
**An AMA Webcast
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Brand-Building in a Digital Age

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Dell's Hell

DELL SUCKS. DELL LIES. Put that in your Google and smoke it, Dell.

Posted by jarvis at [09:48 PM](#) | [Comments \(253\)](#)

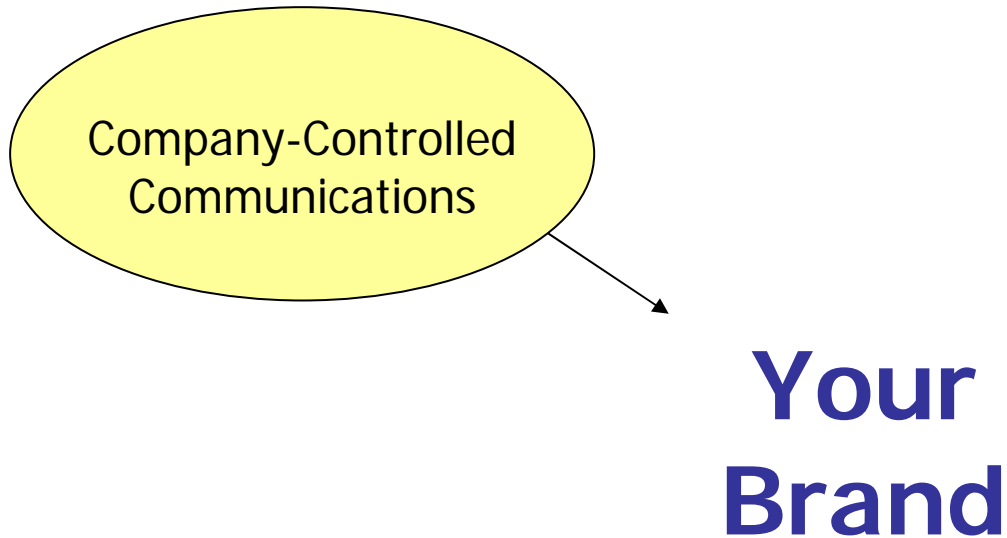
Jeff Jarvis
posting at BuzzMachine, July 2005

Power Shift

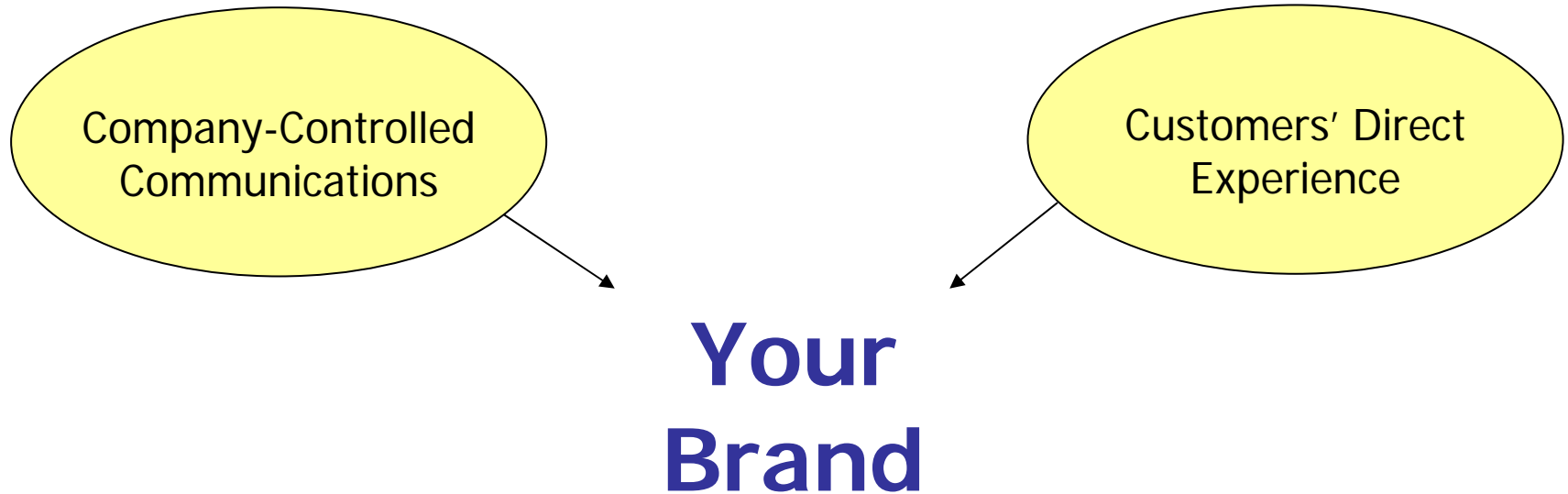
“What companies say to consumers about their products and services through their marketing and advertising channels is rapidly losing ground to what consumers say about those products and services to one another...”

