

CIM

**Enhance and innovate
your brand experience**
Brand Engagement
and Innovation

Paul Hitchens MCIM CHARTERED MARKETER
Author | Brand Strategist | Founder of Verve Brand

Thursday 9th March 2017

@PaulHitchens

www.verve.co.uk

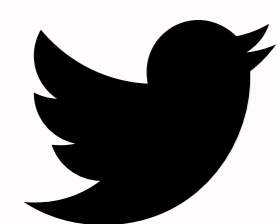


Enhance and innovate your brand experience

BRAND ENGAGEMENT AND INNOVATION

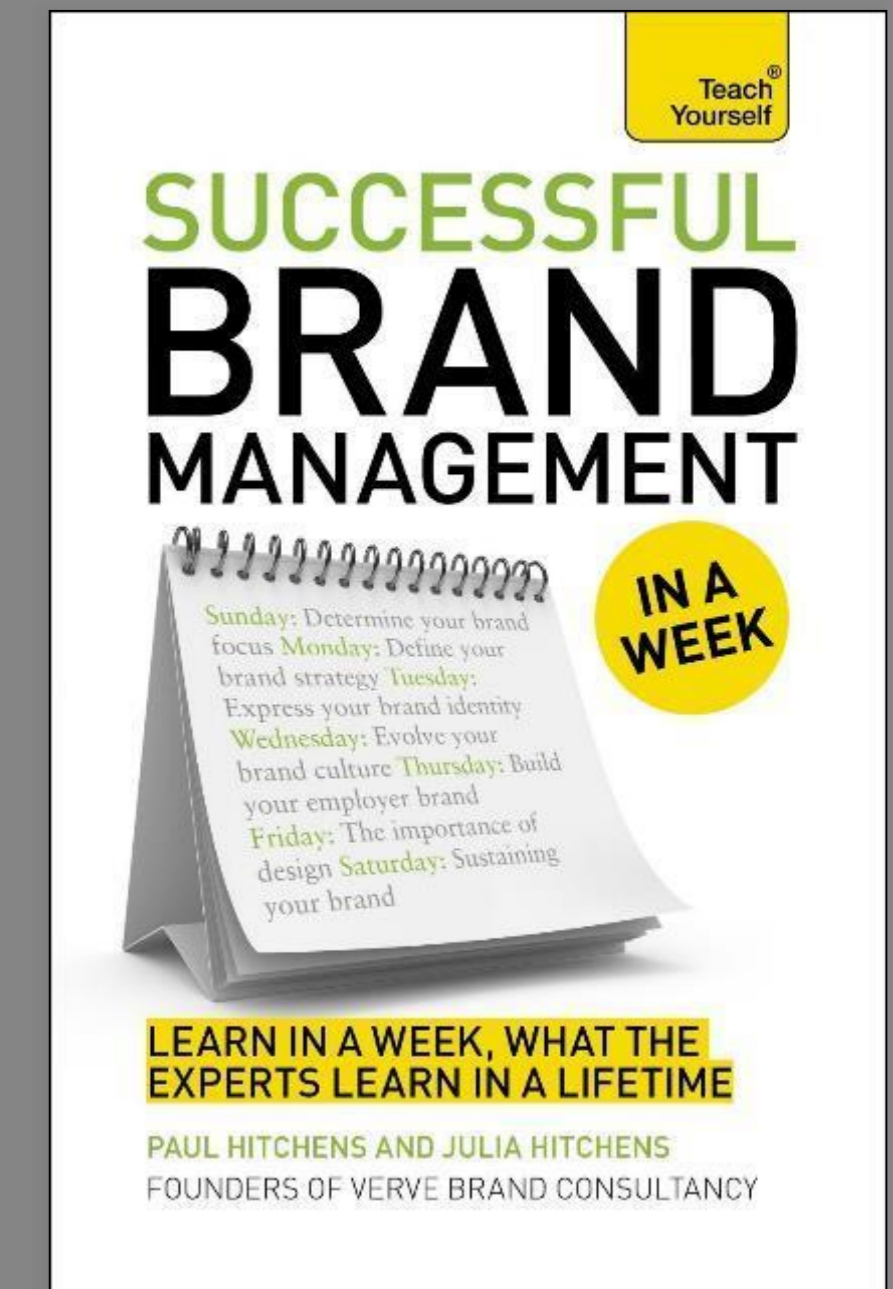
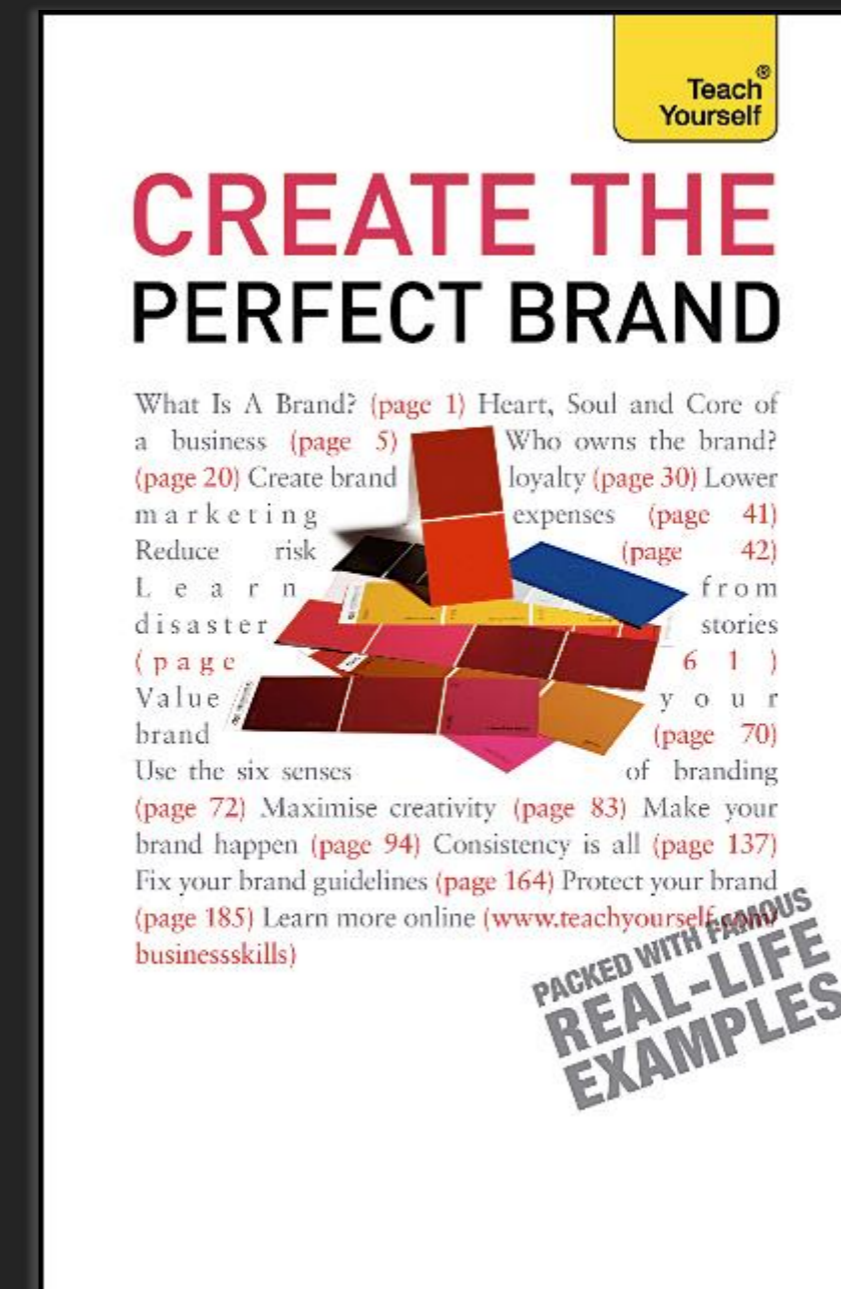
Paul Hitchens (MCIM Chartered Marketer)
Founder: Verve Brand (verve.co.uk)

- How can values drive the brand experience
- How do touchpoints build brand reputation, experience and expectation
- Analysing touchpoints
- Increasing brand value at every touchpoint



@PaulHitchens

www.verve.co.uk





**How can
values drive
a brand
experience?**

**How can
values drive
a brand
experience?**

Values are the
compass that
provides a direction
through the moral
maze of life



A series of approximately 15 curved arrows of various colors (including shades of purple, blue, green, yellow, orange, and red) pointing towards the right. The arrows are arranged in a slightly overlapping, fan-like pattern, with the largest arrow at the bottom and the smallest at the top. The background is a solid purple color.

**How do
touchpoints
build brand
reputation
experience and
expectation?**



**How do touchpoints
build brand reputation
experience and expectation?**

**A brand's values
should be evident at
every touchpoint
experience**

Touchpoint analysis



Touchpoint analysis

Analysis of each stage of the brand experience can reveal insights and opportunities for change and innovation





**Increasing
brand value
at every
touchpoint**



**Increasing brand value
at every touchpoint**

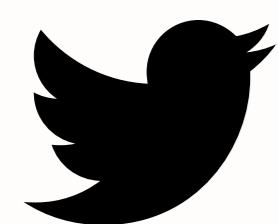
**A long-term
commitment to
design and
innovation is
essential for the
continued success
of the brand**

Enhance and innovate your brand experience

BRAND ENGAGEMENT AND INNOVATION

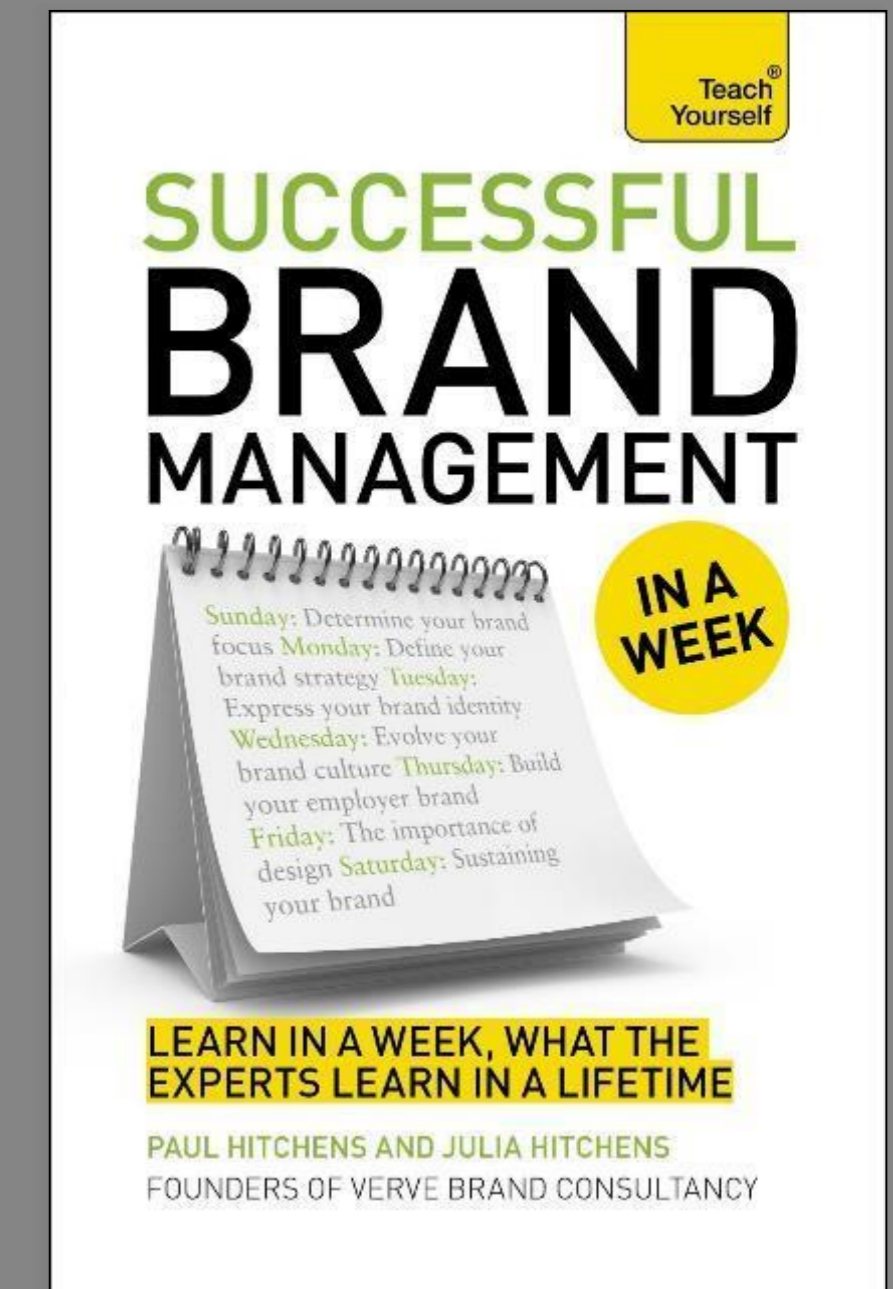
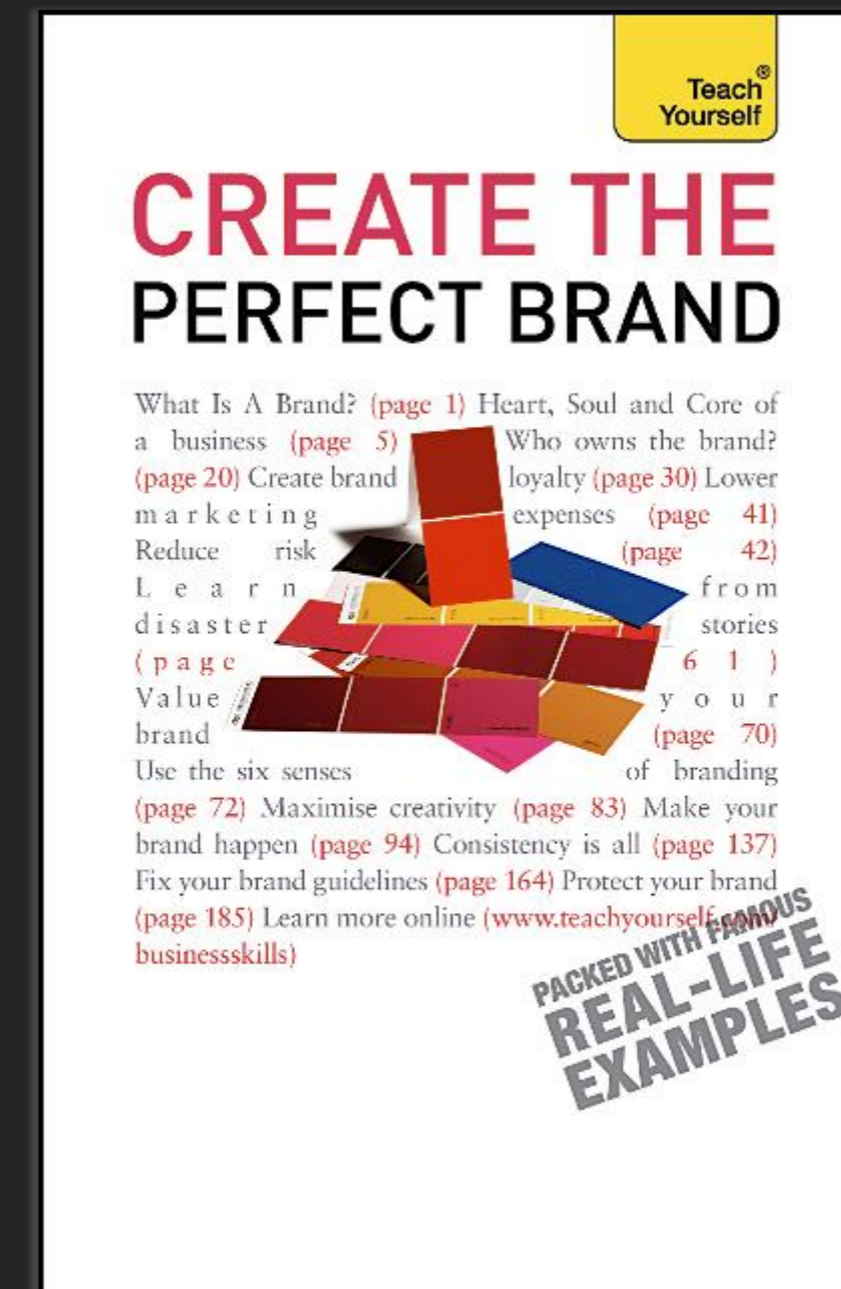
Paul Hitchens (MCIM Chartered Marketer)
Founder: Verve Brand (verve.co.uk)

- Are your values evident at every touchpoint?
- Analysing your brand experience can reveal opportunities for improvement
- A long-term commitment to design and innovation is essential for continued success



@PaulHitchens

www.verve.co.uk



CIM

Thank you

Paul Hitchens MCIM CHARTERED MARKETER

Author | Brand Strategist | Founder of Verve Brand

Thursday 9th March 2017

@PaulHitchens

www.verve.co.uk

