

Romancing The Brand How Brands Create Strong Intimate Relationships With Consumers

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Romancing The Brand How Brands

Drawing on exclusive, in-depth interviews with managers of some of the world's most iconic brands, Romancing the Brand arms you with an arsenal of classic and emerging marketing tools—such as benefit laddering and word-of-mouth marketing—that make best-in-class brands so successful. The book is filled with examples, strategies, and tools from powerful brands that consumers love, including Coke, Dos Equis, smartwater, the Atlanta Falcons, Domino's Pizza, Bounty, Turner Classic Movies ...

Romancing the Brand: How Brands Create Strong, Intimate ...

Romancing the Brand: How Brands Create Strong, Intimate Relationships with Consumers - Kindle edition by Halloran, Tim. Download it once and read it on your Kindle device, PC, phones or tablets. Use features like bookmarks, note taking and highlighting while reading Romancing the Brand: How Brands Create Strong, Intimate Relationships with Consumers.

Amazon.com: Romancing the Brand: How Brands Create Strong ...

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Amazon.com: Romancing the Brand: How Brands Create Strong ...

The book is filled with examples, strategies, and tools from powerful brands that consumers love, including Coke, Dos Equis, smartwater, the Atlanta Falcons, Domino's Pizza, Bounty, Turner Classic Movies, and many more. Ultimately, Romancing the Brand provides marketers with a set of principles for making brands strong, resilient, and beloved--and the insight and confidence to use them.

Romancing the Brand: How Brands Create Strong, Intimate ...

"Romancing the Brand shows that a brand's strength, and ultimately its ability to generate significant talk value, lies in creating a meaningful consumer experience. People talk about—and advocate for—brands with which they have an emotional bond.

Romancing the Brand: How Brands Create Strong, Intimate ...

In Romancing the Brand, branding expert Tim Halloran reveals what it takes to make consumers fall in love with your brand. Step by step,he reveals how to start, grow, maintain, and troubleshoot a flourishing relationship between brand and consumer. Along the way, Halloran shares the secrets behind establishing a mutually beneficial "romance."

Romancing the Brand: How Brands Create Strong, Intimate ...

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Romancing the Brand : How Brands Create Strong, Intimate ...

Now, see how these brands approached the consumers with the advertisements illustrated in Romancing the Brand! See the Romances: A PEEK INSIDE Susan, a petite woman in her late 20s, picked up one of the cans and said to the focus group moderator, "I drink 8 of these a day. It is always with me.

Romancing the Brand, by Tim Halloran - Convince Consumers ...

Now, see how these brands approached the consumers with the advertisements illustrated in Romancing the Brand! Dos Equis - The Most Interesting Man in The World ADDITIONAL VIDEO:

Romancing the Brand, by Tim Halloran - Convince Consumers ...

Adopting the foundation laid out in President Tim Halloran's Award Winning Book, Romancing the Brand, Romance the Brand Group is a new and unique marketing strategy firm that helps enhance the relationship. between brands and consumers by helping brands understand and develop consumer passion points. We take you from insights through program development so that you can execute a successful brand romance.

Romance the Brand | Building Consumer-Brand ...

"Romancing the Brand is an entertaining book that taps into a fundamental principle that every marketer should embrace: brands and consumers engage in a relationship. Truly world-class brands are able to grow and evolve a 'romance,' and that is when the magic happens."

Romancing the Brand, by Tim Halloran - Convince Consumers ...

We live in an era of huge changes in marketing and consumer behavior, but Romancing the Brand is a reminder that passion is timeless. Brands can be successful in the long run by cultivating deep, lasting relationships with customers. Steve Koonin, president, Turner Entertainment Networks See more Accolades

Romancing the Brand, by Tim Halloran - Convince Consumers ...

In Romancing the Brand: How Brands Create Strong, Intimate Relationships with Consumers, marketing consultant and former Coca-Cola brand director Tim Halloran urges marketers to go deep, too, but in an appealing, old-school kind of way.

Amazon.com: Customer reviews: Romancing the Brand: How ...

Tim Halloran has built and directed some of the world's largest brands. With over 20 years of strategic consumer brand management, insights, and new product development experience, he speaks extensively to business professionals on ways to improve the relationships between their brands and consumers.

Romancing the Brand, by Tim Halloran - Convince Consumers ...

Romancing the Brand: The Power of Advertising and How to Use It [Martin, David N.] on Amazon.com. *FREE* shipping on qualifying offers. Romancing the Brand: The Power of Advertising and How to Use It

Romancing the Brand: The Power of Advertising and How to ...

Ultimately, Romancing the Brand provides marketers with a set of principles for making brands strong, resilient, and beloved--and the insight and confidence to use them.

Romancing the Brand : How Brands Create Strong, Intimate ...

But if I am, so, it would appear, is Tim Halloran, whose book, Romancing the Brand, puts forth the case that not only can brands create strong, intimate relationships with consumers, they are fundamental to a brand's success. And he comes armed with examples.

Romancing the Brand - The Agency Review

Drawing on exclusive, in-depth interviews with managers of some of the world's most iconic brands, Romancing the Brand arms you with an arsenal of classic and emerging marketing tools—such as benefit laddering and word-of-mouth marketing—that make best-in-class brands so successful. The book is filled with examples, strategies, and tools from powerful brands that consumers love, including Coke, Dos Equis, smartwater, the Atlanta Falcons, Domino's Pizza, Bounty, Turner Classic Movies ...

Romancing the Brand eBook by Tim Halloran - 9781118828977 ...

Romancing the Brand Listed in Forbes' "7 New Actionable Business Books For Smart Entrepreneurs" Investors.com: "How To Win And Keep Customers With Strong Brands" MediaPost - "Likable Super Bowl Spots Are Romantic Failures" Small Business Trends - "Fall in Love with Romancing the Brand"