

## What makes a brand a great brand?

Denise Lee Yohn, author of "What Great Brands Do," Insight Address at the iMedia Brand Summit in Coronado, CA was direct, honest, and reflected on experiences that were relatable by the audience. She highlighted key actions that brands do to make themselves stand out, not only from their competitors, but from every single brand out there globally. This leads us to wonder, what makes a brand highly respected, makes us have a "must-have or die" kind of mindset, or what Yohn referred to as, "tattoo-worthy?"



According to Yohn, it's all about the "emotional bond" to a brand that creates a sense of customer loyalty. As a consumer, you make a purchase based on the trust you have with the quality of the brand, your experiences with their products, or even the inspirations you continue to feel after your purchase. These types of examples on what makes a brand a *great* brand is the idea of dependence. Consumers are convinced that they *need* to wear a brand like Nike to feel inspired to go out and be active, that *only* Starbucks delivers world-class coffee, or that purchasing make-up from a cosmetic brand like MAC will make you look flawless. Yohn concluded, "seducing people through emotions prompts pushing products on them."

To sum it up, these great brands all share one thing, "They think about, and build their brands differently," says Yohn. Well-liked brands such as Starbucks, Apple, or Google are "admired for their bold moves and innovative approaches." They don't replicate what their competitors have been doing that has been successful, nor do they look at what's been done and try to one up it. They focus on looking at different sources on inspiration and ideas all within boundaries of three key action items that Yohn highlights throughout her presentation on "What Great Brands Do."

1. Avoid selling products
2. Ignore trends
3. Don't chase customers.

Doing this allows the brand to offer a sense of community, which is "far more meaningful than the products they sell themselves," Yohn states.

For more insights on "What Great Brands Do," check out Denise Lee Yohn's book: <http://deniseleeyohn.com/brand-book/>

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