

Workshop 3:
**Design and Manage Brand
Experience**
设计和管理品牌体验


Brands turn on to senses!





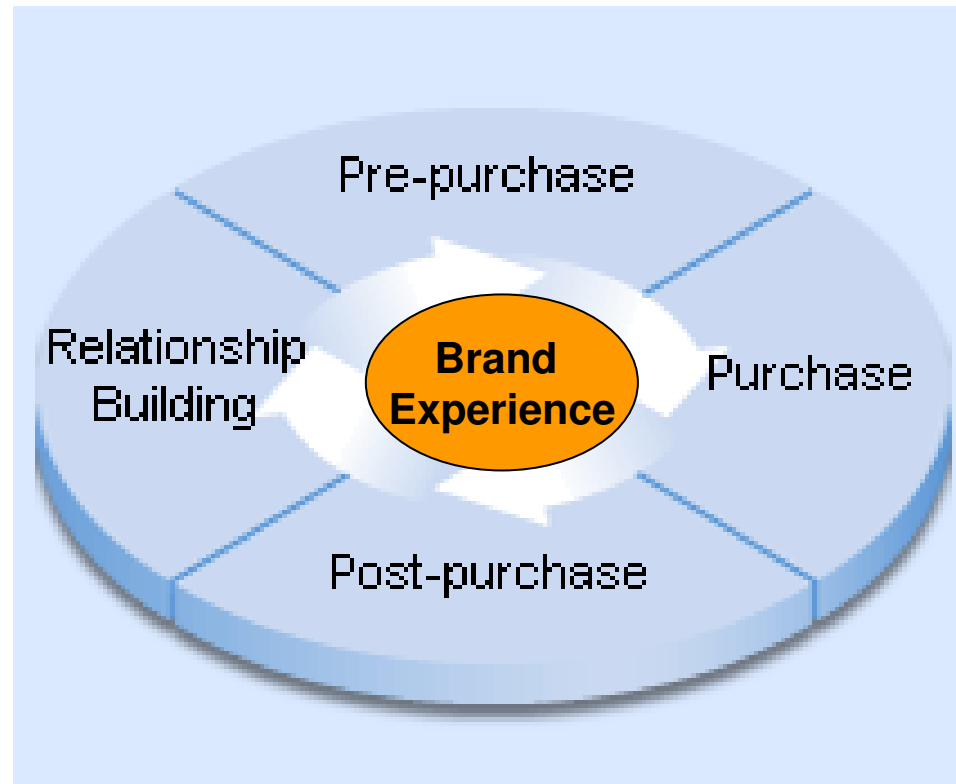
5 DIMENSIONS OF BRAND EXPERIENCE (SCHMITT)

- o Sense
- o Feel
- o Think
- o Act
- o Relate

A photograph of a sunset over a beach. The sky is filled with orange and yellow clouds, transitioning to a clear blue at the top. The sun is low on the horizon, creating a bright glow. The beach is wet, reflecting the colors of the sky. A person is standing in the shallow water, their silhouette visible against the bright background.

All Brand Experiences - past and present - shape the consumers view of a brand and will effect their decisions to buy, buy again...and maybe even advocate it

A holistic buying, consumption, and post-consumption experience



Requires you to manage all contact points during pre-purchase, purchase and consumption, and post-purchase (including relationship building) stage

