

THE BRAND EXPERIENCE PLAYBOOK

How to escape the confines of product and build a fanbase of lifelong brand advocates

INSIDE

- How Red Bull became a subcultural powerhouse
 - Why brand experience matters
 - How to identify the right 'total brand experience' for your audience
 - From Dyson to Pampers: nine brands finding novel ways to connect with audiences
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THE RED BULL TOTAL BRAND EXPERIENCE ‘GAVE WINGS’ TO DARING COMPETITORS AND ESTABLISHED THE BRAND AS A GLOBAL ICON.

THE RED BULL PHENOMENON: HOW TO BECOME A SUBCULTURAL POWERHOUSE

Decades ago, one brand broke away from the confines of the fizzy drink category to become a subcultural powerhouse, synonymous with energy, risk and adventure.

While watching brave folk gamble with their lives, even the most risk-averse consumers could feel part of an adventure and a community of action sports lovers.

Founding its phenomenal power in the minds of those seeking enjoyment from extreme pursuits, Red Bull's wide-ranging sponsorship strategy backed racing teams and other extreme sporting events and professionals, while giving amateurs the chance to participate in Soap Box, Flutags and Esports events.

This was a brand experience that created novel spectacle, 'gave wings' to daring competitors and, in turn, established the brand as a global icon.

Spectacularly exemplified by Red Bull, total brand experience is a desirable end goal for brands looking to become category leaders and drive more value beyond what can be derived from products alone.

Total brand experience can be an attractor, but its power lives in building retention and loyalty. Brands using this strategy are looking beyond traditional marketing channels to connect with audiences, building on their core brand positioning to drive brand experience across the long term and using brand as the compass to guide consistency, familiarity and deeper meaning.

And it's not just critical for brands wanting to foster a spirit of adventure. Regardless of the brand's objectives – whether your product offers comfort and well-being or enables personal betterment or self-expression – it's the 'total' brand experience that connects your product to the daily life of the consumer.



**TOTAL BRAND EXPERIENCE IS
A DESIRABLE END GOAL FOR
BRANDS LOOKING TO BECOME
CATEGORY LEADERS.**



FOUR TRENDS DRIVING THE NEED FOR TOTAL BRAND EXPERIENCE

Brands across sectors are turning to total brand experience in response to four cultural shifts.

1

SOCIAL DISCONNECTION

The proliferation of social media and technology has led the world to feel fragmented and disconnected. Consumers worry that AI will lead to the loss of human interaction and are placing more value on interpersonal relationships than ever before. Against this backdrop, brands can help people find connection.

2

UNCERTAIN FUTURES

Driven by technological, political and environmental unknowns, consumers are feeling complex emotions around what the future holds. Here, brands can provide stability, reassurance and familiarity with their products, services and actionable advice.

3

LOSS OF IDENTITY

With society in flux, there's a growing focus on introspection and self-exploration among consumers; knowing what we individually stand for and what's important to us has become ever-more important. Consumers are favouring brands that reflect their identity and values, with 80% saying they "make an effort" to buy from companies that support causes important to them (source: Kantar). In response, brands must remain authentic and be prepared to balance increasing demands from consumers and wider society – something our [Citizen Brands](#) study also supports.

