



# Your Brand but Their Story:

CONSUMER RELEVANCE & BRAND STORY-TELLING

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## Your Brand but Their Story:

### Consumer Relevance & Brand Story-Telling

For many years, companies have been measuring satisfaction, ensuring that their customers' expectations were met. That customer experience had equaled these expectations. But that is no longer enough. To just meet a customers' expectations. In order to build brand advocacy and ensure significant differentiation in your market, we have to ensure we go beyond customer expectations on a regular basis. Delight & Excite has to be a core part of our strategy, particularly if we are to differentiate the brands we own.

The issue is we no longer own our own brands - our consumers do. The stories they tell within their peer groups is the reality of brand perception. This means we have to give a customer a reason to tell our story. It means that the customer experience needs to go significantly beyond their expectations, and this requires a buy-in from every touch point in the business. It means that we need to be very clear on the value we add over a commodity version or fraudulent copy.

Today's consumer only wants to do business with authentic, genuine brands. Ask yourself why people prefer to buy their coffee in a boutique café from a hipster with a beard or why the street food movement is booming all over the globe. It is because people want 'real', they want the 'story'. They want to feel they are doing business with real people, people who get them, who are like them. You want to build a brand that has some element of tribal and community focus. This is why protecting the brands we build and Invest In is critical.

To survive and thrive today, we all need to bring the A-Game in terms of the customer experience. We need to differentiate our model and consumer interactions in ways that can't be copied. We need to give it a heart, a soul, a 'reason to exist' beyond just the commercial. If you are successful in this positioning, your customers will promote your business for you.

Understanding what the new consumer values is critical to success. Here are 7 of the key values you need to consider to make your business proposition more relevant to today's market and protect your brand.

# 7

*Key Consumer  
Values*







## 01 | Phygital

Today's GEN Z consumer is the first consumer generation that has been born into the digital reality. They are surrounded by technology from the beginning and expect every brand and business interaction to be the same. Make sure you are also a Phygital business, equally as relevant to their lives in their digital worlds as your physical. And you are protecting your brand in both realities.

## 02 | Peer-to-Peer Stories

Getting your customers to tell the brand story for you is key in today's vibrant peer-to-peer economy. But ask yourself, why should they share your story? What did you do beyond their expectations that would make them share it? Unless you are giving them something to say, they will say nothing. You need to be part of their world, part of their community, part of their conversations. Give them ownership and pride in your brand.

## 03 | Authenticity

You only exist if someone speaks your name, which is why brand storytelling is so important. Dialing up the human touch (recall the Virgin Atlantic Goldfish story) is critical. This is a competition and to win you have to be different. You have to dedicate some time to building a brand and business that is different. A solid trusted brand is a strategic asset.

## 04 | The Experiential Economy

Today's 'value shift' has seen customers more engaged with the 'experience' than the material. We need to ensure that our 'experiential equity' resonates with consumers. That they feel they have 'experienced' something different by choosing to use/buy from us, to be part of our community. Understand the difference between selling a product/service and providing an experience THROUGH that product/service. Genuine authentic brand experiences are difficult to replicate and copy.





### 05 | I Want it Now

We live in a one-click world. Customers expect seamless and frictionless. They demand things work first time, every time. Instant Gratification is not just a value held by the Gen Z and Millennial generations. It has become a social norm. They want faster turnarounds and immediate online access. This brings danger to online purchasing as buyers often click before they realize they are not buying the real brand.

### 06 | Expectant

Consumers have become more expectant than ever before. They demand brands and businesses do more for them than the basics. "What do I get out of this?" is always on their mind. We need to ensure that we are over-delivering on their expectations at ALL TIMES. We need to strive for that empowered and engaged user, who becomes a tribal follower and recommends us. Basic customer satisfaction is no longer enough. Start every day with 'how can I make a customer's day today?'

### 07 | Emotional Engagement

Putting a smile on a customer's face and a feeling in their heart is easier than you might think. Recall the Taylor Swift Video. Delight is as a result of someone thinking of you, doing something for you. Look to engage your customers emotionally. This is the ultimate barrier to entry and brand advocacy builder - emotional engagement



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*Continue the  
Conversation...*



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