Pete Blackshaw
Satisfied Customers Tell Three Friends,
Angry Customers Tell 3000

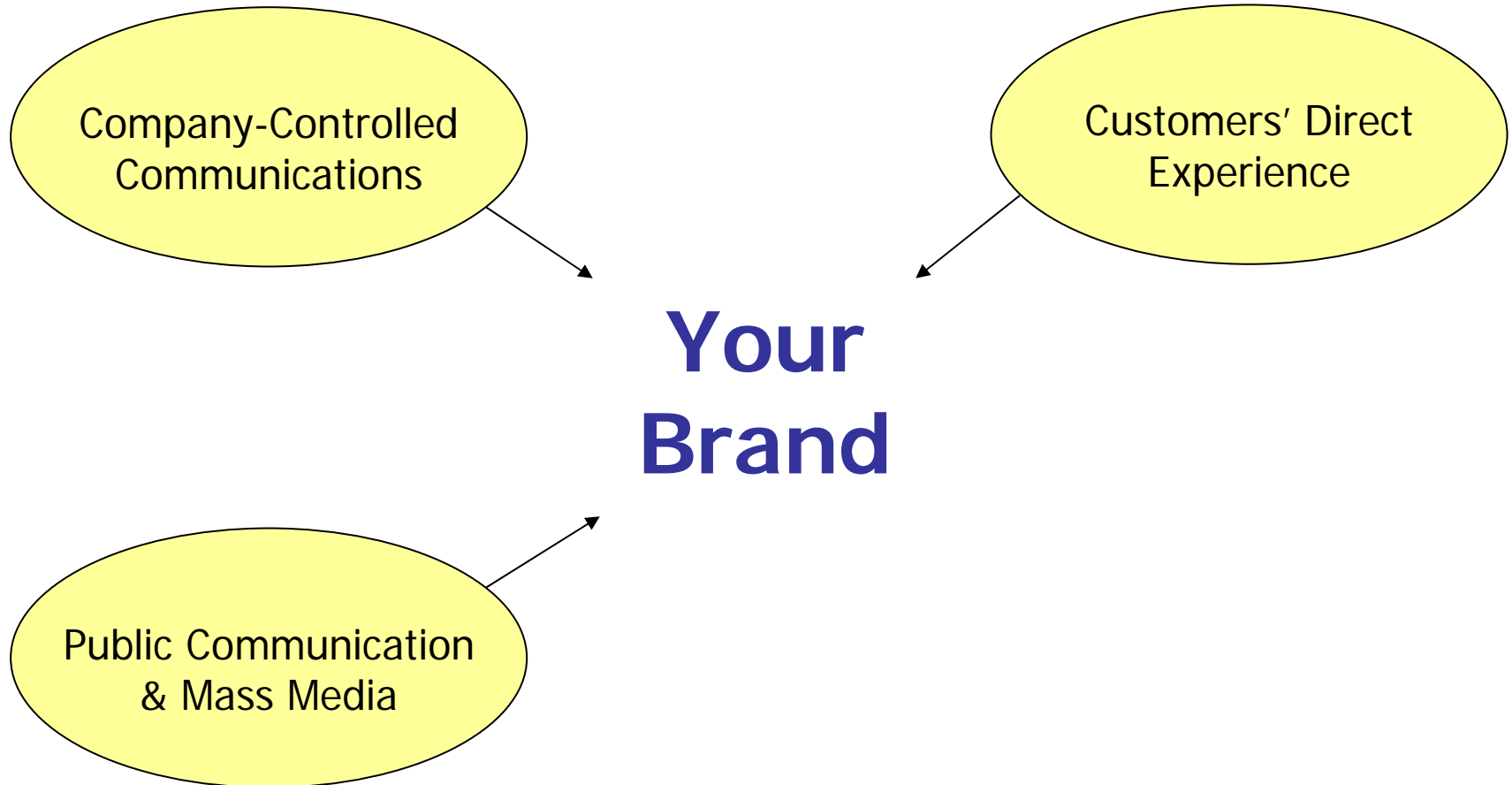
What Defines Your Brand?