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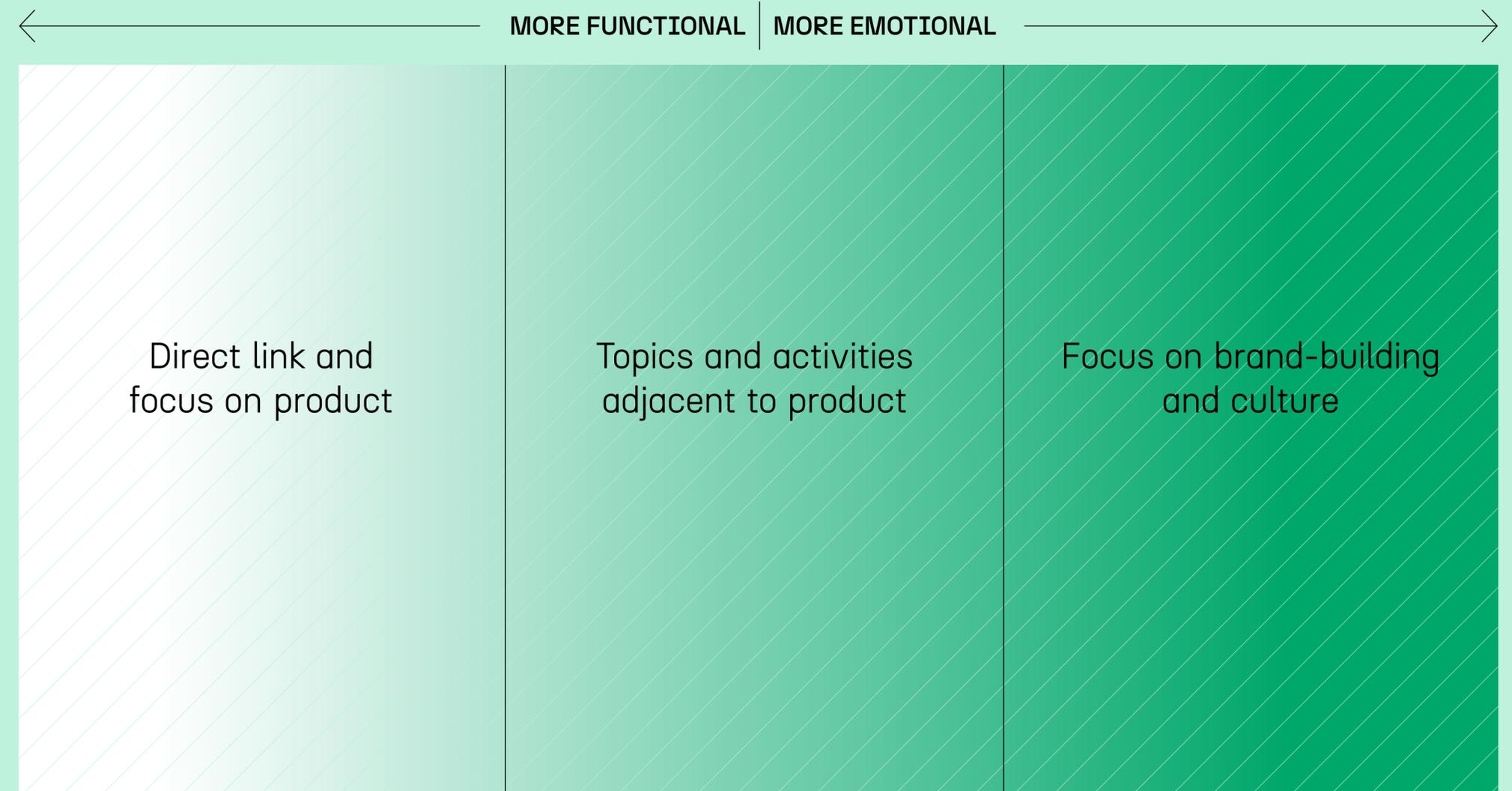
RECOGNITION THAT HEALTH IS WEALTH

The past few years have left consumers more preoccupied with their physical and mental health than ever. Strained healthcare systems have left consumers searching for holistic approaches to their well-being, while the over-commercialisation of health and wellness (or 'wellness-washing') has come under fire from more sceptical audiences. In the health and wellness category, brands must help consumers play a more active role in their own health and do so in a way that feels empowering and accessible.

HOW TO IDENTIFY THE RIGHT TOTAL BRAND EXPERIENCE: THE BRAND EXPERIENCE SPECTRUM

How are leading brands engaging audiences through their experience platforms?

Which techniques are they deploying to create the stickiness needed to keep consumers engaged? We've identified three broad categories that address consumer needs across the functional and emotional spectrum.



THE TOTAL BRAND EXPERIENCE

PRIORITY ONE: FOCUS ON PRODUCT

MORE FUNCTIONAL

MORE EMOTIONAL

Ask yourself:

