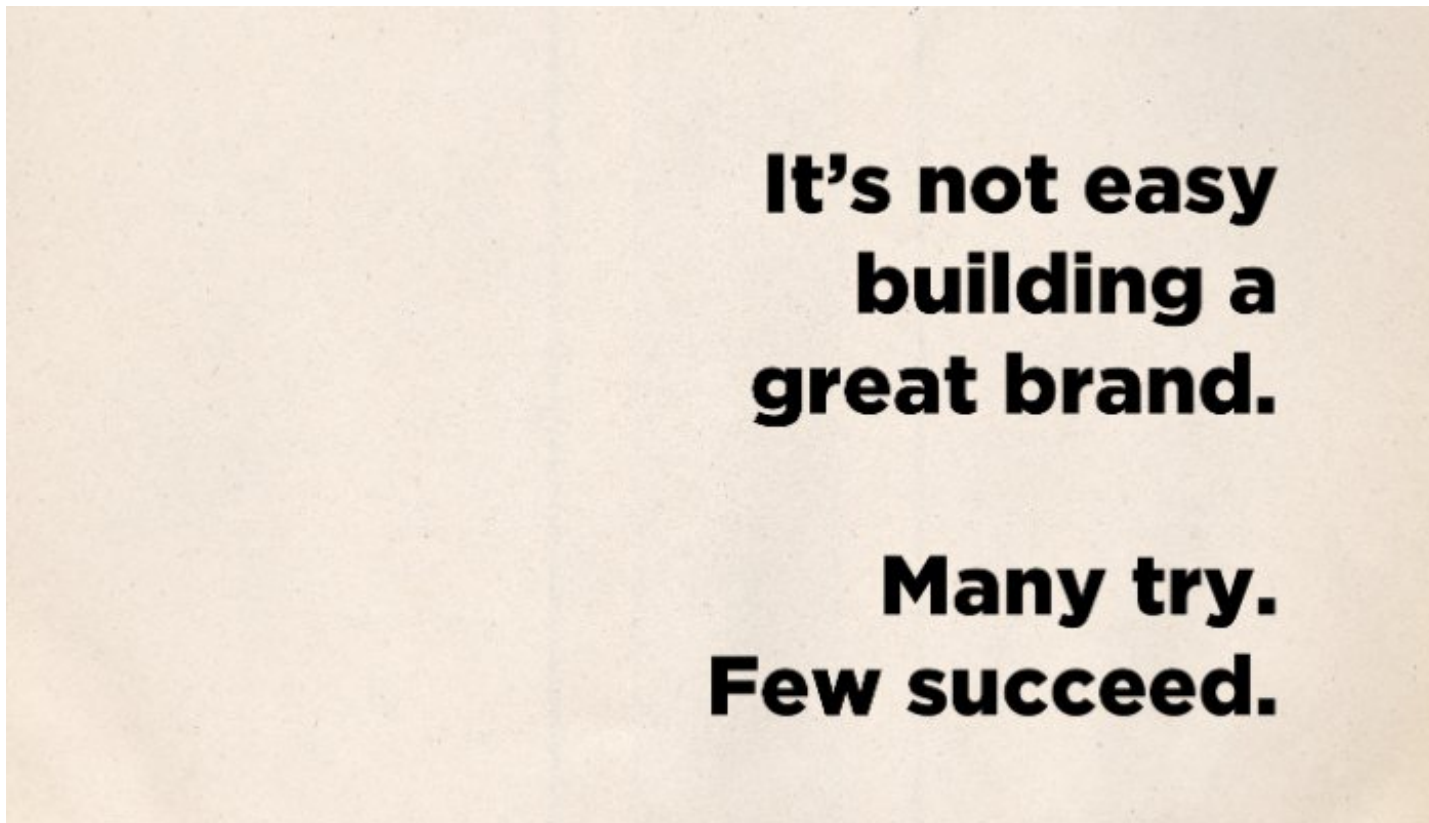


Brand Royalty Roadmap



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Denise Lee Yohn has been part of the brand-building game for the past 25 years. Her experience began first with insider positions at great brands like Sony and Jack in the Box. Second, as a consultant with Frito-Lay, New Balance, Oakley and other well-known brands. And third, as a lifelong student of the brand-building game.

In her first book, [WHAT GREAT BRANDS DO](#), Denise provided a seven-step roadmap for how brands can achieve greatness and shared how big benchmark brands achieved their greatness. Smartly, she has written a follow-up companion ebook, [EXTRAORDINARY EXPERIENCES](#) that focuses on how smaller brands are following this brand royalty roadmap.

Popeye's Louisiana Kitchen, H-E-B, Jason's Deli and sweetgreen are four of the seven smaller brands given the case study treatment in EXTRAORDINARY EXPERIENCES. [This ebook](#) costs next to nothing so do your marketing brain a favor and [get it](#).

You're curious about Denise's seven-step brand royalty roadmap, right?

Here are seven snippets with links to learn more:

1 | Great Brands Start Inside

"Great brands put first things first. They cultivate a vibrant corporate culture around their brand because they know their culture determines whether or not the brand is embraced by employees and other stakeholders and appropriately interpreted and reinforced with customers." >> [more](#)

2 | Great Brands Avoid Selling Products

"Great brands actually avoid selling products. Great brands know that people make purchase decisions based on how products make them feel or the identities products help them experience or express — so they seek to create emotional connections with people and use product features as mere support for that emotional appeal." >> [more](#)

3 | Great Brands Ignore Trends

"Following a trend may be a great way to ensure your brand will be noticed and talked about in the short term, but ... great brands ignore trends. And in fact, some don't simply ignore trends, they challenge them." >> [more](#)

4 | Great Brands Don't Chase Customers

"Great brands know that if you stand for something clearly, some people will love you and some will hate you, but the ones that love you will buy your brand and be willing to pay a premium for it. Consumers find enormous appeal in brands that insistently convey their strongly forged identities like a lighthouse. When you embrace and celebrate who you are, you attract the people who are destined to be your most loyal, profitable customers." [more](#)

5 | Great Brands Sweat the Small Stuff

"Great brands may think big, but they sweat the small stuff. They know that all the little things they do or fail to do in person shape brand perceptions far more than the big things they claim through mass media. So they design their customer experiences down to last detail, and usually appeal to as many of the five human senses as possible." >> [more](#)

6 | Great Brands Commit and Stay Committed

"Everyone knows that success comes from doing a few things really well, but ... the pressure to produce short-term results and the pull to imitate the successful practices of others induces many companies to lose that focus. Competing priorities, organizational politics, and the typical managerial imperative to reach for top-line revenue goals can cause even the most well-run companies to veer off course." >> [more](#)

7 | Great Brands Never Have to "Give Back"

"Great brands are making positive social change without engaging in typical CSR activities. They're redefining CSR as CSV: creating shared value, and using the power of their brands to inspire change and produce an overall beneficial impact on society." >> [more](#)

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