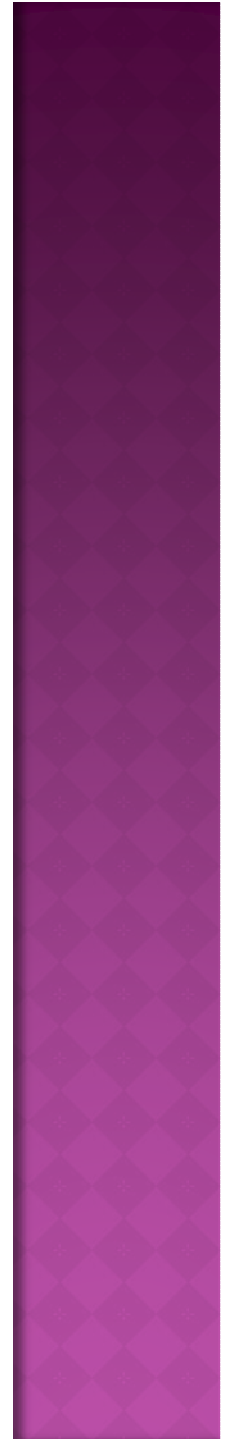
A **BRAND** is a collection of perceptions in the mind of the consumer

A BRAND EXPERIENCE is what occurs every time a consumer sees, feel, hears or *interacts* with that BRAND and derived some meanings/ values accordingly.

Experience is the appreciation or knowledge about something gained through seeing, hearing or interacting with it

BRAND EXPERIENCE DETERMINES THE PERCEIVED VALUE OF THE BRAND

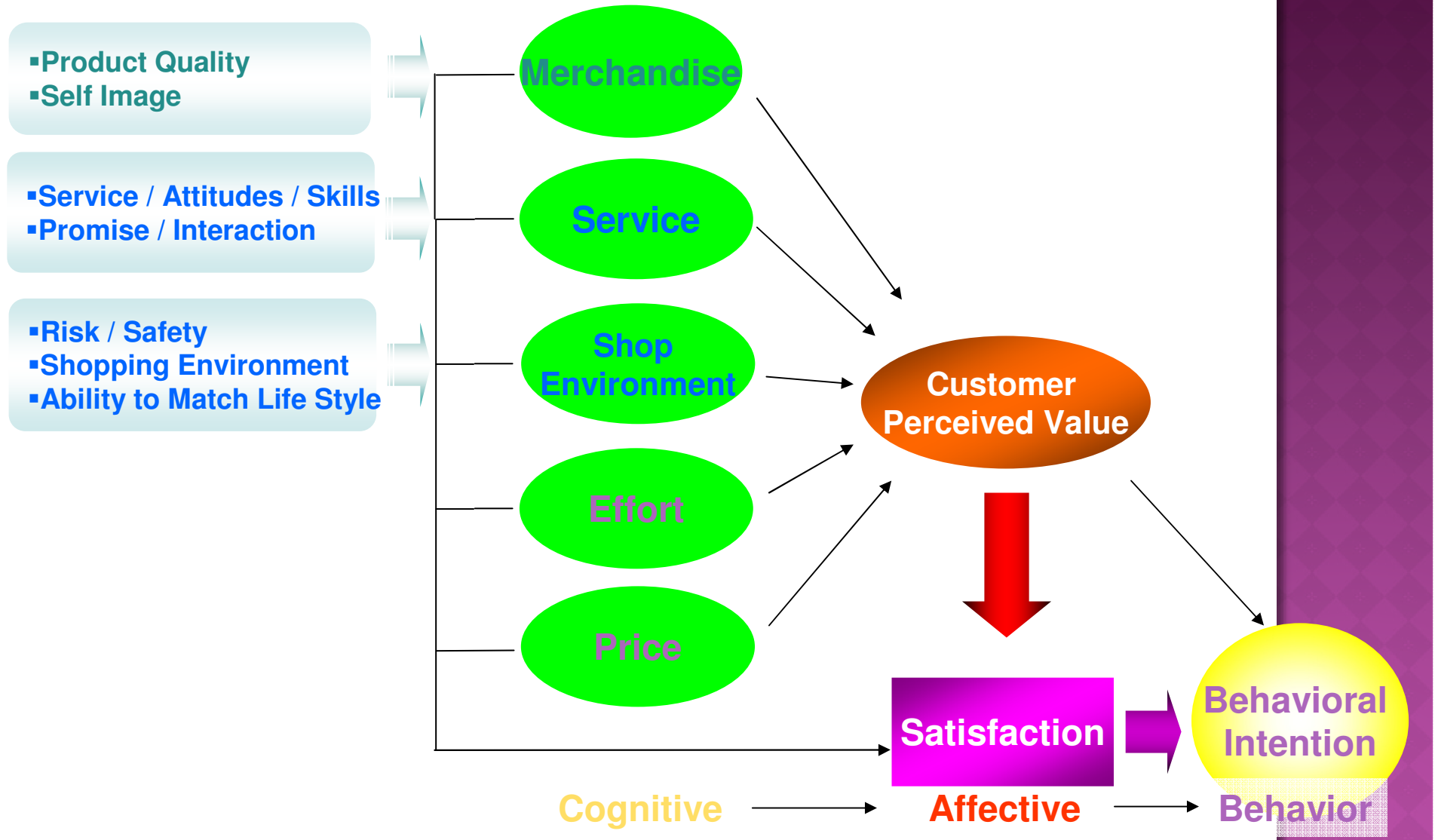
- **Functional (Utilitarian) Value**
- **Emotional (Hedonic) Value**
- **Social value**