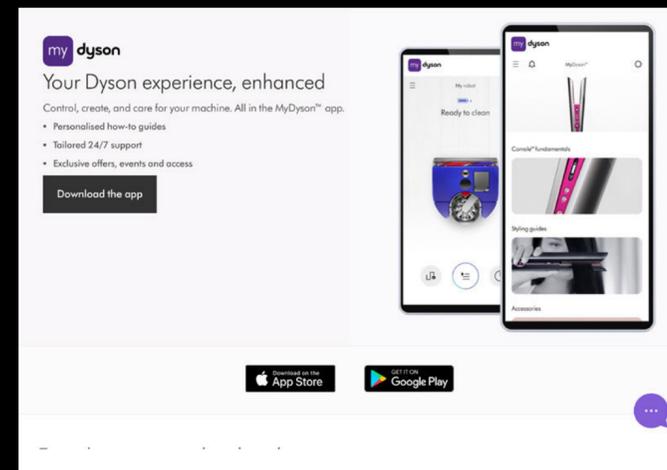
- Do customers want to learn more and do more with the product?
- Could they get more value out of the product?
- Do they need support in making the right decision with the product?
- Do they need to feel more in control of the product?

Help your customers make everyday tasks a little easier, and provide expert knowledge and ways for them to save money and time. Brands in this space are looking to optimise the use of their products by providing maintenance guidance, product education or offering a connection to the wider brand community.

Leaders of the pack

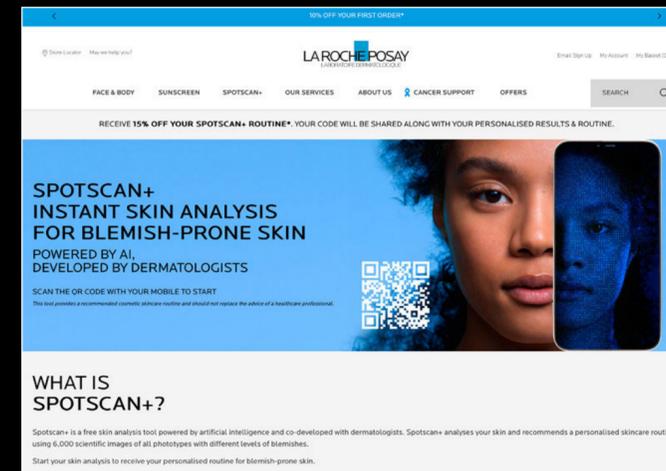
Dyson

MyDyson allows users to control their products remotely and offers seamless activation: users can schedule device operation times and monitor room temperature and ambient conditions. MyDyson also includes video tutorials and hassle-free troubleshooting for those looking to get the most out of the product.



La Roche-Posay

La Roche-Posay offers Effaclar Spotscan, an AI skin analyser that provides personalised skincare routines to help provide highly tailored product recommendations.



Oral-B

Oral-B makes brushing fun by gamifying the bedtime routine, leveraging content collaborations with brands like Disney, as well as offering interactive AR content.



THE TOTAL BRAND EXPERIENCE

PRIORITY TWO: GET INVOLVED WITH TOPICS AND ACTIVITIES ADJACENT TO PRODUCT

MORE FUNCTIONAL

MORE EMOTIONAL

Ask yourself:

- Do customers need help with a routine?
- Are they looking to improve their lifestyle?
- Would they benefit from the support of a wider community?

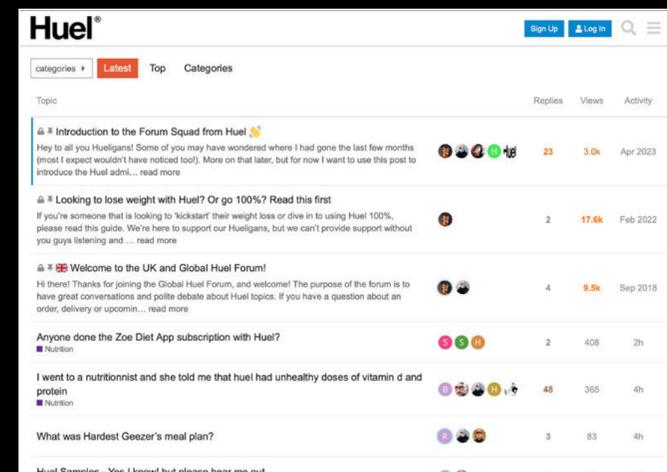
Provide your customers with the tools they need to make lifestyle improvements or meet like-minded people. Brands playing in this space are organisers and motivators, offering personalised advice or experiences that help consumers develop their passions and interests.

