



BRAND RESONANCE AUDIT

What Does Your Brand Mean
to Your Customers?

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Today, ROI (return on investment) is everything.
But to get there you need another kind of ROI:



Return on Involvement

- Gallup reports that customers who are fully engaged represent a 23% premium in terms of share of wallet, profitability, revenue, and relationship growth over the average customer.¹
- While 85% of marketers agree that engagement is a priority, less than ½ report that they actively manage engagement.²
- According to IBM, almost 90 percent of marketers agree that personalizing the customer experience is critical to their success. However, nearly 80 percent of consumers claim that the average brand doesn't understand them as an individual.³

¹ <http://www.gallup.com/services/169331/customer-engagement.aspx>

² https://think.storage.googleapis.com/docs/brand-engagement-in-participation-age_research-studies.pdf

³ <http://phys.org/news/2015-04-consumers-declare-brands-dont-individual.html>



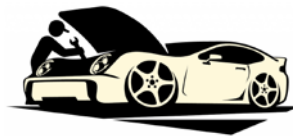
Involvement is about more than getting consumers to “like” your brand. **They need to love it.**

Resonance describes the reverberation of a brand’s meanings within the consumer’s life and the culture in which he or she lives. Resonance connects your brand to your customers. Resonance creates brand strength and brand value.

Does your brand RESONATE with customers?



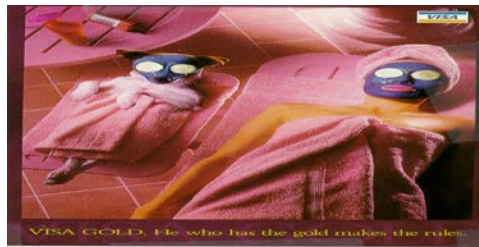
DO A QUICK BRAND RESONANCE CHECK-UP. Complete this simple exercise to help you understand what your brand means to your customers.





Brand Resonance Audit

Resonance is the type and intensity of an emotional connection between the brand and the user.⁴



Does your brand resonate? If so, how? If not, why not?

⁴ This framework has been adapted from Susan G. Fournier, Michael R. Solomon, and Basil G. Englis, "Brand Resonance," in eds. Schmitt, B.H. And D.L. Rogers (2009), *Handbook on Brand and Experience Management*, Cheltenham, UK and Northampton, MA, USA: Edward Elgar, 35-57.

I. Personal Resonance

The goodness-of-fit between a brand's "personality" and the meanings the consumer seeks in his/her personal life.



“How does my brand resonate with my customer’s self-concept and life experiences?”

Dimensions of Personal Resonance:

Self-connection

Yes

No Does my brand establish a self-connection that defines a major component of my core customer’s personality?



Interdependency

Yes

No Does my brand facilitate habits, rituals, and routines that entwine the brand’s meanings seamlessly into the consumer’s everyday life?



Intimacy

Yes

No Does my brand have “insiders” who know details of its history, including significant product development particulars, myths about product creators, and obscure “brand trivia” or facts?



Personal co-creation

Yes

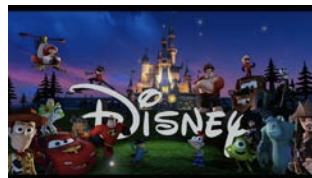
No Does my brand encourage consumers to create their own stories about it and how it impacted their lives?



Emotional vibrancy

Yes

No Does my brand elicit strong emotional reactions such as happiness or excitement?



II. Cultural Resonance

The degree to which a brand's meanings reflect, echo, reinforce, and reshape cultural trends, events and symbols.

“How and to what extent does my brand resonate with the broader cultural worlds in which my consumers reside?”



Dimensions of Cultural Resonance:

Cultural Bedrock

Yes

No Does my brand link to core cultural values that my customers cherish?



Currency Value

Yes

No Does my brand evoke a “hot” meaning that defines a major trend in popular culture?



Meaning Opposition

Yes

No Does my brand allow consumers to express contradictory meanings?



(authenticity and perfection)

Role Resonance

Yes

No Is my brand emblematic of a social role?



Category Resonance

Yes

No Is my brand iconic within its category; do customers use it as a benchmark to compare other brands?



Cultural Co-Creation

Yes

No Is my brand's story written and revised by my customers over time?



Multivocality

Yes

No Does my brand possess different meanings across sub-groups of consumers who selectively interpret it and integrate into varied symbolic systems?



Community

Yes

No Do my customers use my brand as the organizing platform for a community of kindred spirits?





If you answered *No* to most or all of these questions, your brand probably isn't engaging your customers as much as it could.

I can help.

Contact me about my program

Brand Resonance:

What Does Your Brand Mean to Your Customers?

I'll talk to your team about the importance of brand engagement, and work with them to understand the paths to find **Resonance** -- The Holy Grail of Marketing. Along the way we'll visit such topics as multisensory, cognitive and behavioral engagement. We'll see how brands including Levi Strauss, Altoids, and Charmin resonate with their customers. We'll even explore the "Magic Triangles" of Consumer Behavior that move customers from inertia to devotion.

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