

denise lee yohn

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brand as business brief -- what's in store

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brand as business™ brief

brand as business briefs are periodic emailed briefings about how companies can operationalize their brands

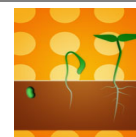
from denise lee yohn

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Dear friends and colleagues,

A brand isn't just a promise; it's a promise delivered.

The store is where most brands' promises are delivered (or not!) In this brief you'll find insights on optimizing the customer experience at retail and restaurants.

If you don't play in these industries, I encourage you to read these pieces through the lens of the channel or platform through which your customers interact with your product or service -- and consider how you might apply the learnings to optimize your customer experience.

- "the brand promise:reality gap" relays the results of proprietary research which indicates 48% of people say there's a big difference between what fast food restaurants promise in their advertising and what they experience at their restaurants.
- "six best practices at retail" includes findings from an audit of retailing's gold standards, including The Container Store and Wegman's grocery stores.

I love hearing your feedback and questions -- please keep [sending](#) them my way.

the brand promise:reality gap



Attention: fast food marketers -- you're wasting half of your advertising!

But I'm not talking about the waste that John Wanamaker was referring to in his famous quip about not knowing which half of his advertising was being wasted. I'm talking about the average of **48% of people who say there's a big difference between what you promise in your advertising and what they experience at your restaurants.**

This gap between your brand promise and your brand reality is one of the findings from research I recently conducted on QSRs.

I'll keep the names of the worst offenders confidential, but I will reveal that the list includes a company which recently undertook a "rebranding" effort (i.e., new logo and visual identity) and another which recently announced plans to roll-out a value promotion. While these changes might have been important, I can't help but wonder if the effectiveness of these efforts will be limited because their in-restaurant experience isn't delivering on the brand promise...

[continue reading](#) about the gap

six best practices in retail

what is denise doing?

- enjoying feedback to my first **Brand New Perspectives column** in QSR Magazine: [That's the CMO's Job](#)
- developing a new partnership practicing "Uncommon Sense" with **Bulldog Drummond**, a [design and innovation consultancy](#) -- our first gig is a brand repositioning with a QSR
- preparing to serve as a **panelist** at the [Southern California Business Growth Conference](#), co-hosted by the Harvard Business School Association of Orange County and the USC Marshall Alumni Association

service spotlight

I've been working with a major retail brand and my engagement has included an audit and assessment of retail best practices. Although most of my work is proprietary, I wanted to share some of my findings here because I've found some really interesting patterns.

My investigation covered several different retailers (selected for confidential reasons), representing a range of non-apparel product categories, and business sizes and scopes, including:

- The Container Store
- IKEA
- Uncommon Goods
- Wegmans
- Williams-Sonoma

Although each of these concepts has its own strengths, together they paint a good picture of **what works best in retail**.

[Here](#) are 6 best practices from the group.



This brief's featured service is:
Brand Engagement Program

In order for your brand to be understood, embraced, and delivered by your front-line employees, they need to be engaged by their heads (to know), their hearts (to feel), and their hands and feet (to act).

Download the service snapshot and **contact me** to learn how **interactive experiences immerse key internal stakeholders in your brand and equip them to bring it to life every day**.

Check out about my other services, too!

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denise lee yohn has been inspiring and teaching companies how to operationalize their brands to grow their businesses for over 20 years. World-class brands including Sony, Frito-Lay, Burger King, and Nautica have called on Denise, an established speaker, author, and consulting partner.

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