Leaders of the pack

Huel

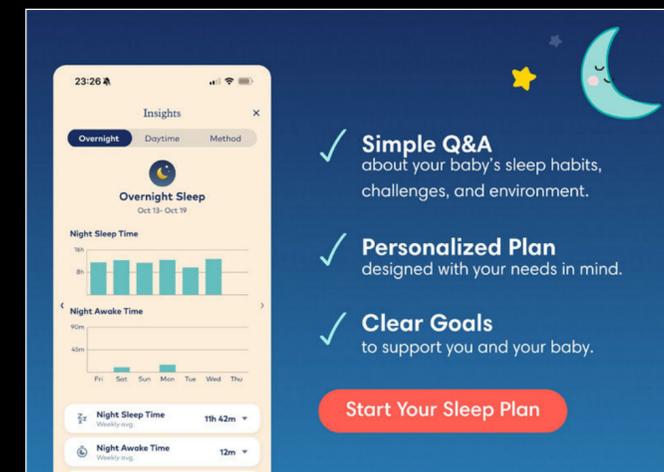
The Global Huel Forum invites 'Huelers' from around the world to share their personal fitness journeys, and discuss and exchange ideas and advice.

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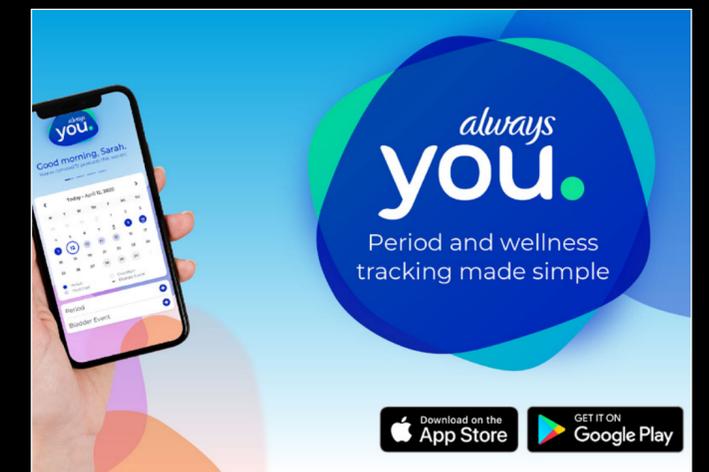
Pampers

Alongside its community club offering parenting tips and product discounts, Pampers helps parents and babies achieve a better night's sleep with its Smart Sleep Coach app.



Always

Always allows its customers to track their period cycles, provides habit-building advice to support wellness, and promotes app use in exchange for Always donations to end period poverty.



THE TOTAL BRAND EXPERIENCE

PRIORITY THREE: FOCUS ON BRAND-BUILDING AND CULTURE

MORE FUNCTIONAL

MORE EMOTIONAL



Ask yourself:

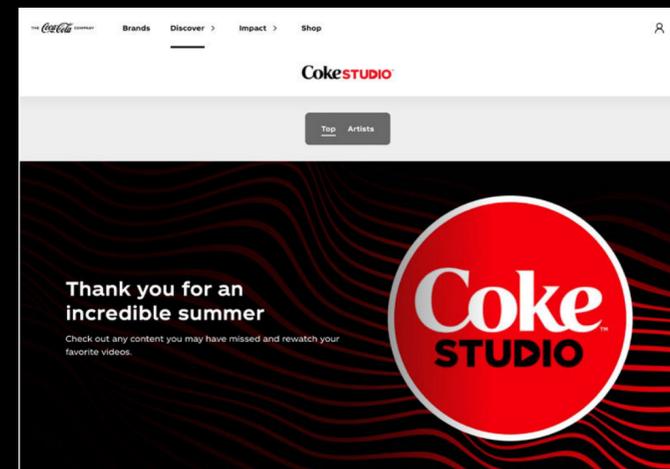
- Do customers want new, unique or exclusive experiences or opportunities?
- Are they looking for entertainment?
- Is your brand an important part of the customer's lifestyle?

Provide unique and exclusive experiences and opportunities, and open up a world of entertainment for consumers. Brands playing in this space are breaking away from the product experience, encouraging creativity and embedding brand into a wider cultural phenomenon.

