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## 4 Secrets To Building An Engaging Brand Experience

By Kristie Tamsevicius

When you think of creating a new brand, it's easy to think about advertising managers sitting around a conference room tossing around ideas with caffeine fueled creativity. However, often times, the most powerful branding comes from adding a little "fun" to your brand experience.

Driven by the Burger King mentality, today's customers want to do business their way on their time. They want to make their own choices. As business people, it's our job to make sure then when customers are ready to make their choice, our product or service is their top choice.

Below are five secrets to put some spark and imagination into your brand and create an unforgettable brand experience.

### Secret #1: Tell Your Company's Unique Brand Story

Television shows have long been a part of our culture. When viewers watch television shows, they see stories about characters that we relate to. Remember the Brady Bunch theme song? It tells the story of a lovely lady... well, you know how it goes.

Now imagine harnessing the power of storytelling for your business! By sharing your brand story, you create a powerful connection to your customers. They feel as though they know you. This brand story paints a colorful vignette of who you are, what vision you hold, and what experiences made you the company you are today. While your brand story might not be as catchy as the Brady Bunch tune, raving fans love to share stories of their favorite brands with others.

PartyLite is a direct sales company that has done a phenomenal job of weaving their brand story into their marketing message. Listen to the story of how this company got started.

"Mabel K. Baker, a young housewife, provided holiday candles for her friends. She hand-dipped candles from the wax of bayberry plants, which were plentiful on Cape Cod. From these humble beginnings, Colonial Candle of Cape Cod was established. In 1973, PartyLite was established to satisfy the desire people have for home beautification, along with the ever-increasing need for

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additional family income."

Now can't you just imagine Mabel sitting outside and turning her gaze over to the bayberry plants in her backyard! Surely a light bulb went off in her head as she picked berries off the bush and harvested the wax to make gift candles for her dearest friends. A story like this makes you feel like when you get a PartyLite candle, that you are getting more than a factory made product. Rather, you are getting a lovely crafted handmade candle. Great story and great marketing!

What's your brand story? Do you have a wonderful story to tell about how your business was started? Was there a turning point in your company that shaped you into the organization you are today?

Secret #2: Make Your Brand a Household Name by Coining the Term

Why define your brand experience in terms we already use? Kleenex, Xerox, and Fed X are

companies whose brand names have set the standards for their industry by becoming the coined terms to describe a tissue, making a copy, and overnight deliveries.

So how do you go about making your brand a household name?

Marla Cilley, aka "The FLY Lady" is an organizing super hero for moms across the county. She has turned her passion for tidiness into a nationally known brand.

How did she do it? By adding an ounce of fun with her own unique terms and philosophies. For example, The FLY Lady stands for Finally Loving Yourself.

Fans of the FLY Lady know that she lives by three rules.

1) Don't sweat the small stuff 2) Laugh everyday. Even if it is at yourself. 3) Love like there is no tomorrow.

If you visit her website at FlyLady.net, you'll notice that her brand is even reflected in some of the names of the navigation links: Why FLY, FLYing Lessons, FLY Zone, Time FLYs when, FLY FAQ, FLY Library, Join FlyLady Now, Ask FlyLady, and The FlyShop.

Secret #3: Add Your Unique Brand of Humor

Humor has the power to transform an ordinary product into a fun experience for the whole audience. Recently I saw a commercial for Red Stripe "The Great Jamaican Beer" that delivers an unforgettable quirky message.

The Jamaican spokesperson is dressed in a black tuxedo and says, "Red Stripe – the beer in the short stubby ugly bottle. If ugly people stand next to a Red Stripe they look beautiful."

He speaks to a man who is sitting next to him, "You sir, would you say that you are ugly? (Pause) You

are VERY ugly!"

The man who is sitting down replies a little confused, "Well I don't know..."

The spokesperson hands him a beer and says, "Here hold this Red Stripe."

The man says, "Okay."

The spokesperson says, "Look, you are beautiful!" (Obviously implying that just by holding this beer this formerly "ugly" man is transformed into being beautiful.)

Spokesperson says enthusiastically, "Red Stripe, it's beer. Hooraaaayy Beer!"

The man cheers, "Hooray Beer."

The spokesperson adds at the end, "...says the beautiful man."

The point is, that although you may have never heard of Red Stripe beer before, this funny commercial really sticks in your mind. Even though we are not beer drinkers, this commercial is surely creating

living room conversations in homes across the country.

That's how a funny campaign can instantly turn a new or unknown product into a national phenomenon.

You should check out this very funny commercial online at their website here:

<http://us.redstripebeer.com/media>

**Secret #4: Create your own Catch Phrases and Own Quotes**

If you type the words "inspirational quotes" into Google, you will see that there are 1,130,000 listings. Quotes are hot! So why not tap into the power of quotes and catch phrases for your business?

Go back in your mind to the "Where's the Beef" commercials from Wendy's. That was a fun series of engaging commercials that had the whole country asking themselves, "Where's the Beef?".

And think about Donald Trump's "Your Fired!" I'm sure that he had no idea that his show, "The Apprentice" would take off the way it did and become the "in thing."

When you create a hot catch phrase or quote, you'll find your words popping up on websites, in blogs, talked about in elevators, written on bathroom walls, and in the most unexpected placed.

Take a moment to step back and really look at your company's brand. With a little imagination, you can transform buying your product or service into a fun, one-of-a-kind brand experience that your

customers will never forget.

Kristie Tamsevicius – Learn how branding helps you to attract customers, build income, & gain visibility while successfully promoting your business online with our FREE report "Web Branding Secrets" by visiting

<http://www.brandingonthenet.com/branding1.htm>

### **Great Brands Depend on Attention to the Brand Architecture**

**By Richard Cunningham**

Do you have the architecture in place to make sure each and every brand contact sends the right message?

Thinking in terms of architecture, a building that looks great and catches your attention is probably designed so that each component looks perfect and enhances the overall effect of the building.

In the audiobook, "Sound Advice on Brand Marketing," author Tom Miller says, "Great architecture works because of attention to detail, and great brands depend on the same level of attention." Each component of a brand that touches the customer must support and enhance the overall message.

A brand architecture also builds a connection between corporate brands, master brands, product brands, and branded features, which, according to Miller, "makes decisions easier when it comes to messaging and graphic design."

Miller suggests everyone take a fresh look at their own brand architecture, beginning with a review of all current marketing materials. "Is the message consistent? Does the look and feel convey the value of the brand? Is there room for improvement?" Once a brand is viewed as architecture, it may never look the same. Says Miller, "It may be the beginning of building your own best brand."

Tom Miller offers branding advice each week in the free audio newsletter from What's Working in Biz,

[http://www.whatsworking.biz/full\\_story.asp?ArtID=92](http://www.whatsworking.biz/full_story.asp?ArtID=92)

Richard Cunningham is a principal of What's Working in Biz,

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The Brand Called You

Secrets We Keep From Those We Love

Revealing the Roots: The Process of Building Brand

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