Our CPV of HK's Retail Services project also reports strong impact of Brand Experience on CPV, Brand Preference and Brand Loyalty



Conceptual Model of Customer Perceived Value (CPV)



Relationship between Brand Preference and Performance on Value Factors

Description	Favourable	Less Favourable
Price	5.60	
Service/ Attitudes/ Skills	5.81	
Promise/ Interaction	5.77	
Shop Environment	5.34	
Risk/ Safety	6.01	
Ability to Match Life Style	5.29	
Product Quality	5.67	
Self-Image	5.74	
Effort	4.97	
Staff Performance	5.11	
Product Quality	5.27	
Service Quality	5.31	

“Risk/safety”, “Service/attitude/skills” and “Self-image”.

- *Perceived performance*

Compare:

零食物語的品牌創建

- 有何特點?
- 有何問題?
- 零食物語的品牌創建策略對你的啟發



How to do it?



Notice is when a brand gets on the radar of a consumer; when they see/hear about it and consider whether it is right for them.

Advocate is when a consumer proactively talk about the brand in a positive way to friends, families, etc.

Promise

The Brand makes a **Promise** about what it will do for the consumer

Deliver

The Brand keeps the promise by **Delivering** it to the consumer

Delight

The Brand **Delights** its consumers by exceeding their expectations

Advocate

Path to Advocacy

Choose is the process the consumer goes through when trying to decide what brand(s) make it to their short list - usually based on it's ability to meet their functional and/or emotional needs.

Buy is when the consumer enters the store (on or of-line) and goes through the process of purchasing the brand - sometimes referred to as the first 'moment of truth.'

Use is when the consumer uses the brand; not just when they unpack and use it for the first time (second 'moment of truth'), but every time it is used.

Loyal is what consumer is when they buy again.

A Fan is what a consumer becomes when they have been well treated and feel valued by a brand organisation



是否非要全方位豐富
品牌體驗不可？

McCafe 回歸基本
反出 *星巴克*



McDonald's McCafes set to take on Starbucks
McDonald's is set to take on Starbucks in Europe as it rolls out its McCafe coffee shops by the end of the year.

