

Brand Chemistry

How to build and measure

iReach Market Research Briefings

What is Brand Chemistry

Charismatic brands attract and retain a group of loyal followers (customers) who would go to extremes before switching brands, often going out of their way to recommend the brand to others. They provide a sense of identity, community, longevity and delightful experiences. In many ways, charismatic brands are like a best friend in that they:

- Share values, lifestyle, 'speaks the same language'
- Help in good/bad times (fulfils needs/wants)
- Deliver on promises that they have made
- Provide a sense of belonging, support, loyalty

Leadership Brands Have Charisma

Because our relationships with brands are similar to our relationships with people, we view strong, leadership brands in a similar way to strong leaders in our society, the best of whom are characterised as charismatic leaders.

The Three Tenets of Brand Charisma

While every category has different attitudinal drivers, we have uncovered three prevailing tenets of Brand Charisma that cut across industries:

- Brand Commitment ("I'll go out of my way to find it")
- Brand Affinity ("A brand I feel good associating with")
- Brand Honour ("It delivers on what it promises.")

Seminar Content:

- Understand what is Brand Chemistry and why this is important to Consumers and Brand owners
- Discuss how firms can build and measure Brand Chemistry using the Three Tenets
- Demonstrate real world Case Studies

Key Benefits:

LEARN about new innovations in how to build and Measure Brand Chemistry and gain a tangible view on these in action.

IMPROVE your understanding of evolving consumer behaviours to know how to react to market changes.

APPRECIATE the changing dynamics of cost effective approaches to measuring Brand Chemistry

ACQUIRE skills, knowledge and inspiration to build or improve Brand Chemistry

NETWORK with other executives from across the Irish Marketplace.



Who should attend
Marketing and Research Professionals, Brand and Product Managers responsible for Advertising

Upcoming Dates
January 26th 2010
From 12:30 to 1:15pm

Location
Live Online Seminar

Admission is free

Registration:
Please call Ciara Shaffrey on 01-400 3600 or email ciara.shaffrey@ireach.ie

