

Brand Dynamics

- ② The role of the brand has changed
 - More than an identity
 - Must be the crystallization of the brand promise – the connection point that links consumers' motivations to the experience
- ② The brand is the conduit of the experience – the magnet that pulls people to it – it stands for the essence of a person on a deep level
 - Brand must stand for the shared core values of the consumer and the experience
 - As such, the brand provides the energy behind the choice – it becomes a metaphor of the individual and the experience



Frontiers In Advertising Theory And Research

ML Yell



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