



How to **transform your brand**

and succeed in the age of the consumer.

What is a transformational brand?

Lately, we've seen some products that have made us really energized as marketers and entrepreneurs (and also as consumers): products with real potential to "change the game" in their respective categories. We have a phrase for this at our agency. They're what we call "transformational brands."

A transformational brand, as we define it, is a company that looks at its industry differently and innovates to alter how customers interact with that industry.

They are change agents in their respective markets. Certainly brands like Apple, Starbucks, Target and Uber come to mind. There are a handful of others. The fact is, it takes insight, foresight, courage and fortitude to be a transformational brand. But the payoff can be immense for the brand and the consumer.

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Uber 2013: 11% growth over a 5-week period.



Starbucks 2009 - 2013: Stock value up 750%.



Apple 2010: 3 million iPads sold in 80 days, profits up 78%.

The power to transform an industry.

Transformational brands don't have to be expensive or complicated. On the contrary, by virtue of their brilliance or simplicity, they have the power to create new and better ways of doing things. They also have the ability to change the customer experience in some meaningful way.

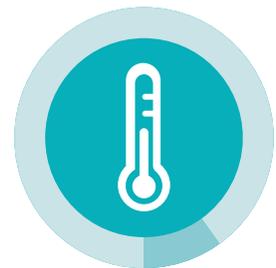
More than brands, change agents.



A car that gets 84 mpg, has a 5-star crash testing and costs \$6,800.



A case that cleans and disinfects a smartphone when you slide it out.



A thermometer so smart, it responds to your voice to adjust temperatures.

These are new products whose creators have taken bold steps to improve how people live and work, which is what technology is supposed to be about. And in so doing, these brands assume the power to transform their respective industries forever.

Improving every consumer touch point.

Transforming the customer experience involves a lot more than just developing breakthrough products. "Too often we think innovation needs to be something that has buttons you plug in," writes Mike Maddocks in Forbes. "The best innovators see possibilities to improve every touch point, from point-of-sale to product to help line to billing experience." Which is why today's forward thinking companies are investing major resources to transform the customer experience in other ways — beyond the products themselves.

According to Forrester Research, we're in the midst of a 20-year business cycle in which successful companies will leverage the power of mobility devices, services, applications and big data to transform customer experiences. In fact, more than 80% of senior business leaders say that their companies are focused on improving their customer experience.

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Innovating the customer experience.

We're seeing lots of examples of how leading companies are transforming how customers relate to their products and services.



IBM has created a Customer Experience Lab that's designed to help business leaders gain insight into how to transform the way customers relate to their brands, as measured by mobile, social, cloud and advanced analytics technologies. Since the Lab's launch in March 2013, IBM Research scientists and business consultants have worked with more than 100 clients from all over the globe to develop new technologies and services to transform the front office — and revolutionize how companies interact and engage with customers.

Viking Cruise Lines currently employs a variety of leading-edge technology on board their ships in an effort to deliver a more personalized experience to their guests. For example, the in-cabin TV is now programmed to serve as an onboard entertainment portal, featuring information on passengers' cruise itinerary, the weather for each stop on the itinerary, and movies selected for their relevance to locations and themes discussed on the trip.

A new app, created by **MarineXchange**, sends Viking passengers' orders directly to the ships' kitchens. This not only enables the chefs to be more responsive, it allows provisioning, ordering, and consumption to be very accurately maintained. Viking's new ships also now feature onboard solar panels, organic herb gardens, and energy-efficient hybrid engines — the hallmarks of a cruise line that strives for innovation in everything they do.

Panera Bread recently announced it's planning to introduce self-service ordering kiosks and tableside tablets in all of its locations within the next three years, allowing diners to order and pay without standing in line at the counter or waiting for the serving staff. Other food service giants are employing similar technology with great success. Tillster, a company that develops technology programs for Taco Bell and Subway, has found that new technology that can "remember" a customer's preferences actually builds loyalty and even increases frequency of visits.



reinvented the experience of taking mobile pictures



created the mobile photography category



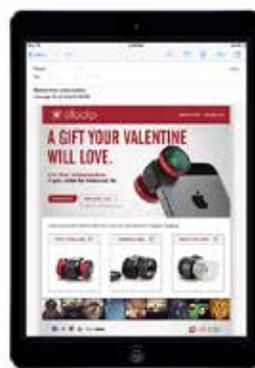
reinvigorated the smartphone category

Transforming how the world takes pictures.

One of our flagship clients, olloclip, became an immediate sensation by launching a unique photo lens attachment for the iPhone. olloclip has since built on that success with a line of camera lenses and accessories that have transformed the experience of taking pictures with smart phones. And in so doing, the company has essentially created a new category we've coined "mobile photography." With olloclip, users can now be more spontaneous in capturing special moments and life experiences. And the company has catapulted from Kickstarter to over \$20 million in sales in just a short time.



From Kickstarter to over \$20 million in sales, in less than 3 years.



Does your brand have what it takes?



What is the experience around your brand's core offering?

Remember that your brand is more than your logo and tagline. It's all the opportunities that a customer has to make a connection with your company — from a call into your service hotline to a post on Facebook.

Look at all the ways your customer interacts with you (often termed the customer ecosystem) — and figure out how you can innovate the overall experience you deliver. Instead of merely building customers' loyalty, think about how you can enhance their lives.



How can you enhance that experience to keep your brand vital and relevant?



In what new ways can your product or service make customers' lives easier?

Don't think just in terms of building customers' loyalty. Think in terms of enhancing their lives.



Would this require partnering with a company outside your industry?



Is experience innovation a major initiative in your organization?



What are your company's mechanisms for experience innovation?

One last question for you to consider.

Does your brand have the potential to change the parameters of what's possible in your industry category (or even create a new category) by virtue of the enhanced experience you deliver?

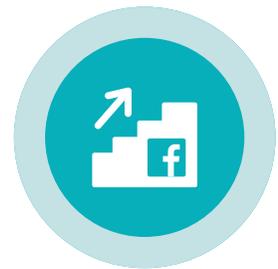
Transformational brands deliver double or triple digit growth.



Yelp, the online rating service, grew a scorching 65% in 2012 alone.



Pinterest experienced 286% growth in one year from 2011 to 2012.



In August, 2008, Facebook experienced an impressive 178% growth.

As you can see, an effective transformational brand strategy is also a growth strategy — a way to solidify the power of your brand to deliver sales and market share (and probably ensure market dominance). With competition in the marketplace more dynamic and competitive than ever, transformational thinking is an essential game plan, not just an ideal. What can you do to transform your industry and customer experience? We'd love to help you answer that question.

PARTNERS & HARRISON

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At Partners & Harrison, we specialize in helping emerging companies (brands on the cusp of greatness) find their true point of difference and transform their industry category. Our team has worked with some of the world's most creative companies: American Express, Apple, IBM, Motorola and St. Regis Hotels, to name just a few. We apply the insights we've gained from working with these industry innovators to advise clients worldwide in everything from product development to marketing strategy to brand communication.

A fully integrated branding and advertising firm with two offices on two coasts, our focus is the consumer tech, education, financial, healthcare, hospitality and real estate industries, and we offer a full range of services in all media.

More than a creative agency, we are a think tank where emerging (and re-emerging) brands come to collaborate with strategists, artists, writers, producers and visionaries. The goal is to gain insights and inspiration to win over hearts and minds — and propel their businesses forward.

Companies from London to L.A. to Lancaster, PA, partner with us to find the mojo and momentum they need to take on the world by transforming the customer experience in some meaningful way.