



Search



Home



My Network



Jobs



Messaging



Notifications

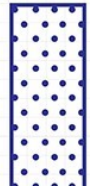
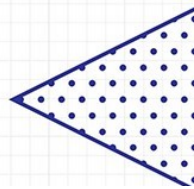
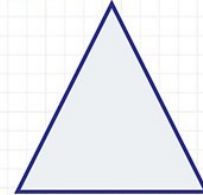
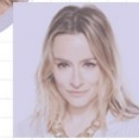


Me



Work

Try Premium Free for 1 Month



## How to build a brand experience

Published on January 15, 2020



**Rob Meyerson**

Principal, Heirloom; Creator and podcast host, How Brands Are Built

6 articles ✓ Following

Earlier today, I published the final episode of season three of [How Brands Are Built](#) (the [podcast](#) where branding professionals get into the details of what they do—and more importantly, how they do it). This season, I spoke to bestselling authors and speakers like [Jeremy Miller](#) (*Sticky Branding*; *Brand New Name*), [Fabian Geyrhalter](#) (*How to Launch a Brand*; *Bigger Than This*), and [Denise Lee Yohn](#) (*What Great Brands Do*; *Fusion*). I interviewed agency leaders, like [Ken Pasternak](#) of Two by Four and [Alan Brew](#) of BrandingBusiness. And I chatted with strategy executives like [Ana Andjelic](#), [Caren Williams](#), [Myra El-Bayoumi](#) of Character, and [Dennis Hahn](#) of Liquid Agency.

While conversations ranged in topic—from naming to social influence, brand culture to the history of brand positioning—the broad theme of the season was **brand experience**. What exactly does the term mean? How does it relate to customer experience, user experience, and employee experience? How do businesspeople and brand strategists go about creating a unique, compelling, and consistent experience for their brands?

Today's wrap-up episode starts to answer these questions, using audio clips from each of the nine interviews this season. Ken Pasternak defines "brand experience" as "all the different ways in which you make [the brand's] promise real. It's in the way you talk about it, it's in your presence across touchpoints, and it's about the process of successful promise

Messaging



Search

fulfillment when the customer or other stakeholder interacts with you." Caren Williams uses a similar definition, defining brand experience as "making it real and actually bringing it to life for your audience; connecting the dots across everything you do."

Home My Network Jobs Messaging Notifications Me Work

Try Premium Free for 1 Month

As for the process of *creating* a brand experience, this season's interviews pointed to a four-step process:

1. **Getting the brand strategy right**
2. **Outlining the context within which the brand will be experienced**
3. **Brainstorming ideas for the brand experience**
4. **Implementing, measuring, and modifying**

Each step comes with its own tools, tips, and best practices. For example, the context for the brand experience (step two) typically comes in the form of a journey map, but could also involve looking at cultural trends, competitors, out-of-category peers, or the internal structure of the organization behind the brand. Brainstorming often takes place in a workshop setting, in which client and/or consultant teams systematically ask themselves "If the brand promise is X, what might that mean for Y?" where Y is a touchpoint on the journey map. Each touchpoint can be considered in terms of broad categories like people, products, places, and communications. To determine which ideas to implement, strategists can loosely score each idea based on required effort required and expected impact.

At a high level, this four-step process is simple. It's nothing new to those of us in brand consulting. But the conversations from this season of the podcast are chock full of useful reminders and nuanced variations on these themes. A few thoughts stuck with me:

- **Don't overdo it.** As Ken Pasternak said, "Brand experience, while it can be very exciting, it can also be overdone." Jeremy Miller echoes that point, stating, "you can get



Search

overly detailed on this and think what really matters is, what are those key elements where you are creating a memorable experience?

Home My Network Jobs Messaging Notifications Me Work

Try Premium Free for 1 Month

- **Make it more than skin deep.** One of my favorite quotes from the season comes from Denise Lee Yohn, who says, "The truth is that all the little things that we do for someone—actually *do* for them, either in person, if we are in that business model, or as we're delivering to them the value that we promised—far outweigh the big things that we *say* we do. Sweating the small stuff [a premise from Denise's book, *What Great Brands Do*] is about ensuring that all those little details, particularly of the customer experience, are interpreting and reinforcing your brand values and attributes."
- **Always be iterating.** Lastly, Jeremy Miller provides the very practical reminder that creating a brand experience is not a "one and done" project. "When you look at the total customer experience, it is a living strategy," he says. "It is constantly evolving. You're constantly improving. You're responding to what's going on in the marketplace. ... As you innovate, your competitors are copying you and you're standing on whatever that is as a convention. You're constantly—every year—taking a step back to look at what's working, what isn't working, and making shifts and adjustments to further improve your brand."

To hear from all nine experts interviewed this season and learn more about brand experience, check out the podcast and the episode write-ups on [HowBrandsAreBuilt.com](http://HowBrandsAreBuilt.com). In addition to the in-the-weeds brand strategy talk, you'll get to hear each interviewee's [book recommendations](#) and advice for young or junior people in the industry. On the site, you'll find articles by me and other branding professionals on topics ranging from [brand architecture](#) to [trademark law](#). I hope you find it all useful and interesting. If so, there's always more where that came from: please consider subscribing, leaving a rating and review, and signing up for an occasional [newsletter](#) about all things branding.

**Where to listen and subscribe to the podcast:**

- [Apple Podcasts](#)
- [SoundCloud](#)
- [Spotify](#)
- [Stitcher](#)
- [YouTube](#)

Report this

Published by

**Rob Meyerson**

Principal, Heirloom; Creator and podcast host, How Brands Are Built  
Published • 1d

6 articles ✓ Following

Season three wrap-up just went live. Had a blast this season talking to these branding experts:

Messaging