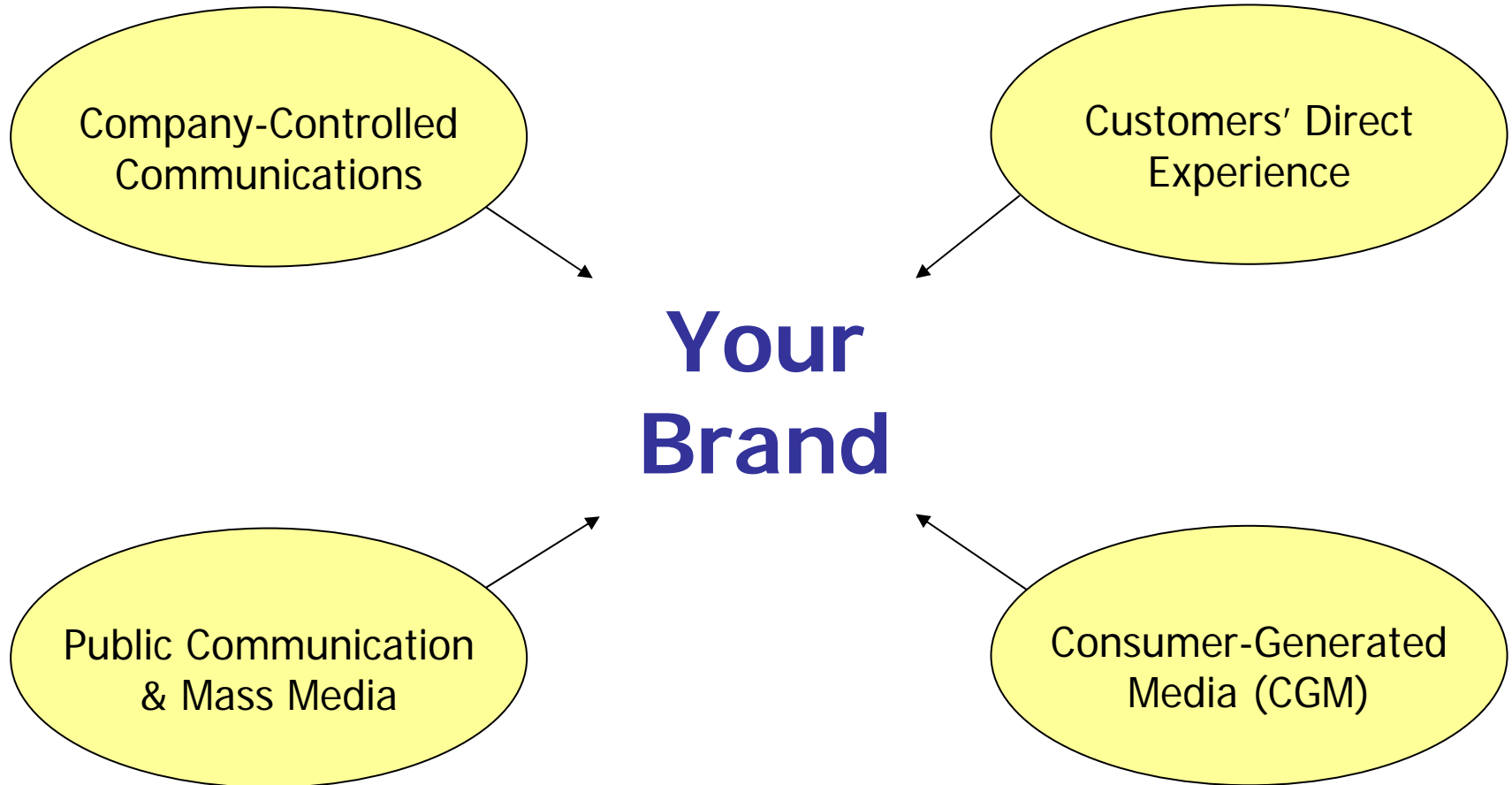
What Defines Your Brand?



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Examples of CGM Sources

- YouTube
- Technorati.com
- Consumerist.com
- MrConsumer.com
- PlanetFeedback.com
- MeasuredUp.com
- Ihatedell.net
- ComcastMustDie.com

Objectives of Today's Session

- Identify some specific challenges related to brand-building in a digital age
- Examine implications of these challenges for marketers
- Explore potential means of addressing these challenges

Three Challenges

- You Are Doing Business in a Virtual Bazaar
- Customers Are the New Paparazzi
- Word of Mouse Spreads Like a Virus

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Welcome to the Bazaar



Business in the Virtual Bazaar

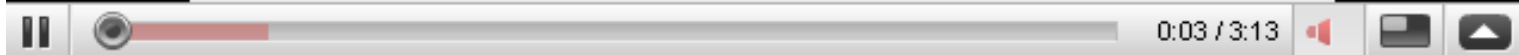
- Potential buyers can compare more than just goods, services, and prices – they can look at just about any aspect of how you do business versus others doing business in the bazaar.
- Your competition is any company that is doing business in the bazaar.
- Buyers come to expect what they have been shown is possible.
- The bar is being raised at an increasingly rapid rate.

