

Lovemarks

The future beyond brands

Brands have run out of juice. More and more people in the world have grown to expect great performance from products, services and experiences. And most often, we get it. Cars start first time, fries are always crisp and dishes shine.

A few years ago, Saatchi & Saatchi looked closely at the question: what makes some brands inspirational, while others struggle?

And they came up with the answer. Lovemarks: the future beyond brands.

How do I know a Lovemark?

Lovemarks transcend brands. They deliver beyond your expectations of great performance. Like great brands, they sit on top of high levels of respect – but there the similarities end. Lovemarks reach your heart as well as your mind, creating an intimate, emotional connection that you just can't live without. Ever.

Take a brand away and people will find a replacement. Take a Lovemark away and people will protest its absence. Lovemarks are a relationship, not a mere transaction. You don't just buy Lovemarks, you embrace them passionately. That's why you never want to let go. Put simply, Lovemarks inspire loyalty beyond reason.

The hallmarks of a Lovemark

The bottom left finds you in the **Low Respect and Low Love quadrant**. This is the positioning of classic commodities such as public utilities and low value transactions. Essential to our lives but going nowhere. Zero brand heat.

Now, move across to the bottom right quadrant to **Low Respect and High Love**. This is the land of fads,

trends and infatuations. Last month's must-haves. Next month's has-beens. Hairstyles and pop stars. You can have a lot of fun down here but you won't get Loyalty Beyond Reason.

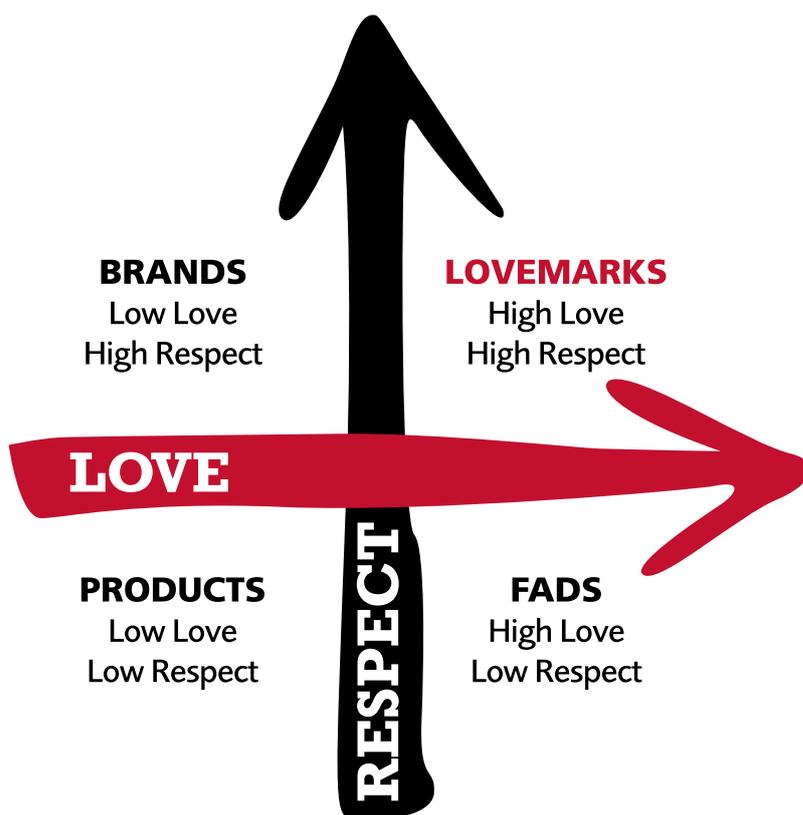
The **High Respect and Low Love** quadrant in the top left of the axis is where most major brands are stuck. Functional benefits, solid performance, and always fixed on those 'er' words. Newer, brighter, stronger, bolder and, worst of all, cheaper. Needed but not desired.

High Respect and High Love is the place to be. The top right of the top right-hand quadrant. This is Lovemark territory.

