

BrandNewGame - Relationships

Brands will become friends

Making consumers your friends

The *BNG brand-relationship model*© is based on

Knowledge

Attitude

Behavior

But is far more sophisticated and has more nuances, as relationships have in real life.

Making consumers your friends

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Knowledge

Attitude

Behavior

Relations that consumers will have with brands are comparable to relations they have with friends.

Making consumers your friends

What do we know about relationships?

They take time

They are important

They require mutual involvement

Friends change over time

You change over time

Not everyone can be your friend

Making consumers your friends

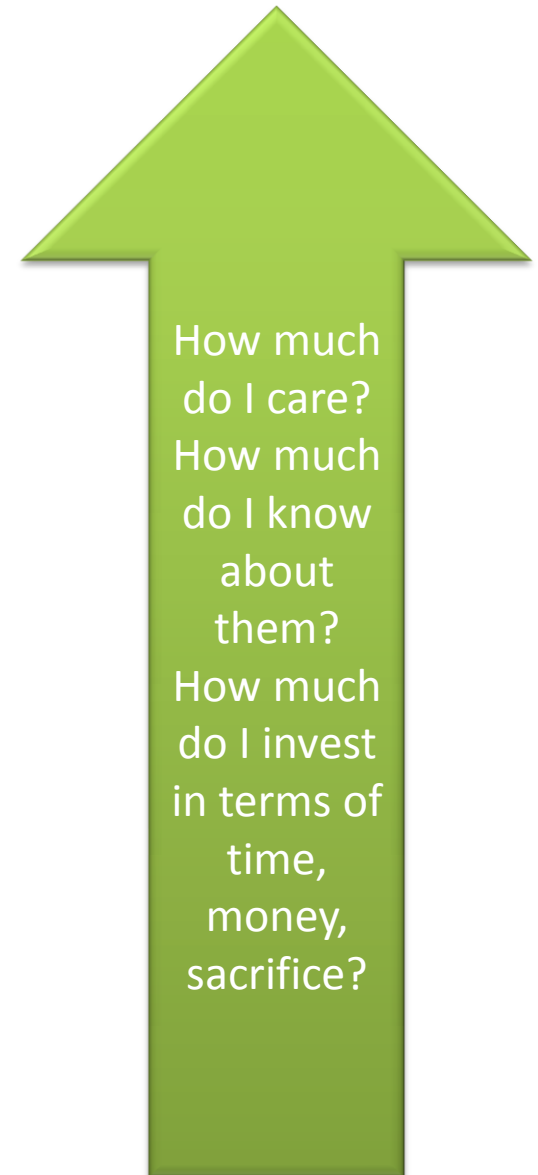
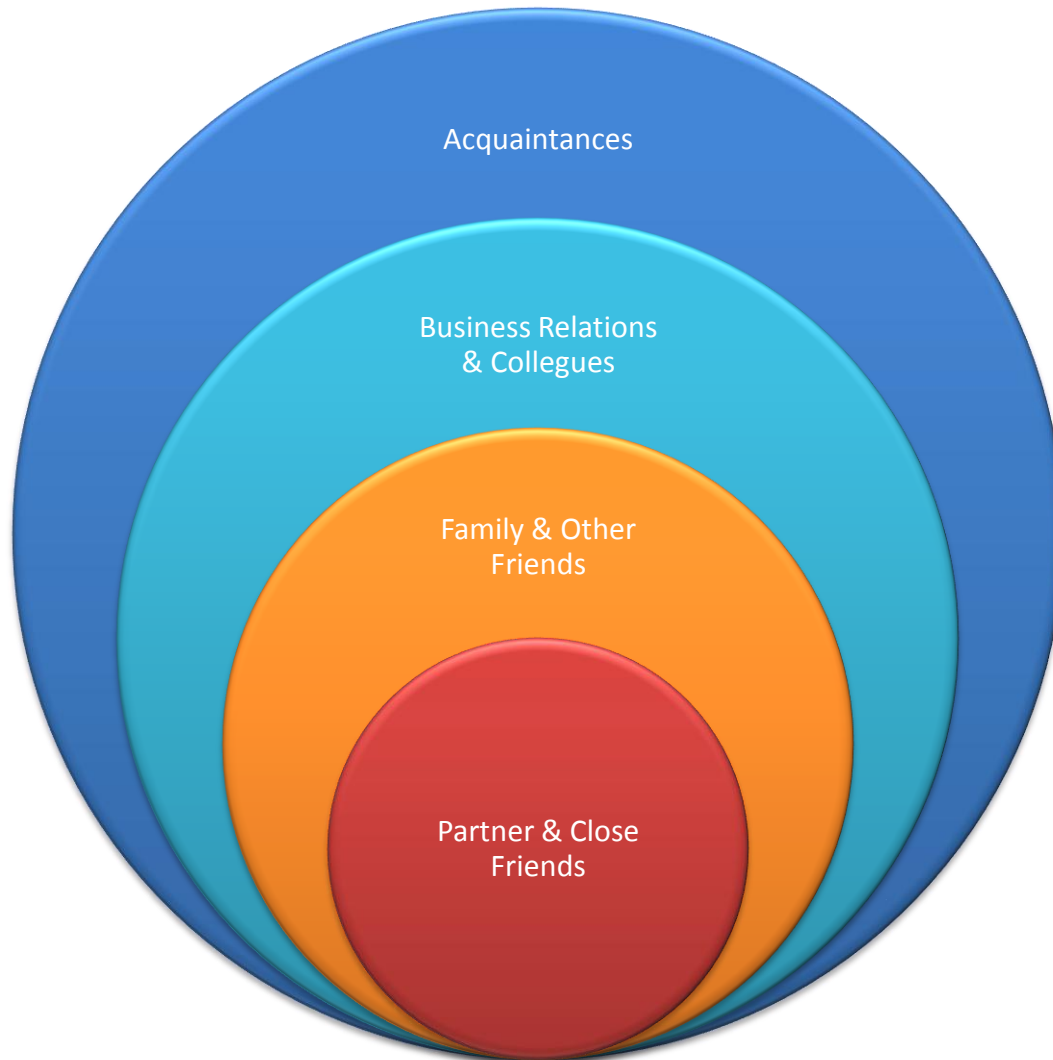
How many friends do you have?