Three Challenges

- You Are Doing Business in a Virtual Bazaar
- **Customers Are the New Paparazzi**
- Word of Mouse Spreads Like a Virus

The Cable Guy

The Comcast cable
guy who fell asleep in
my house



The Cable Guy

When your cable goes out
you call the cable guy

Right?



The Cable Guy



The Cable Guy

And look what we got
out of it.....



The Cable Guy



The Cable Guy

And after we got him
up.....



The Cable Guy



The Cable Guy

The second time we
woke him up he got a
attitude and just left
without fixing anything

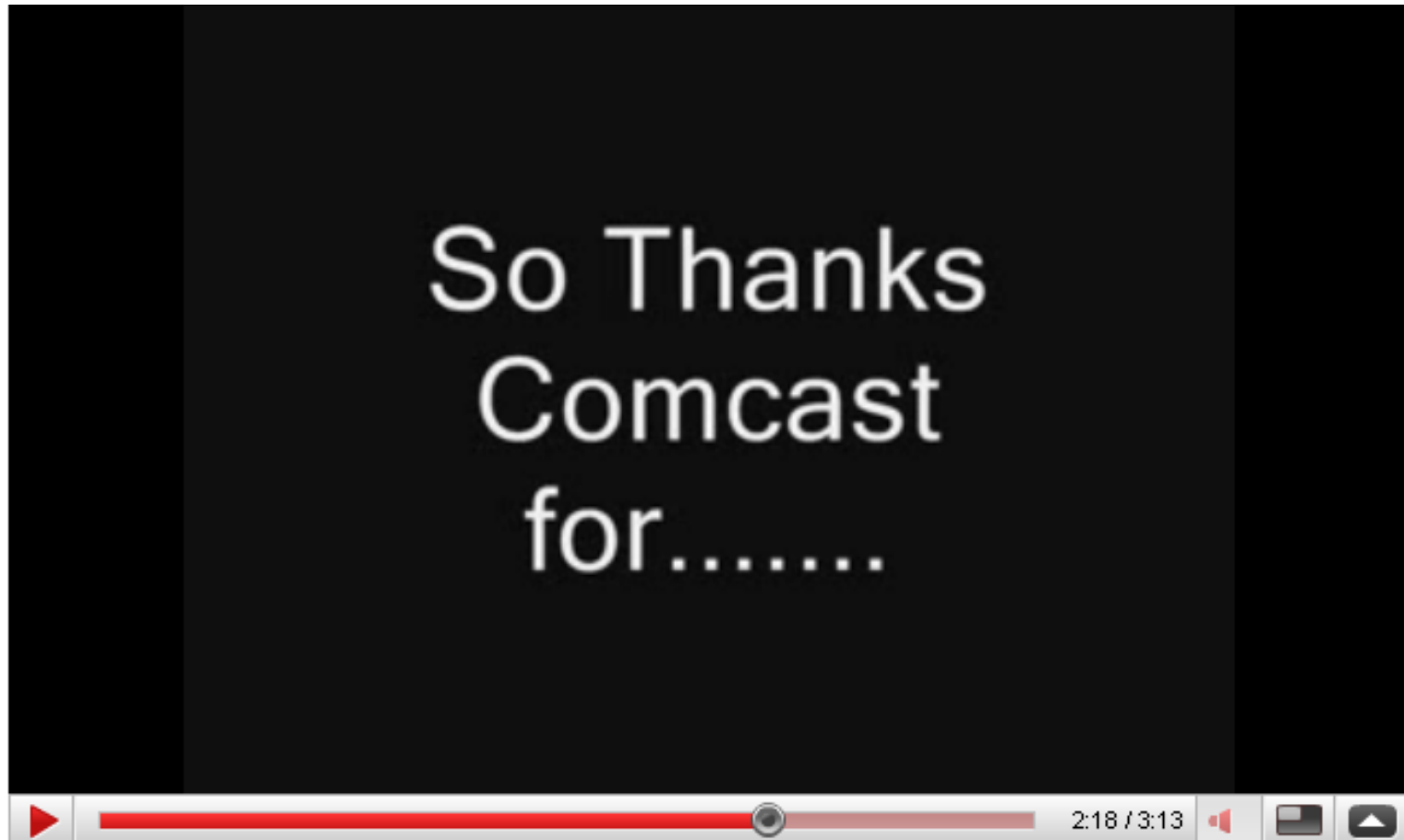


The Cable Guy

The day he got fired is the
day our dogs poisoned and
all of our Phone and Cable
wires wires got cut off the
side of our house



