

LEGALLY BRAND

Business by Power Branding

Case study: THURSO

The challenge

Building brand value
in a multi- channel environment
populated by fierce global competitors and
increasingly empowered consumers, employees
and citizens is extremely challenging.

Our philosophy

Power Branding

Making, measuring and managing brand success

Art, Science & Craft

On-line technologies are important tools
for Power Branding

What is a Power Branding?

- Power Branding depends on brand value
- The value of a brand is the positive influence the brand has on customers and on business efficiency
- The loyalty is the ultimate criteria of our brand value
- Awareness => consideration => purchase =>

LOYALTY = POWER BRAND

Benefits of Power Branding

- The consumer's choice is never based exclusively on factual evidence => strong brand value increases the likelihood to be chosen
- Brand value:
 - Creates demand => increase revenues
 - Creates price premium => increase margins
 - Increases loyalty => secure future cash-flow
- Increasing the brand value => increasing the company value
- Power brands are immunized against media attacks

Awareness

Do you know this brand?

- Example of THURSO:
 - New lifestyle brand targeting hockey players: *how to reach the hockey community by social media?*
 - www.thursohockey.com
 - E-marketing solutions
 - Objective:
 - 80% of awareness in the Belgian hockey community only by social media 2015-2016
 - International leverage with Olympic Games (Rio 2016)

Consideration

Do you consider this brand for next purchase?

- Example of THURSO:
 - Why THURSO instead of Adidas, Osaka, Dita, Princess, Mazon?
 - Search engine optimization (SEO/SEA)
 - Emotional & rational benefits
 - Inbound marketing
 - Systematic monitoring of blogs, forums, chats, etc.

Purchase

Did you choose this brand when you bought?

- Example of THURSO:
 - Inbound marketing => Facebook
 - Facebook page => webshop
 - E-commerce => payments
 - E-business => Logistics/delivery
 - Monitoring & analysis of the purchases

Loyalty

Will you choose this brand next time?

- Example of THURSO:
 - Facebook page dedicated to the community
 - Concept of THURSO NATION (being faithful)
 - Tribal marketing => individual/group
 - News, photos, videos, comments, likes, etc.
 - Analysis tools: audience (age, sex), booster (organic/paid), origin (country, region), hour, etc.
 - Permanent monitoring of the performance
 - Content strategy & management

THANK YOU

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