

3 things all great brands do



Denise Lee Yohn

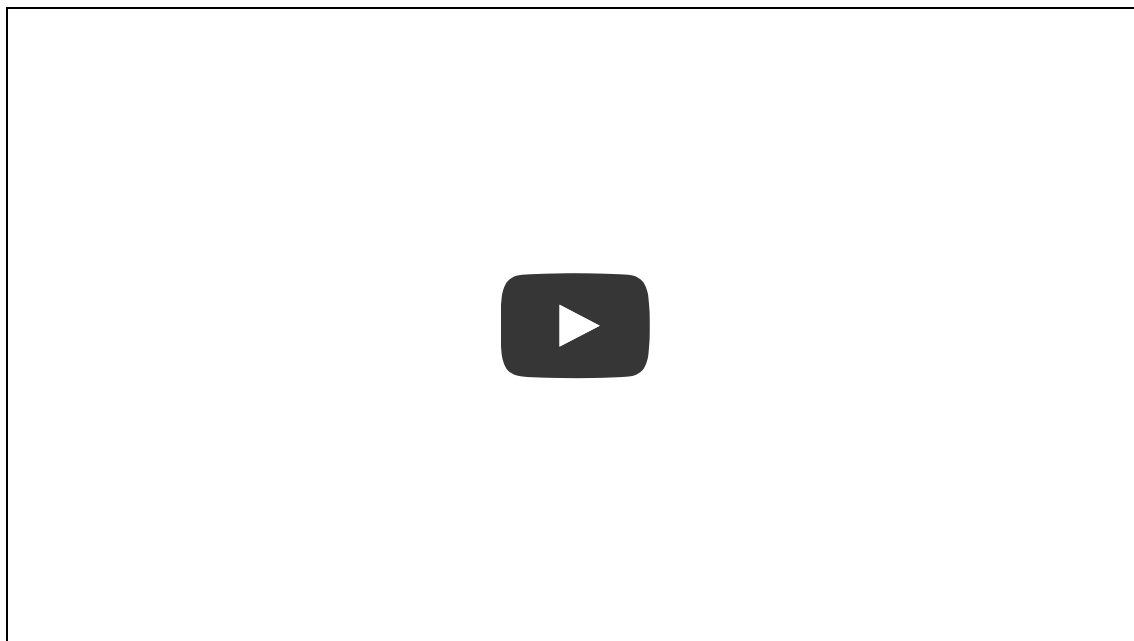
Industry Insider

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Great brands are introspective

Great brands don't look at or define themselves as external images to promote, but rather look internally to fuel, align and guide everything that the organization does. When a brand stops defining itself based on how the public perceives it, the company can start to introspect and really shape how it wants to operate and touch the public. Brands are more than messages and marketing; they are entities that touch our lives on a daily basis. We live in an always-on digital world where brand transparency is becoming more and more inevitable. Great brands have looked within themselves to mold a company culture, purpose, and mission that resonates on a deeper level with the public.

Few know more about how brands become great than Denise Lee Yohn, bestselling author of "What Great Brands Do: The Seven Brand Building Principles That Separate the Best From The Rest." She speaks to iMedia about her book and why brand introspection is a key pillar in what makes certain companies truly exceptional.