McDonald's brews plans for gourmet coffee

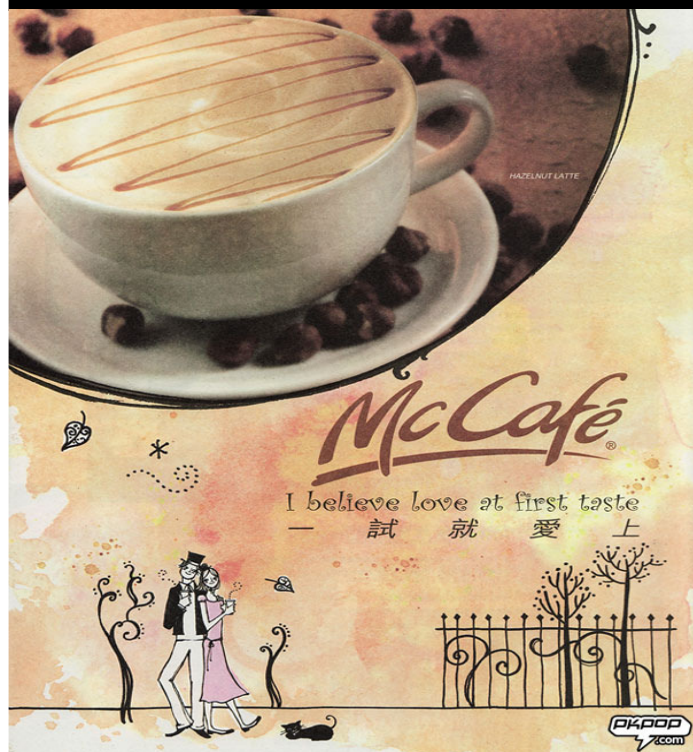
- ◉ *By Bruce Horowitz, USA TODAY, Friday, September 22, 2000*
- ◉ SYDNEY - After years of testing the leisure coffee concept in Australia, McDonald's will begin to open McCafe coffee shops in the USA next year, says Jack Greenberg, McDonald's CEO.
- ◉ This is the first time that McDonald's has publicly commented on domestic plans for the value-priced, gourmet coffee shops that operate as separate units inside 50 McDonald's restaurants in Australia.
- ◉ The fallout could be enormous. Starbucks owns roughly half of the nation's 7,000 gourmet coffeehouses. No one else comes close. But McDonald's has 13,500 locations in the USA, and it has another 13,500 abroad.
- ◉ If even a quarter of those stores eventually sell gourmet coffee, McDonald's will become a gourmet brew behemoth. Specialty coffee sales are regarded as the only growth segment in the \$18 billion domestic coffee market. "Other than Starbucks, no one really has a national brand," Greenberg says.
- ◉ Although Starbucks and McDonald's generally attract very different customers, "We could be a problem for them," Greenberg says.



- Starbucks executives are keeping mum on McCafe. "As a company, we don't comment on competitors' concepts," a statement reads.
- However, "it's going to be **difficult to convince anyone that McDonald's stands for premium coffee**," says Ron Paul, analyst at Technomic, a consulting firm. Because of that, it will have to treat McCafe as a separate brand.
- That's what it does in Australia. The typical McCafe is at the front of a McDonald's, has its own counter, signs and coffeehouse-like furniture. Employees are dressed in visibly more upscale outfits than those at the McDonald's counter. Drinks such as cappuccino and caffe latte are served in ceramic mugs; beans are 100% Arabica. And like any gourmet coffee shop, the counter is stocked with all sorts of sweets, from muffins to biscotti.
- Cappuccino, which is the top-selling drink at McCafe, sells for slightly less than \$1 (American) here. Fresh-baked muffins are about \$1 each, as well. That's roughly half the price that Starbucks sells the same products for in the USA.
- But quality, not price, is the big issue with most Starbucks customers, says Bonnie Kramer Tonneson, analyst at Chase H&Q. "People go to Starbucks for quality and justify the price as a small indulgence."
- Greenberg won't say where the chain will initially test domestic McCafes, but industry analysts suggest it will likely be in the Chicago area, where company executives can keep a close eye on it.
- The McCafe concept was devised in 1993 at a McDonald's in Melbourne. By next year, McDonald's plans to double to 100 its McCafes in Australia. Currently, there are about 300 McCafes in 15 countries, including France, Italy, Portugal and Brazil.



