



Married to the Brand: Why Consumers Bond with Some Brands for Life

By *William J. McEwen*

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Packed with stories and compelling discoveries from an impressive worldwide consumer database, *Married to the Brand* reveals why consumers bond with some brands — but not others. Looking through the all-important eyes of the consumer, it shows what companies must do to build enduring and profitable brand relationships.

Companies spend millions of dollars every year trying to court consumers. They invest in flashy advertising, celebrity endorsements, loyalty programs, Web sites . . . you name it. And they spend millions more trying to build their businesses through elaborate “relationship management” software.

The result? Most marketers still aren’t emotionally connecting with consumers.

Sure, their strategies may draw raves, and their ads may win impressive awards at Cannes. They may even raise their brand awareness. But they too often fail to build enduring brand relationships. Put another way: Many marketers are great at wooing a “first date” with consumers — yet lousy at creating a lasting marriage between buyer and brand.

Married to the Brand tells the story of what makes profitable brand relationships work — through the eyes of the consumer, not the marketer. Packed with stories and compelling discoveries from a worldwide consumer database, this book explores why people bond with some brands and not others.

Emotions aren’t simply warm, fluffy concepts. According to *Married to the Brand*, which draws on 60 years of Gallup Organization research into consumer psychology, emotional connections can be measured and managed. *Married to the Brand* shows you how. This is a must-read for profit-obsessed marketers everywhere — from the boardroom, where strategies are formulated, to the front lines, where employees “live” the brand every day.

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Editorial Review

Amazon.com Review

How does a brand--a company or one of its products--stand out in an ever-louder and more chaotic marketplace? Why do customers develop intense and lasting bonds with some products they consume, but not others? What do winning brands do better than their competitors? Generations of marketers have pondered these questions, and *Married to the Brand* offers thought-provoking answers.

Based on 60 years of research from the Gallup Organization, the book combines a thoughtful, data-driven approach with a playful metaphor. Author and Gallup researcher William McEwen sees customers' interactions with brands as markedly similar to the in-depth, extended relationships we see in marriages. From his opening pages, McEwen draws parallels between customers' feelings about brands and romantic relationships. For example, he points to the differences between "dating" and "long-term engagement". He explains how both commercial and romantic relationships require trust to start and build, but passion to flourish and sustain. He describes situations in which people might fall in love, then later seek a "divorce".

Like other recent classics about brand marketing, like Scott Bedbury's *A New Brand World* and Al and Laura Ries' *The 22 Immutable Laws of Branding*, McEwen's book makes good use of anecdotal personal examples. He uses stories about individual consumers' interactions with the Starbucks (coffee) or Morton's (salt) brands, for example, to illustrate one of his central points: that brands grow not just from products, but from an overall customer experience which may include the original advertising that first drew attention to the brand, personal memories tied to the product, interactions with sales staff, the appearance and location of the physical store in which the product was purchased, and so on. He summarizes by describing a framework of "5 P's" that drive customers' perceptions of brands: product, place, promotion, price, and people.

Taken as a whole, this book's lessons provide a provocative and interesting rethinking of brand management for marketers in a wide variety of industries. As McEwen himself writes, emotions connected to brands "aren't merely warm and fuzzy, nor should they be relegated to the world of greeting card poetry and Hollywood scripts. Emotions are both powerful and profitable, whether a company is marketing hamburgers or microprocessors." McEwen challenges his readers to build their brands patiently, over time. He attacks the conventional wisdom behind most companies' customer relationship management (CRM) or loyalty-marketing programs. Perhaps most importantly, he is realistic in stating from the book's outset that even the best brands will engage only a minority of their customers in true "marriage"-like relationships. But for the readers willing to invest the effort, in this book and then in the brand building that follows, the payoff appears worthwhile. --Peter Han

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Marketers are always searching for the holy grail of brand loyalty--those elusive attributes that cause consumers to bond to a brand for life--and yet up to 95 percent of new products fail to connect with shoppers. McEwen looks into the psychology of the brand experience from the consumer's viewpoint, where it takes a total package of feel-good emotions to create lasting relationships. Whether it's Starbucks, Nike, Wal-Mart, or Kraft, the products themselves may have very little on the competition; but it's the intangibles such as confidence and integrity that count. Using data from 60 years of Gallup Organization research, McEwen establishes a foundation for creating a healthy brand marriage, and shows how companies topple the relationship when they take their base for granted and, in their zeal for growth, try to be all things to all people. This problem is evident today in the identity crises facing companies such as GM, Kmart, and Sears.

Although he may not have all the answers, McEwen brings clarity to a subject often filled with cacophonous noise. *David Siegfried*

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Review

"Every afternoon, Marty walks four and a half blocks to the Starbucks near his office. Sure, Marty has coffee available at work, yet he leaves the office and walks past two other coffee shops to get to Starbucks, where he gladly pays \$1.60 for something he could get for free... Marty gives something to Starbucks, Monday through Friday, but that's only because his favourite Starbucks store gives him something back. Lasting, meaningful relationships are always reciprocal." - From the book."

Users Review

From reader reviews:

Katie Martinez:

Why don't make it to be your habit? Right now, try to prepare your time to do the important take action, like looking for your favorite reserve and reading a guide. Beside you can solve your short lived problem; you can add your knowledge by the guide entitled Married to the Brand: Why Consumers Bond with Some Brands for Life. Try to face the book Married to the Brand: Why Consumers Bond with Some Brands for Life as your friend. It means that it can for being your friend when you experience alone and beside associated with course make you smarter than ever before. Yeah, it is very fortunated for yourself. The book makes you much more confidence because you can know everything by the book. So , we need to make new experience as well as knowledge with this book.

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The actual book Married to the Brand: Why Consumers Bond with Some Brands for Life has a lot of knowledge on it. So when you make sure to read this book you can get a lot of advantage. The book was published by the very famous author. This articles author makes some research ahead of write this book. This book very easy to read you can find the point easily after reading this article book.

Fred Musso:

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