

instincts

instincts is a monthly publication on Branding for clients, associates and friends.

Our Mission: Support and challenge business leaders to maximize the potential within their Brand.



Branding for the Long Run

Christmas is coming. And so is the annual extravaganza of ad spending, as Brands open their wallets in the hope that customers will do the same in this, the year's most important selling season.

But not every Brand will be sprinting to blow the budget. A savvy few will do little in the way of traditional advertising. They will instead continue to treat Brand-building as the marathon it is – by focusing on *remark-ability*: delivering a customer experience so great that it's worth remarking about to others.

A case in point is Running Room. With 92 corporate-owned stores, they are North America's largest specialty running retailer. These guys do a lot more than sell sneakers: they create an integrated Brand experience that begins with all staff being runners themselves. They therefore understand your challenges and needs as a customer – comprehension that's the basis of superior service delivery. And superior products, including a Running Room Brand of premium-quality footwear, apparel and accessories.

Not every Brand will
blow their budget

These same staff members broaden the Brand experience by hosting running groups and clinics – to help you train for a marathon or other race (many of which the Running Room sponsors), or even learn how to run in the first place. The Running Room community is further intensified through online forums, where customers are very active at sharing info on everything from training techniques to carpooling.

It all adds up to a Brand that has highly differentiated itself in a very competitive industry. To a Brand that gets customers talking.



Now available at Amazon.com
and Books for Business

"Brand: It Ain't the Logo" should be required reading for anyone who sits around the 'big table' and for anyone who seeks to influence their decisions."

Ken Wong
Associate Professor, Business
and Marketing Strategy
Queen's School of Business

What does the Brand Coach coach?

Those Brands about to spend like crazy on advertising this Christmas? Most would admit that word of mouth is infinitely less expensive. And far more effective, because it's far more trusted by consumers and less likely to be ignored (or missed altogether) in the hyper-barrage of Christmas messaging.

What the heavy advertisers can do, and indeed every Brand should do, is seize upon the reality that A Brand is what people think of you™. And that Brand equity is the *value* of what people think of you. And that developing remark-ability is the starting point of shaping those thoughts.

Instinct in the media



The NDP considers a new name – and Ted Matthews weighs in

Go to our [In the Media](#) page.