How many acquaintances do you have?

How many family members do you have?

How many colleagues and business relations do you have?

Making consumers your friends



Making consumers your friends

How do relationships develop?

It takes time & patience

It takes the right sacrifice and investment

It's important to be thoughtful (birthday, special happenings)

Knowing what one values in life

Being there in times of trouble

Making consumers your friends

Introduce yourself

“Hi – I am *your brand*”

People start recognizing you

“Hey! Aren’t you *your brand*?”

Start seducing

“I really like you, can we *meet more often*?”

Feeling comfortable & start dating

“It’s great you *appreciate* what I am doing for you and I thank you for *being loyal* to me!”

Get involved & commit yourself

“Why don’t we do *what you like best*. Are you *ready to commit* in holy matrimony?”

You will be recommended

“*Your brand* is the greatest brand I have ever met and I am glad it’s mine!”

Making consumers your friends

(introduction)

“Hi – I am [your brand]”

(recognition)

“Hey aren’t you [your brand]?”

(building relationship)

“I really like you, can we meet more often?”

(feeling comfortable)

“It’s great you appreciate what I am doing for you and I thank you for being loyal to me!”

(getting involved & commitment)

“I know you well and know what you like. Are you ready to commit in holy matrimony?”

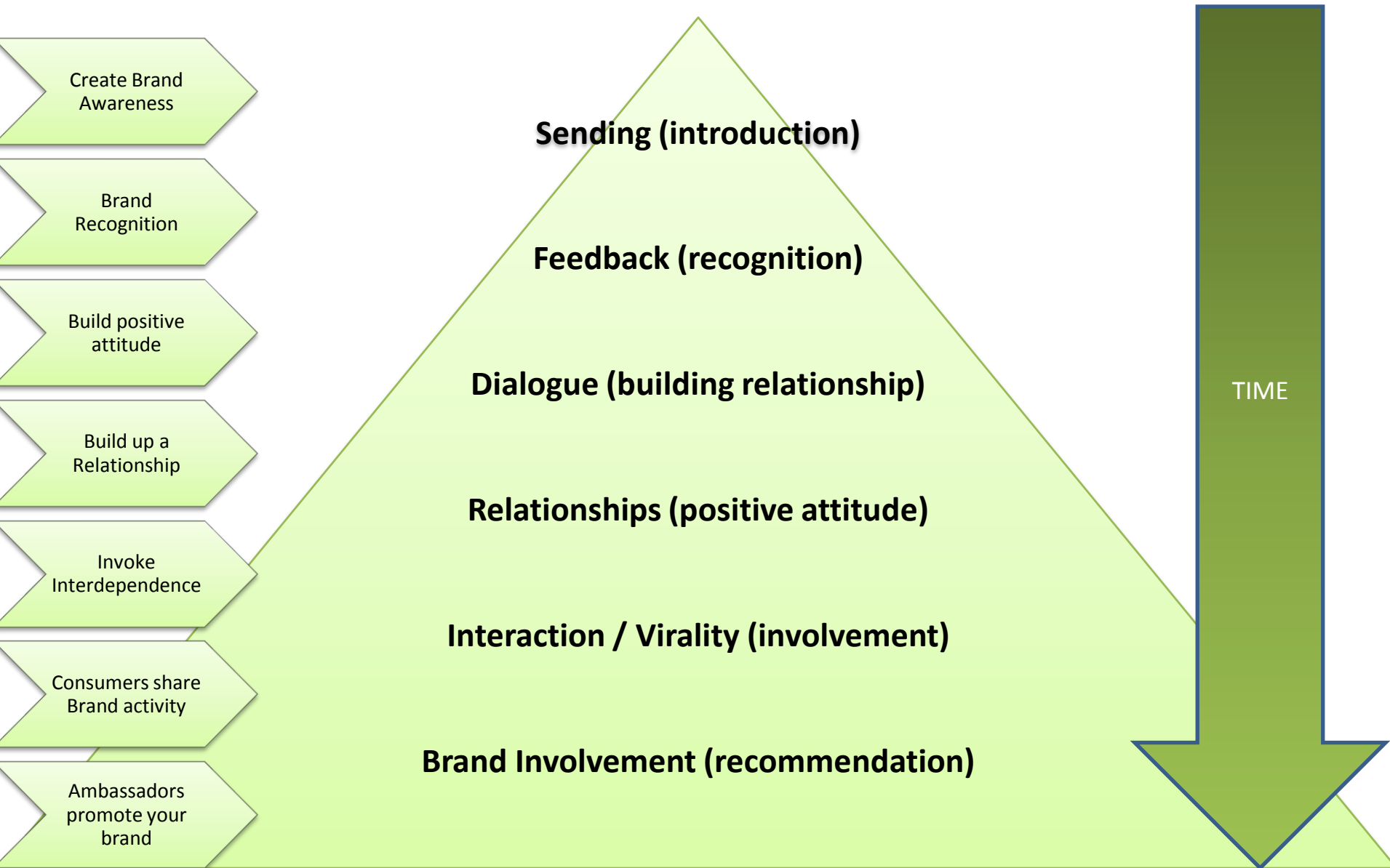
(recommendation)

“[your brand] is the greatest brand I have ever met! And I am glad it’s mine!”

