

What Great Brands Do

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Great Brands Design the Ideal Customer Experience

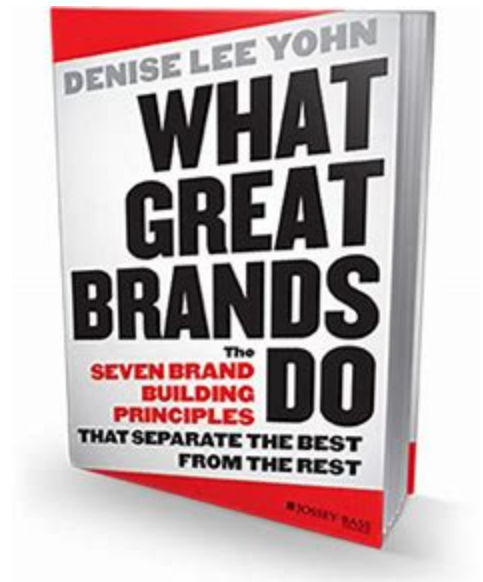


Seven brand-building principles

Our Client Work

In her book *WHAT GREAT BRANDS DO* author Denise Lee Yohn highlights The Seven Brand-building Principles that separate the best from the rest in the marketplace.

Here are a few examples from recent client engagements and research on how we've seen leading brands apply these seven brand-building principles within their respective industries.



WRITTEN By Denise Lee Yohn

#1 Great brands start inside

They cultivate a vibrant corporate culture around the brand by engaging employees in who they are and what they stand for.

+For Example

#2 Great brands Avoid Selling Products

They focus on developing engaging customer experiences that create an emotional connection with their products and services.

+For Example

#3 Great Brands Ignore Perceived Trends

They challenge and anticipate trends, rather than follow them. They differentiate themselves via unique business models.

+For Example

#4 Great Brands Don't Chase Customers

They know that if you stand for something clearly, some people will love you and some will hate you.

+For Example

#5 Great Brands Sweat the Small Stuff

They overcome silos to create a unified customer experience across cross-functional departments.

+For Example

#6 Great Brands Commit and Stay Committed

They sacrifice short-term profit to maintain brand integrity and deliver on their brand promise.

+For Example

#7 Great Brands Never Have to "Give Back"

They make a positive social impact by creating shared value and being 'sustainable' not just talking about it.

+For Example

Great brands realize that crafting a branded experience is both a necessity and a competitive advantage.