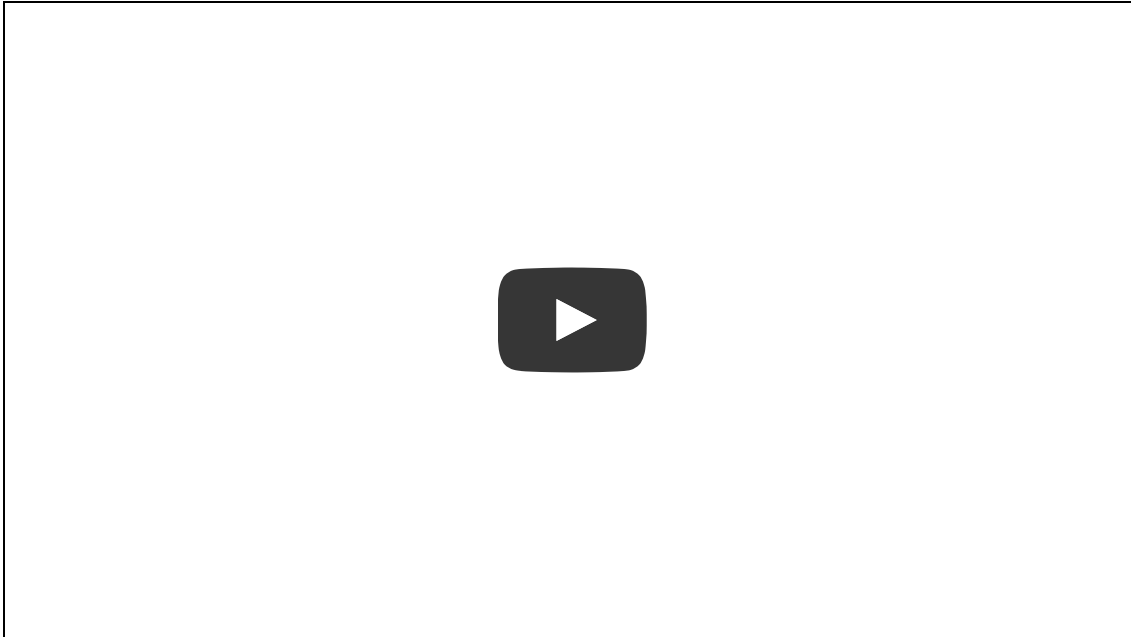


Great brands avoid selling products

Great brands sell lifestyles, themes, and well-rounded experiences. They don't simply push products. They create emotional connections with customers and craft feelings around products that are seductive. Exceptional marketers understand that in today's world the public does not just buy things. Thanks to digital, brands are so integrated in our lives that they have become

fixtures of our reality. People want to experience products, not just use them. Apple does not just sell computers; it sells the future. Starbucks does not just sell coffee; it sells a lifestyle. Great brands take things one step further and communicate with the public in special ways.

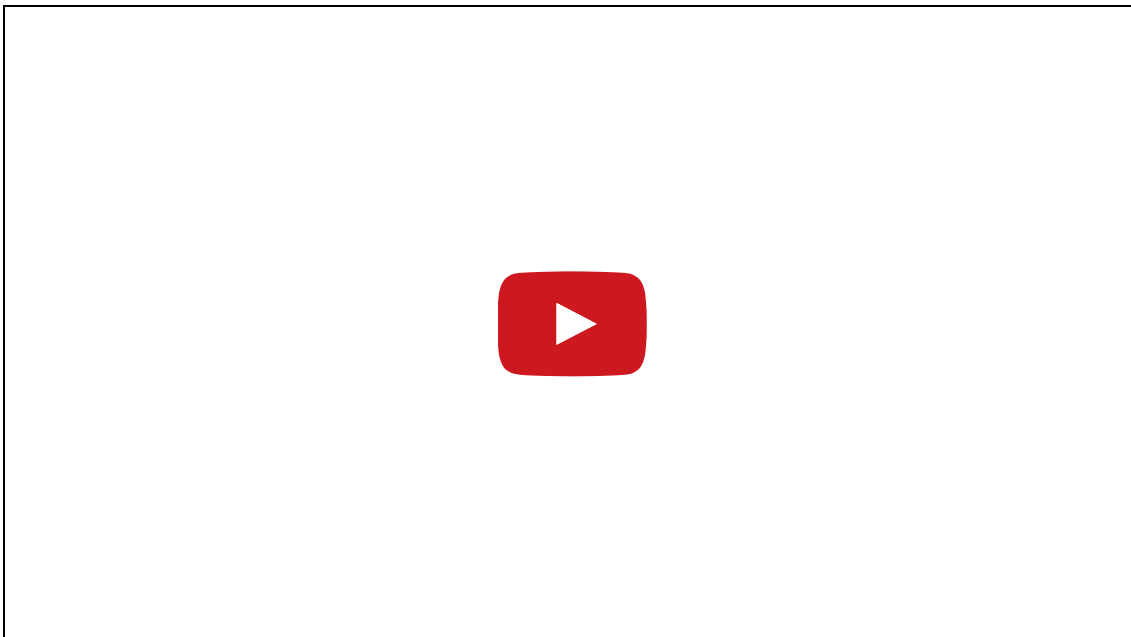
Denise Lee Yohn continues our conversation by explaining why great brands don't simply sell products and why communicating a deeper objective is vital to elevate your company.



Great brands look beyond marketing touchpoints to reach consumers

Great brands understand that the customer/company relationship does not end once the product is bought. The world is much more complicated and integrated than it's ever been, and it puts a heavier responsibility on brands to reach beyond advertising to communicate with consumers. Everything from customer service, social media experiences, and the products themselves are key factors in how people relate with companies. Great brands put time and care into each of these touchpoints to ensure they are providing a positive holistic communication strategy.

Denise Lee Yohn ends our conversation by speaking about why it's vital for brands to create well-rounded experiences at every point in the funnel and beyond.



Learn more about Denise's best-selling book "[What Great Brands Do.](#)"

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"[Inspiration concept creative light bulb with crumpled colourful paper](#)" image via Shutterstock.

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