Making consumers your friends



Making consumers your friends



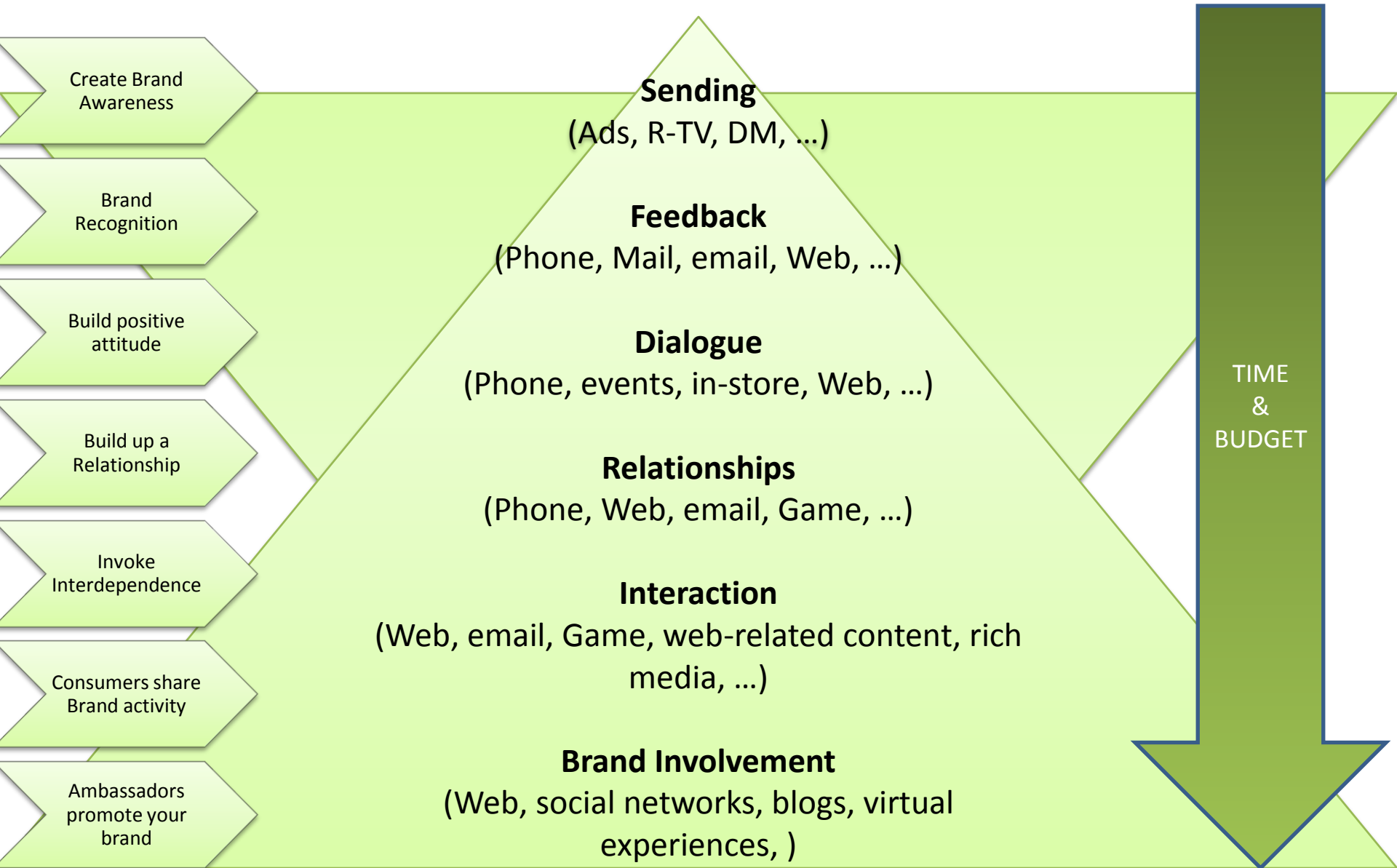
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