Leaders of the pack

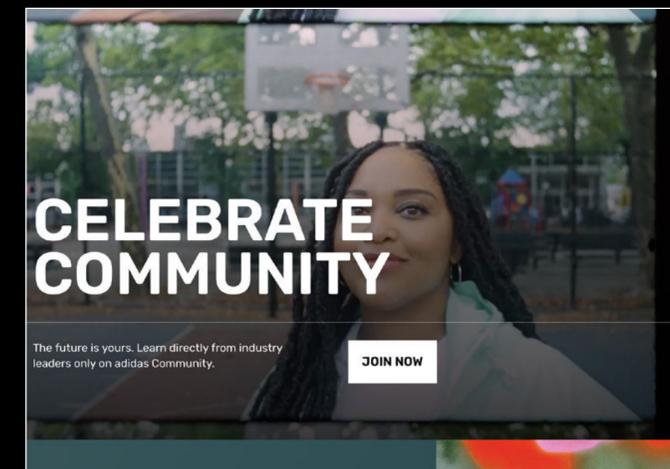
Coca-Cola

Coke Studio hosts immersive music experiences across the UK and Europe, featuring breakthrough global artists and bringing together communities of music lovers.



adidas

adidas Community is an education platform that enables the brand to play a larger role in people's lives, offering exclusive courses and mentorships to consumers; in its words, it creates words, it creates "opportunity, access and impact for the next generation of pioneers and rulebreakers".



Duolingo

duolingo Podcast, part of Duolingo Labs, offers multilingual cultural content and stories to support language learning through entertainment.





BRANDS LIKE ADIDAS ARE CAPITALISING ON THE OPPORTUNITIES OF BRAND EXPERIENCE TO CREATE THEIR OWN CULTURAL MOVEMENTS.

DOES 'TOTAL' NEED TO BE FUNCTIONAL AND EMOTIONAL?

Brands with fewer barriers to entry and wider global appeal are more inclined to tap into emotional needs, while those that require user knowledge to fully harness product benefits are offering more functional total brand experiences.

Variations on community and enhanced technical demonstrations are driving brands like Dyson to support consumers to get more out of their products and services. Others go further by tapping into the wider world of their consumers' lives, while more sophisticated operators like Pampers are designing holistic total brand experiences that stretch across both functional and emotional needs to play a larger role in people's lives.

Meanwhile, brands like adidas are capitalising on the opportunities of brand experience to create their own cultural movements, driving their brand purpose to provide unconventional and differentiated engagement that brings people together and provides a sense of belonging.

Brand experience as a relationship builder

Brands need to understand the needs and desires of their consumers, while consumers should have an appreciation of the role the brand is playing in their lives, their communities and in the wider world. The total brand experience is a vehicle to nurture this relationship, here the brand's personality and ethos, and turn customers into lifelong brand advocates.



CONSUMERS SHOULD HAVE AN APPRECIATION OF THE ROLE THE BRAND IS PLAYING IN THEIR LIVES, THEIR COMMUNITIES AND IN THE WIDER WORLD.



WE'RE A GLOBAL BRAND & DESIGN CONSULTANCY

We use thoughtful design to inspire progress for business, people and society.

A HOLISTIC OFFER

- Brand strategy
- Brand design
- Experience design
- Communication & engagement

GLOBAL REACH

- We're the brand and design network for Havas, one of the world's leading communications groups
- We're 200 people working across studios in London, Paris, Mumbai and New York

A LEGACY IN BRAND AND DESIGN

- Founded in 1957 by Sir Terence Conran, we bring decades of design experience to everything we do.
- We live our founder's legacy by using design to drive progress – for everyone.



GAVISCON

ibis



reckitt 

Strepsils 

Veet

WE INSPIRE PROGRESS ACROSS THE BRAND LIFE CYCLE

Providing holistic brand and design solutions at any point in your brand's journey.