The Cable Guy



The Cable Guy

2 broken DVRS
1 Broken modem
2 holes in our brand new hard
wood floor



The Cable Guy



The Cable Guy

Comcast did offer us 1
month of free cable, but a
week after the incident we
ended up switching to
WOW

"WOW" is another cable provider here in Michigan, but we have since switched to AT&T U-verse and are extremely satisfied :)



The Cable Guy

And have had no
problems since



The Whole World Is Watching

- Current technology makes it relatively easy for customers to create audio and video records of their interactions and experiences with a brand or firm.
- Sites that support CGM make it relatively easy for customers to share these records with thousands of other customers and prospects.
- The damage done by this “swarm of digital termites” can be very costly.

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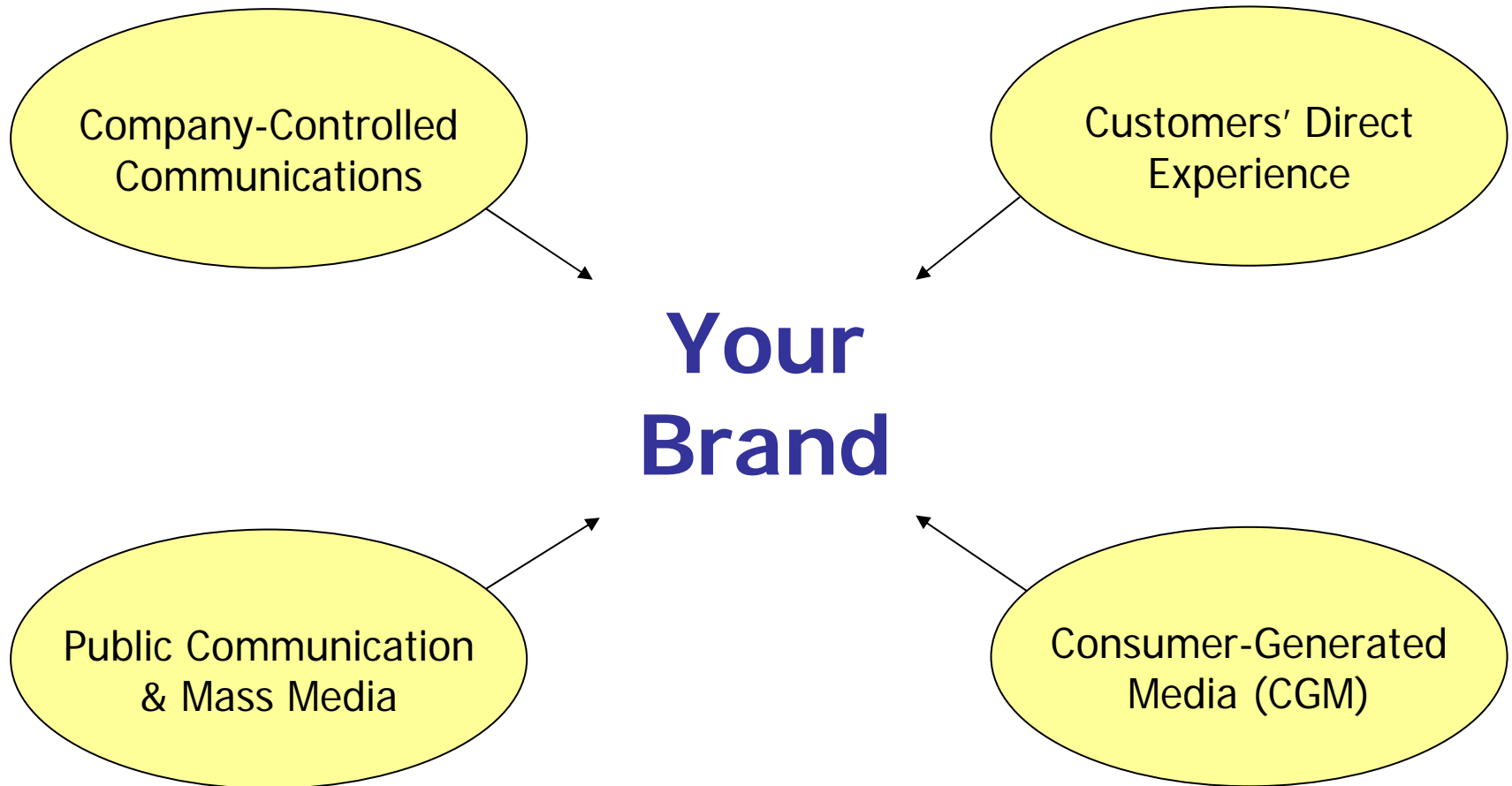
Trying to Cancel AOL