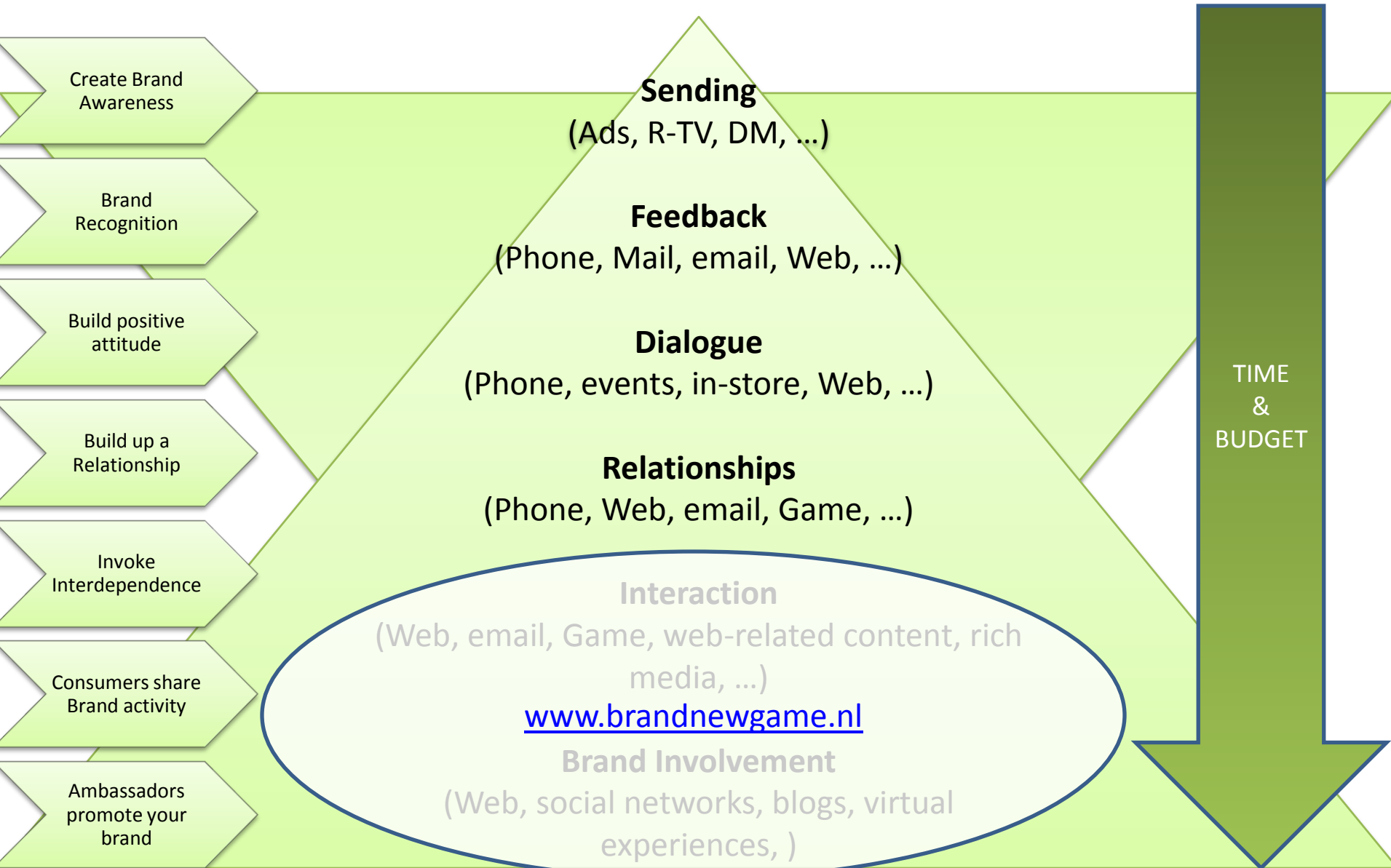
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For more information

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