



Advertising  
Specialty  
Institute®

**Your Blueprint For  
BRAND RELEVANCE**

Jay Busselle - FLEXpoint

What can you do to

**FUTURE PROOF**

your business?

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**The best strategy to FUTURE PROOF  
your business is to:**

**Build and Sustain**

**BRAND RELEVANCE!**

# What is BRAND RELEVANCE?

**Brand Relevance is a new differentiation:**

*A brands ability to connect with people's emotions and become personally relevant to them.*

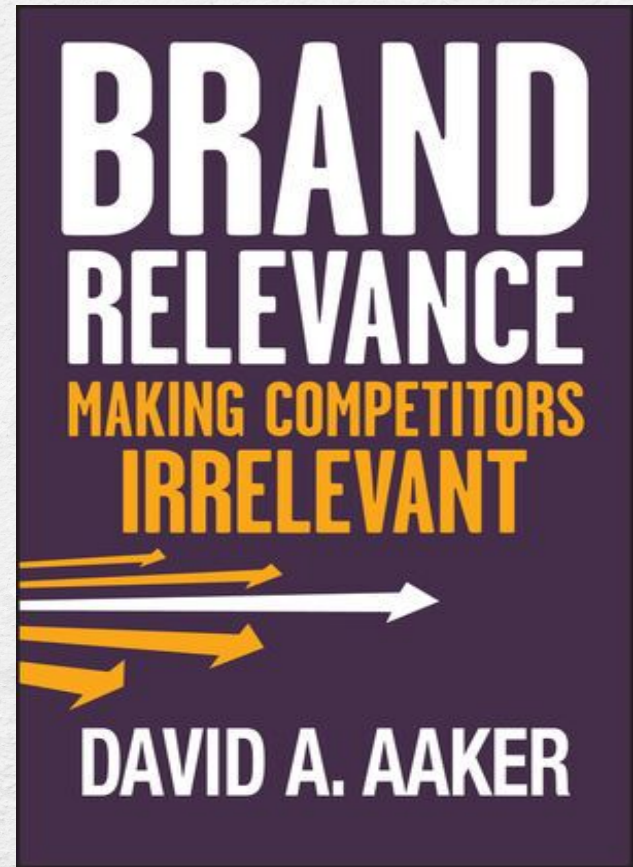
# David Aaker

Hundreds of articles published and authored 14 books:

1996: *Building Strong Brands*

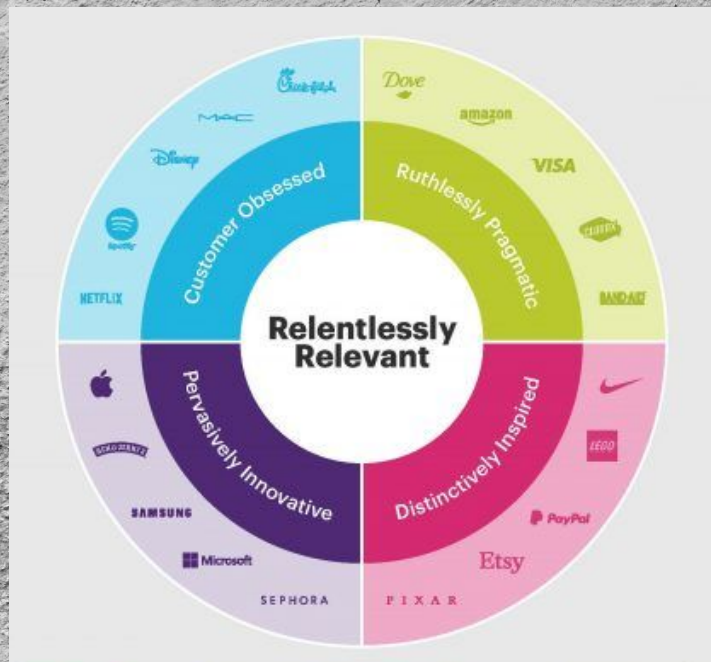
2010: *Brand Relevance*

2011: *Winning the Brand Relevance War*



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# PROPHET built the BRI: BRAND RELEVANCE INDEX



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# FOUR PILLARS

## **Customer Obsessed**

Focused on solving their problems

## **Consistently Innovative**

Pioneering new solutions

## **Distinctively Inspiring**

Uniquely qualified to reach emotions

## **Ruthlessly Pragmatic**

Keeping it real, no spin... data & truth

**Brands that appeal to the head...**

**ARE LOGICAL**

**These brands are problem solvers. They're ruthlessly pragmatic and determined to eliminate friction. They take care of essential, foundational needs.**

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**Brands that appeal to the heart...**

**ARE EMOTIONAL**

**These consistently innovative brands turn customers into loyal fans. They are delightful and adored; these brands make us feel alive and special!**

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**TELL ME**

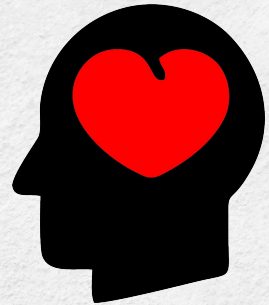
**WHAT PROBLEMS  
DO YOU SOLVE?**



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**SHOW ME**

**HOW YOUR FANS  
FEEL ABOUT YOU**



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**HOW  
WILL  
YOU  
STAND  
OUT?**



# The **2021 Top 10 Brands** based on the Brand Relevance Index from Prophet



Instant Pot



**TED**



# APPEAL TO THE HEAD.



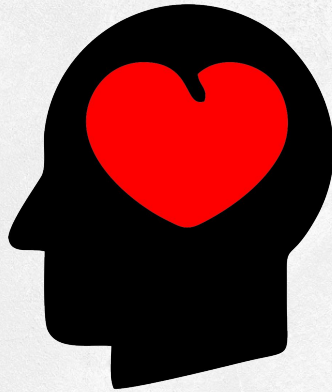
Instant Pot®

**KitchenAid®**

**KEURIG®**

Performance, accomplishment and innovation. Creating new routines. Make new ecosystems but include the feelings of security & support. People want the best products, and services and pricing is an important but is often a secondary concern. Many buyers look for the best support staff and service after the sale.

**APPEAL TO THE HEART.**







Some brands make memorable magic and can visually transport us away from of our current situations. Creating a space for us to play in the past, the future, or another reality entirely.

# If you have technology - make it more human!

**(Apple, Spotify and Android)**

Humanize technology. When technology or our tech processes are personalized they help us connect on a human-to-human level. We feel more comfortable and confident.

Could you add a chat tool to your website and answer it live?

Could you add a chat bot to auto respond to your top 5 FAQ's?

Could you ask permission to text your buyers a daily progress report?

# If your systems are complex - make them more simple!

**(PayPal, TurboTax and Zelle)**

Few things feel as good as DIY confidence. Make any complex systems easier. Put control in the hands of the user. Allow them to experience reliability.

Could you give your customers the ability to manage the reorder process?

Could you give prospects a way to order virtual samples?

Could you let your customers see their order history?

Could you build a system to reward online collaboration earlier in the ordering process?

We are a Custom Screen Printing Shop located in the heart of Fort Worth, TX.  
We offer Custom Merchandising, Embroidery, Banners, Live Printing, and Fulfillment.

**Let's collaborate!**



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# Branded Merchandise for Strategic Thinkers

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Brand Fuel is a free-spirited, globally-recognized brand merchandising agency.



It's the **ONLY** Surprising,  
Wondrous, Amazing,  
Giveaway **(SWAG)** Lottery  
Machine in existence!



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**ASI**  
**SHOW**  
CHICAGO

# The Blueprint!

## Customer Obsessed

Focused on solving their problems



## Consistently Innovative

Pioneering new solutions



## Distinctively Inspiring

Uniquely qualified to reach emotions



## Ruthlessly Pragmatic

Keeping it real, no spin... data & truth





**HOW WILL  
YOU  
STAND OUT?**

**FASCINATE THEM WITH  
SOMETHING**

**DIFFERENT!**



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