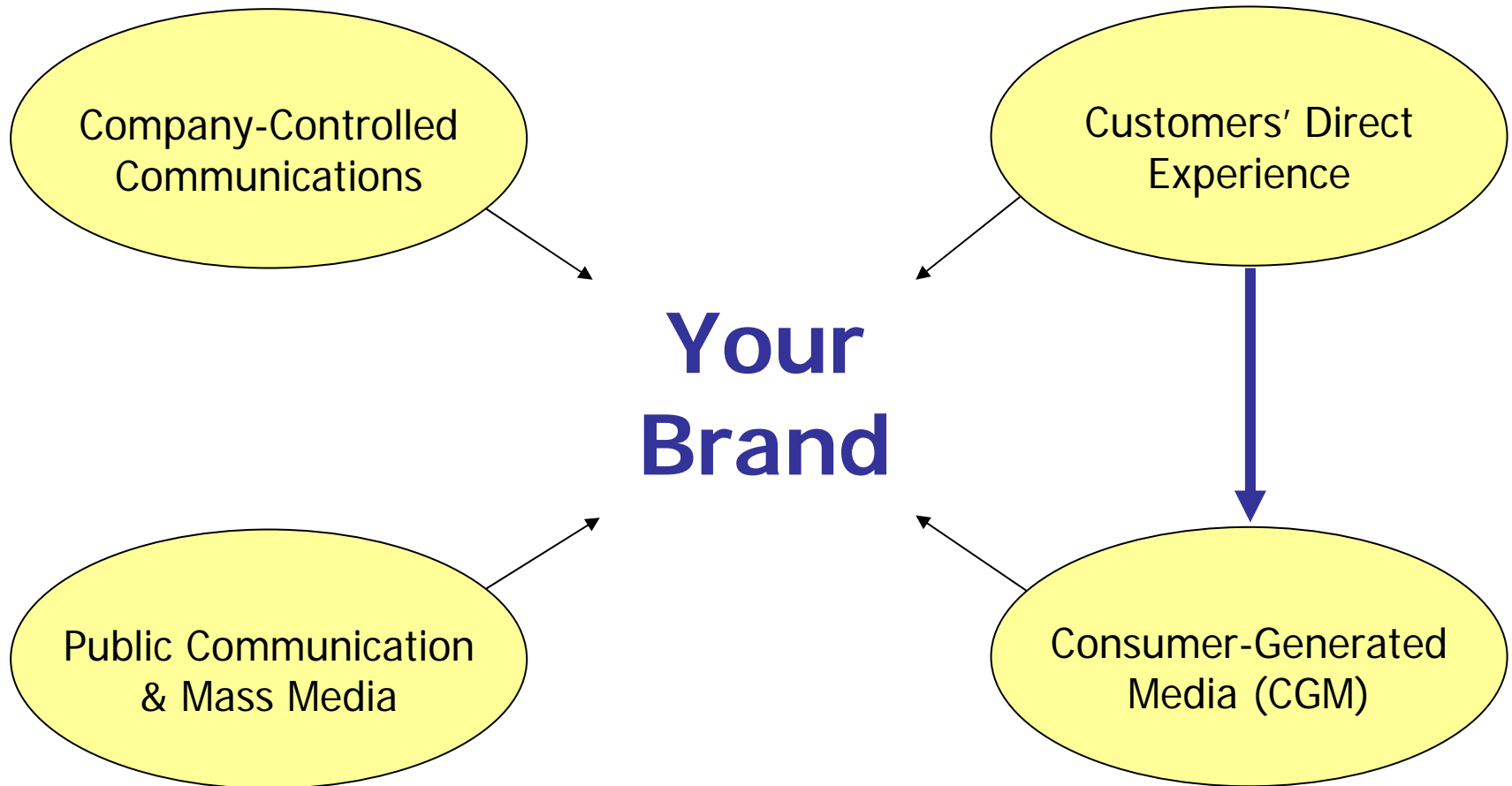
Like a Virus: The Ferrari Chronicle

- Ferrari posted the audio on his own blog, then on YouTube
- Picked up by Consumerist.com and described as “The Best Thing We Have Ever Posted”
- Covered by CNBC and the New York Times
- Ferrari interviewed by Matt Lauer on NBC’s Today Show