香港廣告



屯門鄉事會路，夜晚都算多人，d人鐘意去附近的酒吧、糖水鋪和麥當勞傾計。

McCafe其實無咩特別，不過我臨返屋企前，入去開Notebook上網都幾好。

Cappuccino，\$12，奶泡好滑！正！

Lamington，約\$6，味道都可以接受。

用餐日期: 2009-06-02

是次消費: 每人約HKD20 (宵夜)



McCafé™



McDonald's expects the addition of beverages ranging from coffee and cappuccino to water and sports drinks to eventually add \$1 billion to annual sales.

Whatever the success it has - *we say - save your money.* We visited a McCafé enabled McDonald's yesterday, and both the latte and cappuccino are not worth the money. It's a shame really, we liked it when they upgraded their base coffee offerings to Green Mountain, and then onto the current generic "better coffee", but even that isn't worth it. At over \$1.19 to upwards of \$3+ bucks for some drinks, you could purchase 3-6 single serve coffee K-Cups, T-Discs, or coffee pods.

But McDonald's McCafé concept with small, comfortable coffee shops next to the hustling, bustling burger outlets is the biggest challenger to Starbucks.

-Wang Jinlong, head of Starbucks Greater China



http://www.youtube.com/watch?v=dHjNkW_jGx0&feature=related

<http://www.youtube.com/watch?v=IVzxy0L5SxE&feature=related>

<http://www.youtube.com/watch?v=eBZhDAKq1CI&feature=related>

<http://www.youtube.com/watch?v=6S6kH6YRSa4>

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STARBUCKS ANSWERS MCCAFAE

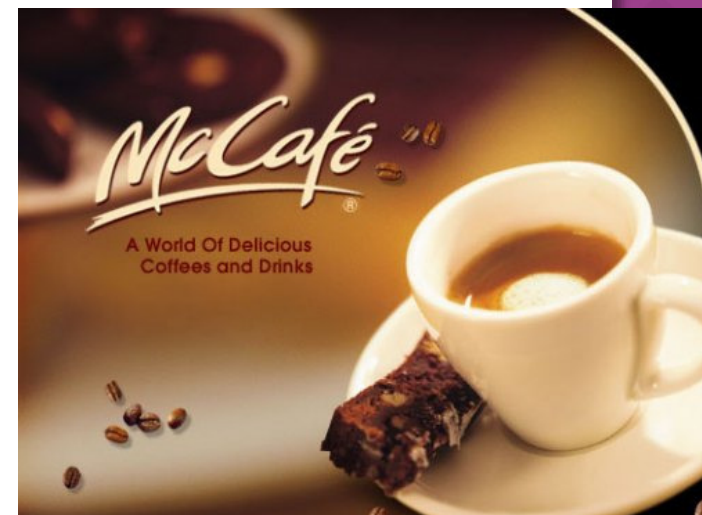
JUNE 13, 2009 BY [BRANDONBLOG](#)

