USER EXPERIENCE BRANDING

How to craft experiences that create loyal customers

#AGILE2015 8.5.15

BILL BEARD BEARD BRANDING
I DO NOT HAVE A BEARD.
IT IS TOO DAMN HOT.

THE LOGO IS PICKING UP MY BEARD SLACK.
I took the Pepsi Challenge!
EMOTIONS DRIVE OUR DECISIONS
BRAND:
HOW A PERSON FEELS ABOUT YOUR PRODUCT OR SERVICE
“PEOPLE WILL FORGET WHAT YOU SAID. PEOPLE WILL FORGET WHAT YOU DID. BUT THEY’LL NEVER FORGET HOW YOU MADE THEM FEEL.”

-MAYA ANGELOU
😄 + ⌚ = ❤️
BRAND BENEFITS

- Loyalty
- Awareness
- Differentiation
- Increase perceived value
- Increase revenue
BRANDING: THE PROCESS OF INFLUENCING THE CUSTOMER SO THEY ADAPT THE DESIRED EMOTIONAL ASSOCIATION
EXTERNAL:
MARKETING &
ADVERTISING
MOAR DEVELOPERS PLEZE
USER EXPERIENCE BRANDING

INTERNAL

YOUR PRODUCT
FEATURES CAN BE DIFFERENTIATORS UNTIL THEY’RE NOT
#UX
PRODUCT IS THE NEW **BRAND***

*NOT LITERALLY. SETTLE DOWN.
GREAT EXPERIENCES HAPPEN HERE

EMOTIONAL

USEFUL

USABLE
MINIMUM VIABLE PRODUCT

DESIABLE
Have sex in other people's houses
THE CUSTOMER ULTIMATELY CONTROLS YOUR BRAND
PARTS OF THE LEAN BRAND

CUSTOMER  PURPOSE

PERSONALITY  FOCUS
WHO IS OUR CUSTOMER?
BRAND PERSONALITY: WHAT DO WE ACT, SOUND AND LOOK LIKE?
BRAND FOCUS: A SINGLE, UNIQUE SENTIMENT EVERYONE CAN UNDERSTAND.

“When I use {PRODUCT},
I feel __________.”

IN-THE-KNOW EMPOWERED TOUGH PRIVILEGED HANDSOME GEEKY SMARTER
UNDERSTOOD LOVED QUICK SPECIAL ENTERTAINED
SEXY UNIQUE BEAUTIFUL CALM
#2 sporting apparel company

market share:
- Nike 46%
- UA 14%
- Adidas 4%

Source: Under Armour, Nike, Statista, Bloomberg.com
“WHEN I USE UNDER ARMOUR, I FEEL **TOUGH**.”
own an emotional association within our category
When I use Mailchimp, I feel like I'm having fun!

[While I spam everyone!]

I had a crazy dream I was trapped on a planet ruled by humans.

The ladies love a fella that can chair dance.
BRAND PURPOSE
DECIPHER YOUR “WHY”
BRAND PURPOSE:

“PEOPLE DON’T BUY WHAT YOU DO, THEY BUY WHY YOU DO IT.”

-SIMON SINEK
GOLDEN CIRCLE

Simon Sinek, Start with Why
GOLDEN CIRCLE

WHAT
Make computers & computer related products

HOW
Beautiful design & superior usability

WHY
Because we believe in challenging the status quo in everything that we do
“Traveling has changed my perspective on life. I learn something new every time and am excited to share that experience with others.”

Chérie Ring

Follow Chérie’s adventures around the world.

@WRITEBEARD

APPLE

MICROSOFT

Surface Pro 3

The tablet that can replace your laptop.

With a 12" display, Surface Pro 3 has the power of a laptop in a lightweight, versatile form.

Starting at $979.00 RRP*

Buy now

*Recommended Retail Price. Actual price may vary.
BRANDING MOMENTS

- Any opportunity to build your brand within your experience.
- FOCUSED!
FOCUSED IDEAS

ESTABLISH EMOTIONAL ASSOCIATION AND VISUALLY/VERBALLY REINFORCE IT
LITTLE IDEAS BIG IMPACT
MAKE FAILURE FUN.
The requested URL was not found on our server. Go to the IMDb homepage »

404 ERROR

Always remember, Frodo, the page is trying to get back to its master. It wants to be found.

YOUR PASSWORD IS INVALID
Email this to your friends

You didn't enter any email addresses - we're smart, but we're not psychic.

From

To

Send
We'd welcome your feedback!

Thank you for visiting our website. You have been selected to participate in a brief customer satisfaction survey to let us know how we can improve your experience.

The survey is designed to measure your entire experience, please look for it at the conclusion of your visit.

This survey is conducted by an independent company ForeSee, on behalf of the site you are visiting.

[Buttons: No, thanks | Yes, I'll give feedback]
CHERISH EVERY INTERACTION
INTEGRATE

DON’T INTERFERE

DON’T FUCK THE FLOW
CRAFT EXPERIENCES THAT CREATE A UNIQUE EMOTIONAL ASSOCIATION THAT BECOMES AN EMOTIONAL ATTACHMENT. THAT’S HOW WE EARN LOYAL CUSTOMERS.
YOU ARE ALL BRAND MANAGERS NOW

be better than “generic business guy!”
QUESTIONS?
THANK YOU AGILE2015!

BILL BEARD
BEARDBRANDING.COM
@WRITEBEARD