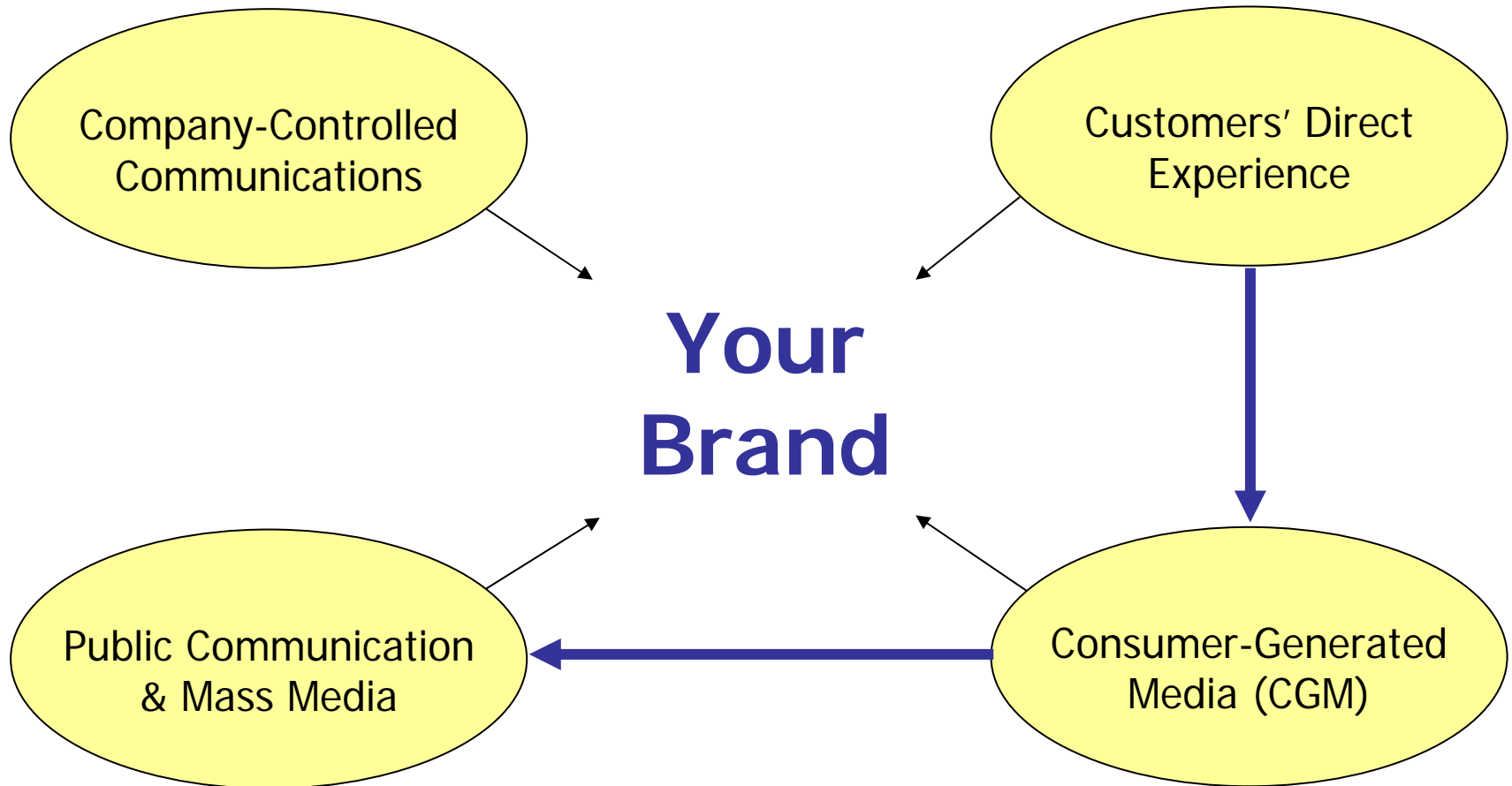
Brand Epidemiology 101



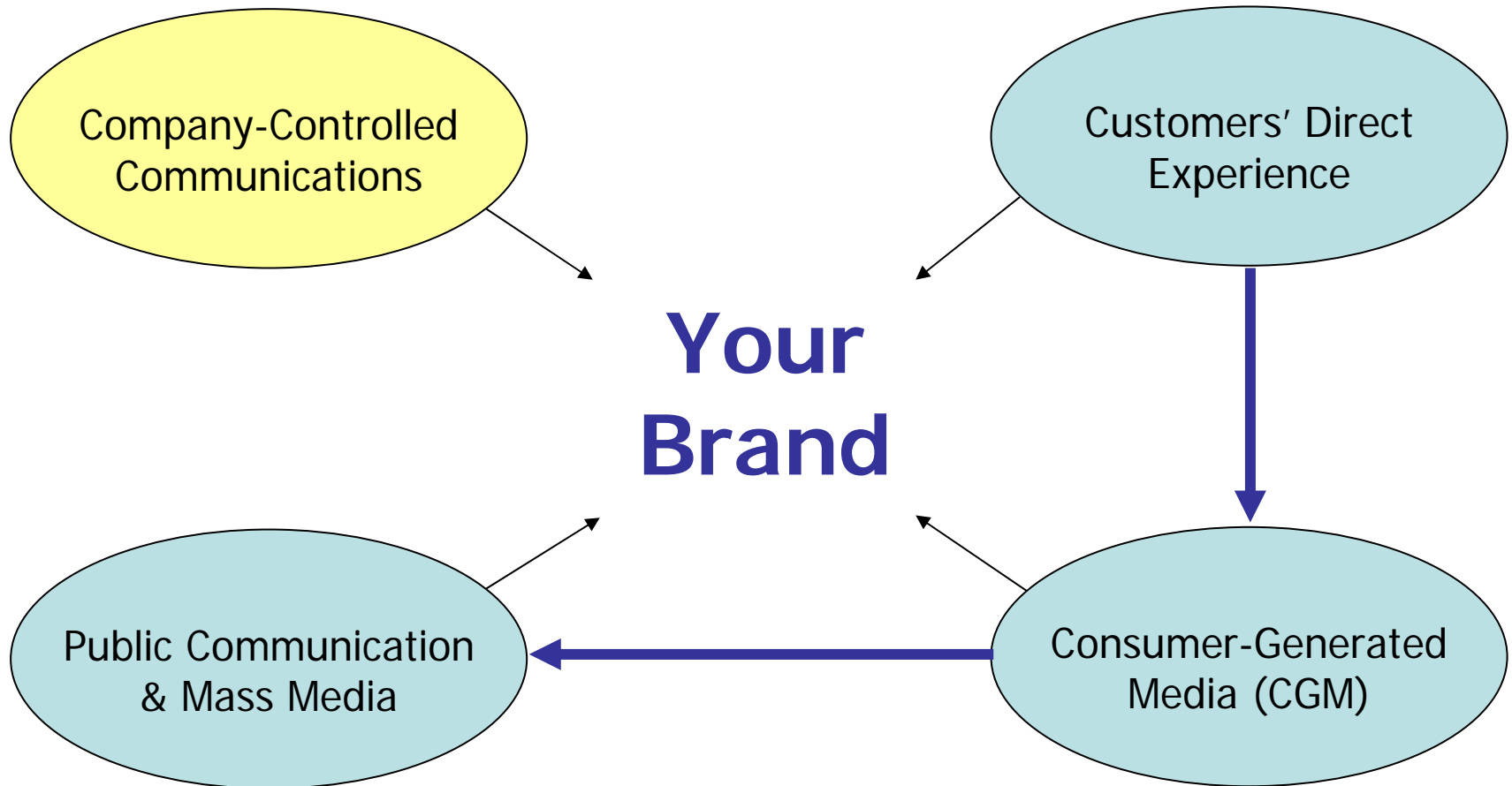
Brand Epidemiology 101



Brand Epidemiology 101



“A three-on-one fast-break rarely ends well for the defense...”



Recommendations – Some New, Some Not

- Don't Promise What You Cannot Deliver
- Empower Those Who Touch Customers (and Lose the Flash Phrases)
- Be Transparent About Business Practices and Policies (Lose the Fine Print)
- Balance Investments in Paid Media with those in CGM
- Make It Easy for Customers to Reach You – Listen and Respond

Some Thoughts Regarding Research

- Expand loyalty measures to include such items as “willingness to post.”
- Gauge the CGM participation and activity of your customers.
- Monitor both mass media and CGM on a continuous basis.
- Do VOC integration.
- Use observations and analysis of mass media and CGM to create “context” for traditional brand and customer experience tracking research.

Your Turn

Your Turn

- What one thing should companies stop doing?

Your Turn

- What one thing should companies stop doing?
- What one thing should companies start doing?