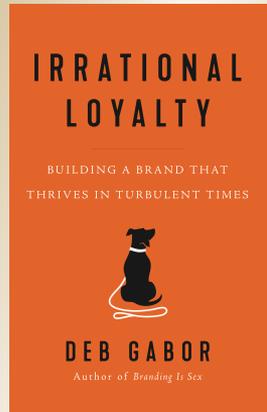
the conscious brain can only hold one thought at a time **choose a positive thought**

Bonus

MAD-LIBS BRAND MANIFESTO

- ◇ We are for:
- ◇ Here's what we know for sure:
- ◇ We believe in:
- ◇ We want to live in a world where:
- ◇ We embrace:
- ◇ We want nothing more than to:
- ◇ We care deeply about:
- ◇ We hope to one day:
- ◇ We feed off:
- ◇ We will be responsible for:
- ◇ We will show the world:

Free
chapter
download



TEXT:

DEBGABOR

to

44222

Let's start
SOMETHING



512.554.1538

deb@debgabor.com

**4807 Spicewood Springs Rd.
Building 2, Suite 200
Austin, Texas 78759**

retail Innovation conference



#RIC19