Only here, stretching for high love and resting on high respect, is where deep emotional connections are made.

Remember, only the customer can decide Lovemark status. And they'll only do it for brands that are up there in the top right, where the sun always shines.

At the core of every Lovemark is Respect. No Respect? It's not a Lovemark. It's as simple as that. Check out the Love / Respect Axis and see just where your favourite brand is sitting or your organisation sits with its 'consumers'. A Lovemark's high Love is infused with these three intangible, yet very real, ingredients: mystery, sensuality and intimacy.





Lovemarks books by Kevin Roberts include: **The Lovemarks Effect: Winning in the Consumer Revolution** and **Lovemarks: The Future Beyond Brands**. For further information, go to www.lovemarks.com and click on The Books.

Mystery draws together stories, metaphors, dreams and symbols. It is where past, present and future become one. Mystery adds to the complexity of relationships and experiences because people are drawn to what they don't know. After all, if we knew everything, there would be nothing left to learn or to wonder at.

Sensuality keeps the five senses on constant alert for new textures, intriguing scents and tastes, wonderful music. Sight, hearing, smell, touch, taste.

Our senses work together to alert us, lift us, transport us. When they are stimulated at the same time, the results are unforgettable. It is through the five senses we experience the world and create our memories.

Intimacy means empathy, commitment and passion. The close connections that win intense loyalty as well as the small perfect gesture. These are often remembered long after functions and benefits have faded away.

Without Intimacy people cannot feel they own a brand, and without that conviction a brand can never become a Lovemark.

The future of Lovemarks

Lovemarks can be found everywhere but to connect with consumers three places matter most: on screen, online and in store.

On screen: for decades screens were Irreplaceable and Irresistible whether in television sets or movie theatres. In the twenty-first century the family of screens has many more members, whether on mobile phones or computers, PDAs or digital billboards. But the proliferation of screens is not

an excuse to get more complicated. It is the way to get closer to consumers by creating Lovemarks and Loyalty Beyond Reason.

Online: the online revolution has given consumers an extraordinary new way to connect with the products and services they care about. Online they can prove that they own the brand. Online they can show their Loyalty Beyond Reason. And online they have new opportunities to act as Inspirational Consumers and passionate advocates for the brands they love. Lovemarks.com was created to celebrate the engagement the online medium offers consumers.

In store: Mystery, Sensuality and Intimacy are transforming the in-store experience. Stores will host the next creative revolution as they become Theatres of Dreams. Lovemarks in store activate the drama of the brand where it matters by looking through the eyes of shoppers. The store is where over 80% of shopper decisions are made and an amazing 50% of brand switches happen.

Kevin Roberts, CEO Worldwide of Saatchi & Saatchi, travels the world giving speeches to conferences, businesses and leaders in commerce, sharing his ideas for businesses to move beyond brands. His mantra is that people are about 80% emotion and 20% reason and that it takes deep emotion to go beyond brands. To see Kevin Roberts' speeches for ideas for your organisation go to www.lovemarks.com and click on the 'press room' or www.saatchikevin.com.

It could be argued that the arts and cultural industries have always been 'beyond brands' – that they

should already be Lovemarks for the very reasons that to connect with art you need to find that 'intimate and emotional bond' and build those 'relationships based on respect'. They should find it easier than companies selling cars or mobile phones or brown fizzy drinks. Strangely, though, there are very few, if any, arts organisations listed as Lovemarks on www.lovemarks.com. Are arts organisations making the most of those already in-built levels of emotional connection as opportunities to engage with audiences, visitors and participants in a meaningful way? Do they have a genuine relationship with each and every audience member, visitor or participant? The AMA museums and galleries marketing day, taking place on 20th February 2008 at the Imperial War Museum, London, will look into this with speakers and seminars on topics such as increasing frequency of visits, increasing diversity and developing a deeper engagement or more interaction with visitors and participants. For more, go to www.a-m-a.co.uk and click on 'events'. ■

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