BRAND STRATEGY

- Research & insight
- Purpose, vision & mission
- Proposition & positioning
- Brand architecture
- Values & personality
- Messaging
- Employer brand

BRAND DESIGN

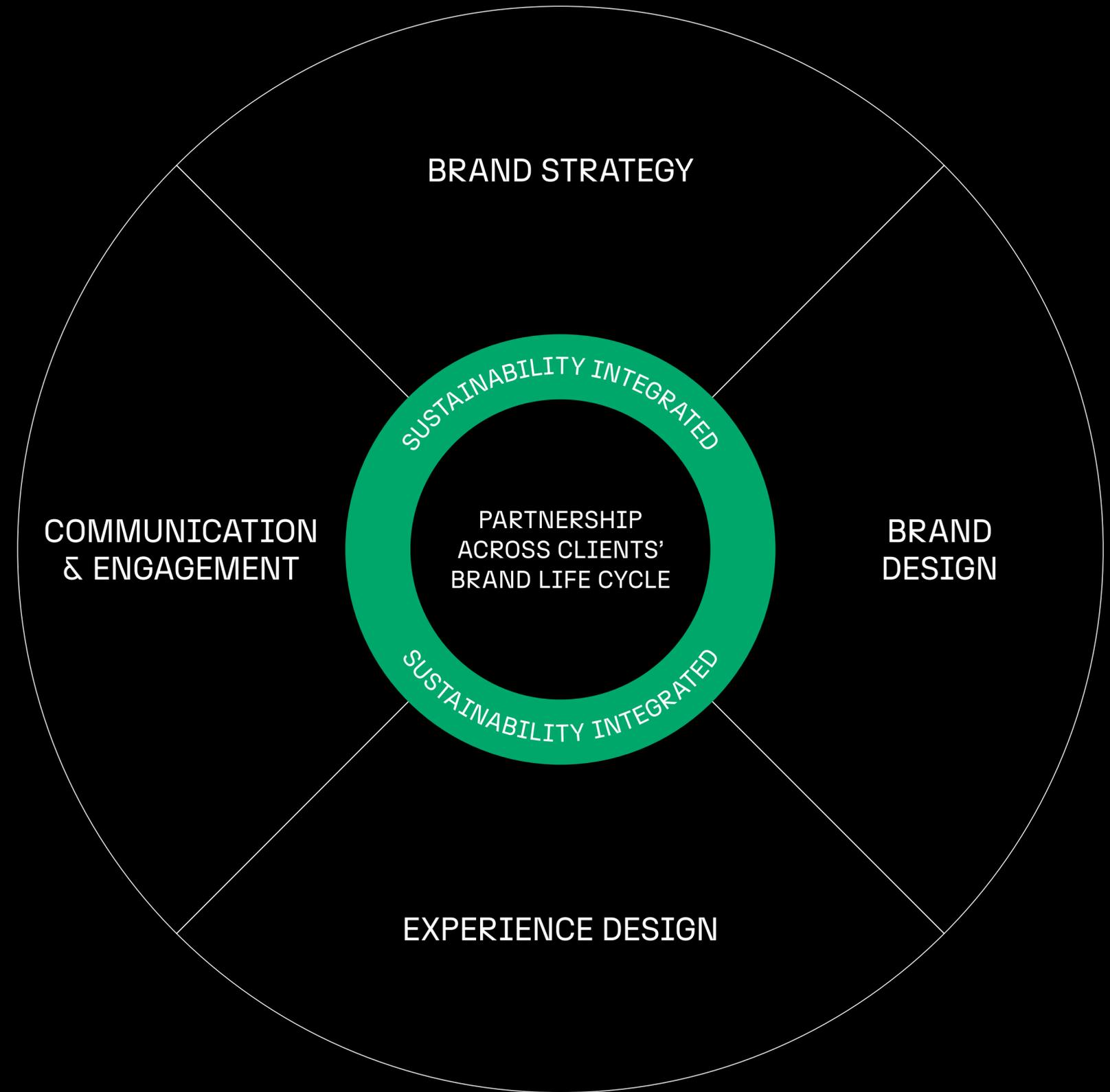
- Visual & verbal identity
- Naming
- Motion & sonic identity
- UI & UX
- Pack design
- Brand guardianship

EXPERIENCE DESIGN

- Customer journeys
- Branded environments
- Signature experiences
- Digital ecosystems & content
- Launch & activation
- Brand experience innovation

COMMUNICATION & ENGAGEMENT

- Corporate communications strategy
- Corporate reporting
- Content creation & management
- Employee, investor & stakeholder engagement



THANK YOU

**CONRAN
DESIGN
GROUP**

LOCATION

8th Floor, Havas Village London
3 Pancras Square
London N1C 4AG

CONTACT

Tom Dodd
Senior Business Development Manager
tom.dodd@conrandesigngroup.com

www.conrandesigngroup.com