

# instinct™

Instinct is a monthly publication on branding for clients, associates and friends of Ted Matthews.

Leading and inspiring all those who touch the enterprise  
to understand, embrace and enhance the power of your brand.

## Colourful brand building experience.

Crayola, that most colourful of children's craft companies offers an 'experience' at the head office and manufacturing facility in Easton PA. Celebrating their 100th year in business, Binney & Smith's Crayola Factory Hands-on Discovery Centre is set up for families venturing there to learn the history of Crayola, buy their favorite crayons colours by the pound, try and test all the products in specialized test labs and experiment with new marker technology. A mother of two and recent visitor to the Crayola Factory told of spending two busy hours there with her children.



Upon their return to Toronto, she expressed a new mindset - to never again be tempted to purchase discounted colouring products, only Crayola will do!

As featured in a recent Fast Company article, the brand folks at Procter & Gamble's Charmin brand of toilet paper have also taken a hands-on approach to delivering a brand experience and building a bond with new and existing customers. For the past three years, they have toured the country with one of the world's largest sampling programs. Their 18-wheel Potty Palooza visits 30 venues per season - everywhere from the Super Bowl to the Arizona Balloon Festival. The program reaches 5 million

people a year, sampling Charmin's key attribute - softness. The 27-bathroom mobile is a shiny, clean oasis in the often unkempt world of fairs and sporting event rest stops - the perfect spot to build a positive relationship with a Charmin experience. At one venue, 30,000 people signed a petition to get the Charmin folks to return the next year!

## What would brand coach suggest?

*It is the era of commoditization. Anything and everything is available from producers and retailers at lower and lower prices. Reaching consumers with traditional brag-media has never been more expensive or less effective. The only enduring strategy is one of branding with an experience. Building an emotional bond with a customer can set your product or service apart, helping establish long term loyalty. Getting people to touch the product, understand the history, meet the people behind it and visit the place where it is made can all build that bond.*

*Experiences like these are corporate theatre, and this is brand building at its very best. There is a Chinese proverb that captures this - **Tell me and I'll forget, show me and I may remember, involve me and I will understand.** In this world of commoditization, brand experiences build understanding and customer equity, and customer equity today equals corporate value.*

*As we lose our manufacturing base, let's work to build and strengthen our brands here in North America before the Chinese remember their own proverb. What experience could your company create?*