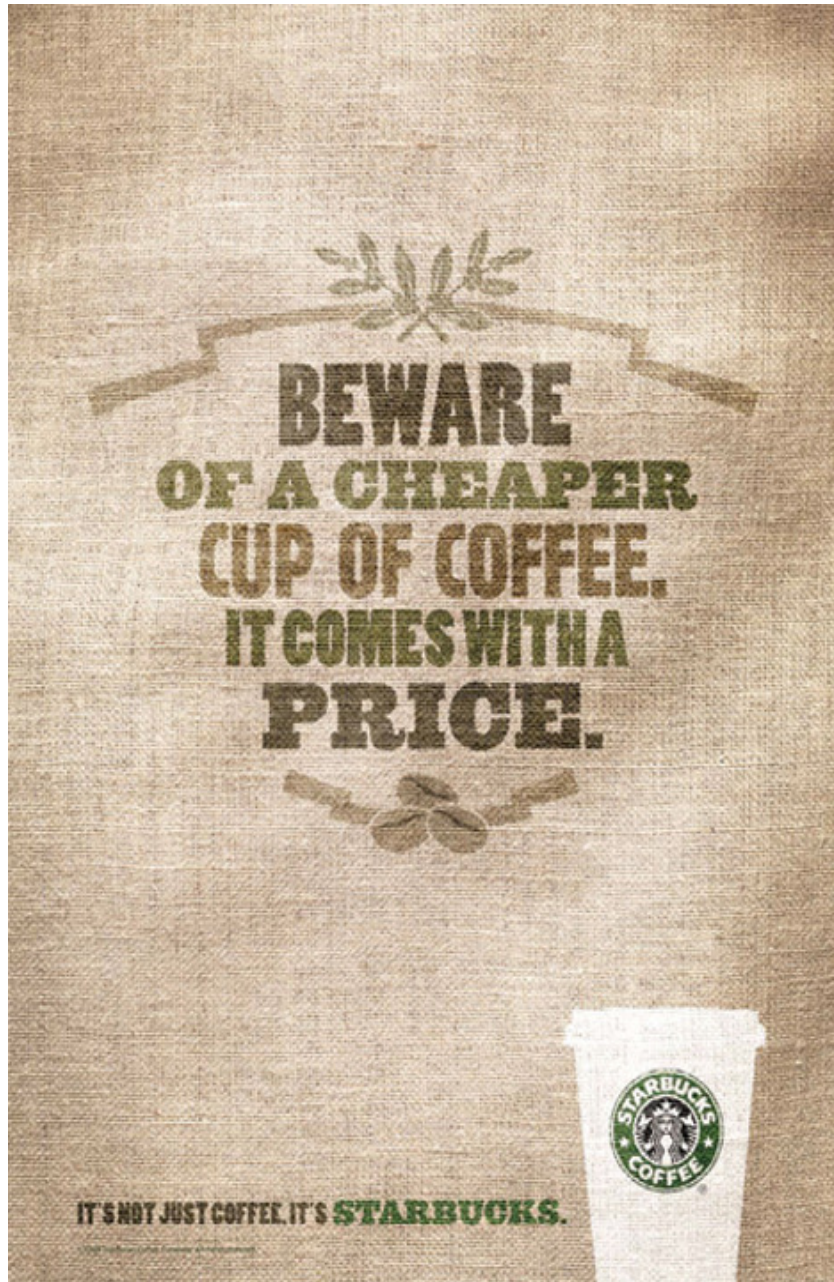
- Following McCafe Marketing Blitz in May (\$100 Million) for its new speciality coffee line Starbucks thinks it has found the right answer. The high-end coffee retailer is breaking a series of long ads designed to tell the brand's "story" while warning consumers about the dangers of trading down. It's all part of its effort to combat consumer perception about its prices and separate itself from McDonald's. Starbucks has generated buzz through a variety of channels, including 'Coffee value and values' campaign, sponsorship with 'Morning Joe' on MSNBC and being named No. 1 best coffee by the Zagat survey, using Facebook and Twitter to tout its efforts. Starbucks is trying to get people... How expensive is a \$3 latte when you think about other things in your life - like providing health care, working with farmers in areas where coffee is imported?



Scott Eklund / P-I

McDonald's advertises its coffee while taking a shot at Starbucks on this billboard on East Marginal Way in Seattle.





**BEWARE
OF A CHEAPER
CUP OF COFFEE.
IT COMES WITH A
PRICE.**

IT'S NOT JUST COFFEE. IT'S STARBUCKS.


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**IF YOUR
COFFEE
ISN'T PERFECT,
WE'LL MAKE IT OVER.
IF IT'S STILL NOT
PERFECT
MAKE SURE YOU'RE IN
A STARBUCKS.**

IT'S NOT JUST COFFEE. IT'S STARBUCKS.

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**STARBUCKS OR NOTHING.
BECAUSE COMPROMISE LEAVES A REALLY
BAD AFTERTASTE.**

IT'S NOT JUST COFFEE. IT'S STARBUCKS.

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分析：

- 博士倫隱形眼鏡
- 麥當勞密密送

的品牌體驗與效果

➔ 我們學懂什麼？

总结:

