

CIM

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

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

Thursday 9<sup>th</sup> March 2017

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[www.verve.co.uk](http://www.verve.co.uk)

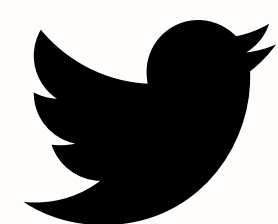


# Enhance and innovate your brand experience

## BRAND ENGAGEMENT AND INNOVATION

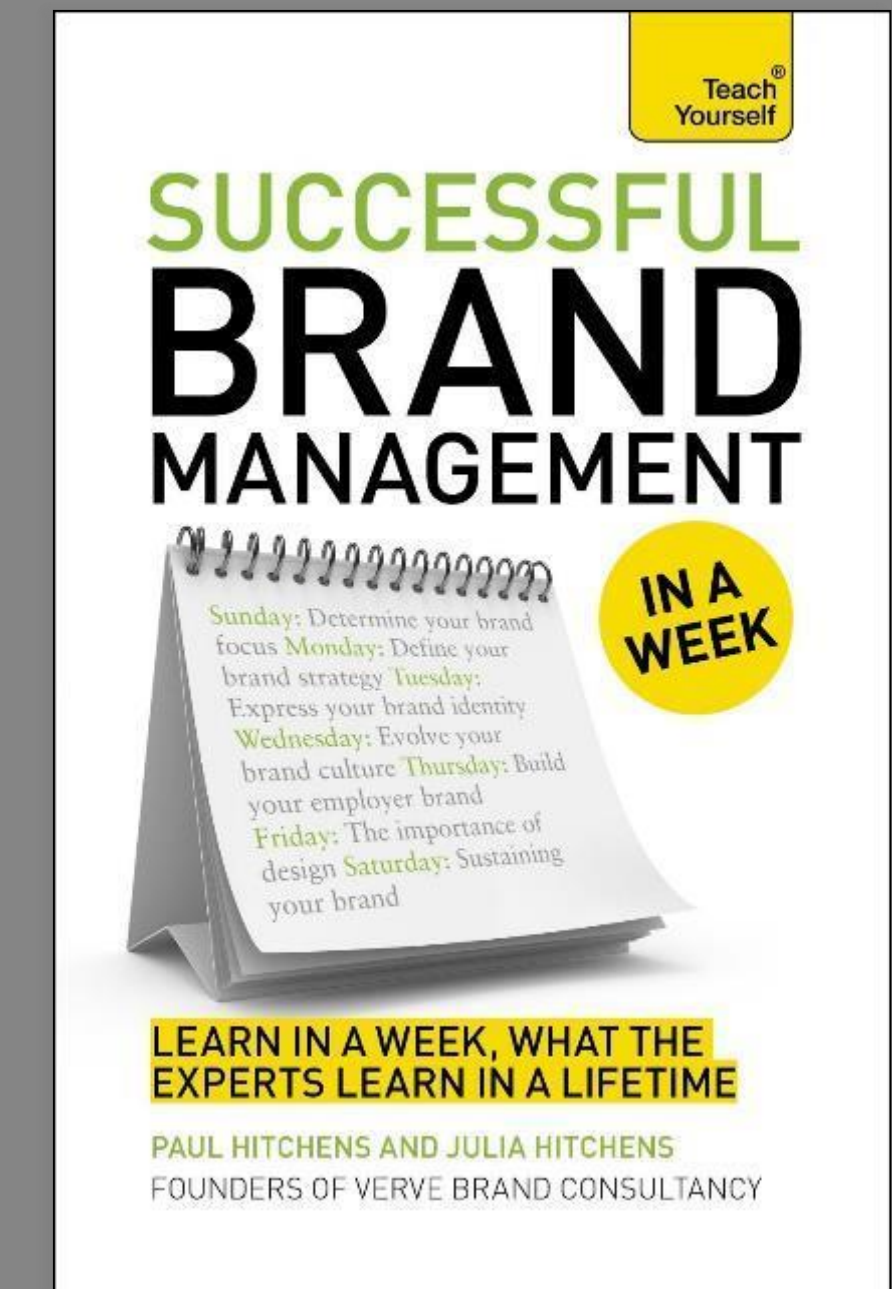
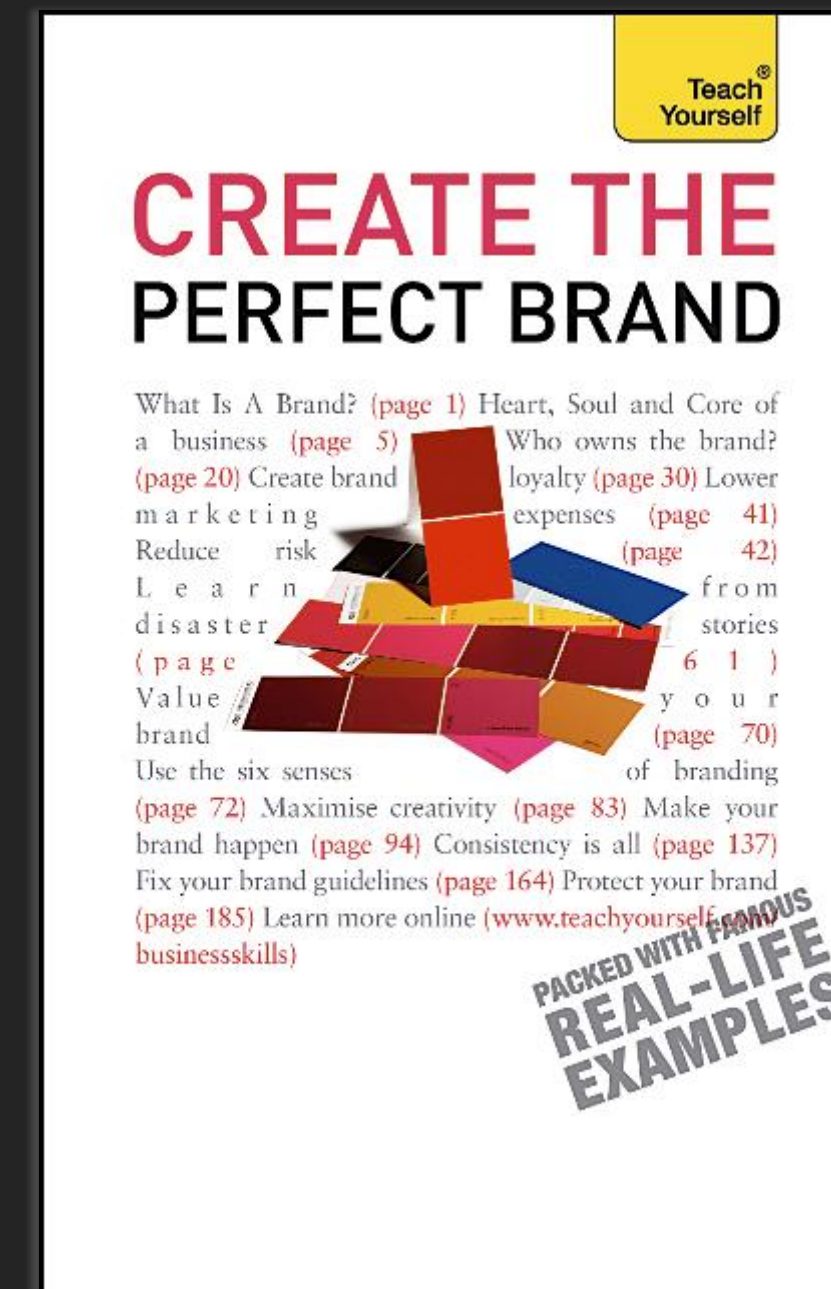
**Paul Hitchens (MCIM Chartered Marketer)**  
**Founder: Verve Brand (verve.co.uk)**

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



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**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**

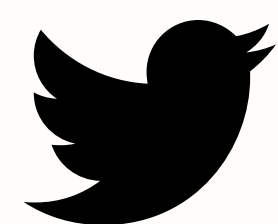


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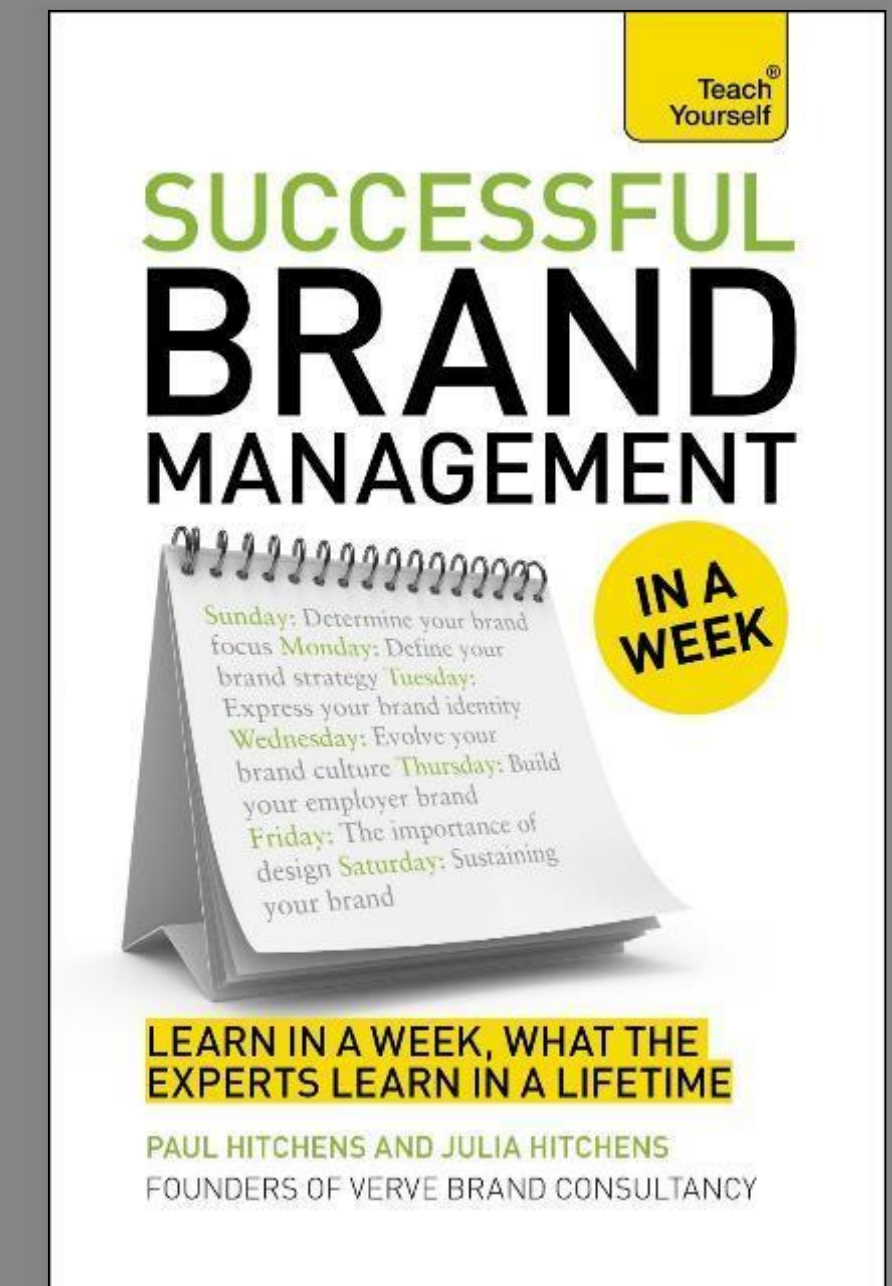
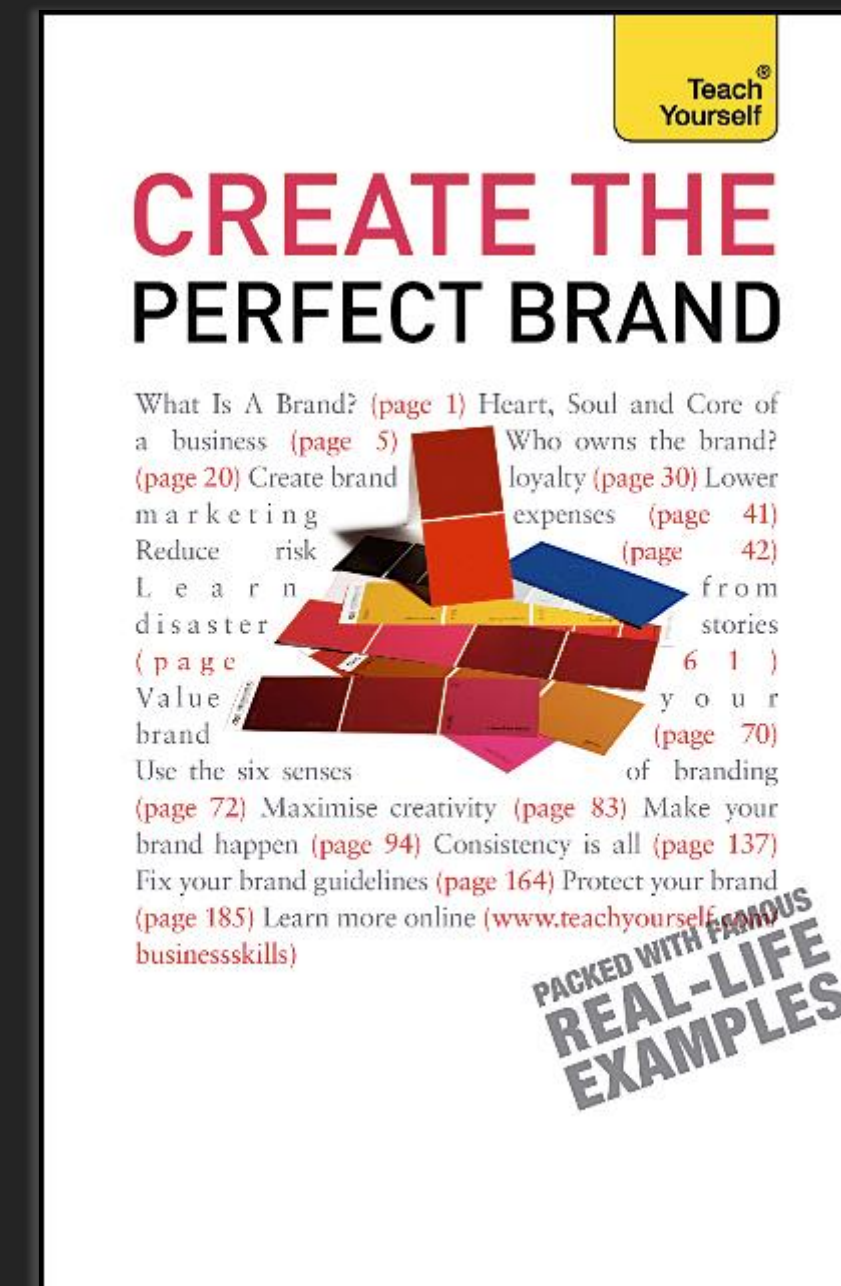
**Paul Hitchens (MCIM Chartered Marketer)**  
**Founder: Verve Brand (verve.co.uk)**

- 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



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**Thank you**

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