



# Building friendships between brands and customers



Would you consider your brand a “good friend” or merely an “acquaintance”? Do customers trust your brand, but don’t see it as an advisor? Do you have a story to tell? Do customers even know what it is? What kind of friend do you want to be to your audience?

Get help answering these questions with our research-based Brand as Friend Assessment. It’s the first step toward developing an effective strategy to achieve your business objectives by forming meaningful bonds with your customers.

## Here’s how we get there

By focusing marketing on three pillars of friendship — affection, relevance and trust — we drive growth by building brands that develop that same kind of special relationship with their audiences, be they shoppers, influencers or clients.



### POWERFUL RELATIONSHIPS

Brand as Friend explores your brand on each of the nine drivers of friendship.

**Creating friendships with customers** starts with the Brand as Friend Workshop. Here, we’ll gather important insights from internal stakeholders about how the brand delivers on each driver today and brainstorm ideas to improve performance for the future.

**See how your brand stacks up** with the Brand as Friend Self-Assessment. Each question asks internal stakeholders to consider how they themselves view and value the brand experience. Scores are calculated for each driver, as well as an overall Friendship Score.

**Know what differentiates** with the Brand as Friend Index. Here we ask your customers the same questions and have them rate your brand against top competitors. This shows us precisely where brands are the strongest and where they must improve.



### 9 DRIVERS OF BRAND FRIENDSHIP





WHAT YOU CAN EXPECT

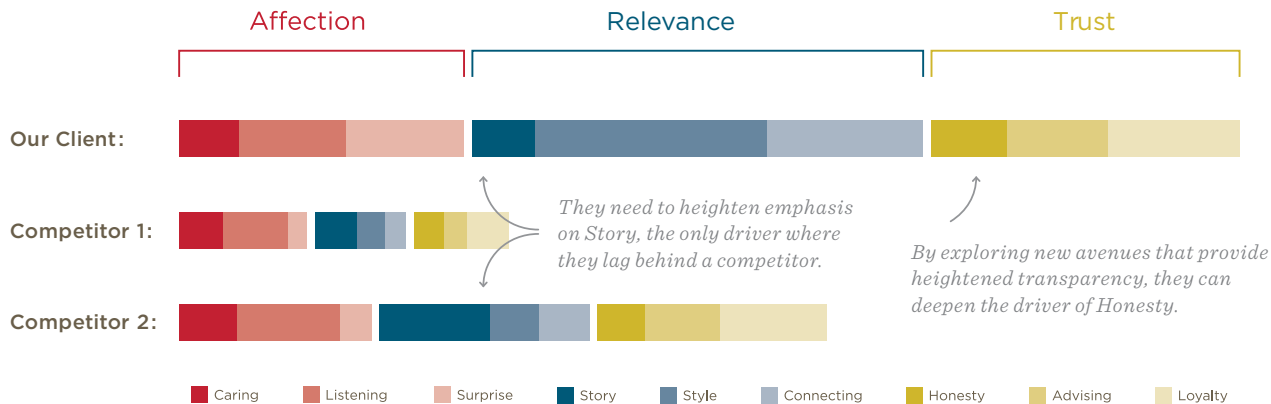
*A roadmap for success.*

Once we understand your brand’s strengths and see how your customers perceive your brand relative to its competition, EMA can create a brand road map and recommend the most effective strategies to create stronger, longer-lasting bonds in the key areas that customers value the most.

*Know the path forward.*

Brand as Friend will help you understand how your brand currently resonates and provide a path toward creating an effective, motivating and differentiated brand position, as well as an integrated marketing plan to activate it and well-informed creative to bring it to life.

*The chart below illustrates that our client is a better friend because they significantly outpace competitors on Affection, Relevance and Trust. Honesty and Caring are areas that they can improve to extend their advantage.*



FIND RELATED EMA SERVICES

- New Brand Identity
- Content Marketing Strategy
- Strategic Messaging Workshop
- Product Innovation Consulting
- New Product Launch

TURNING BRANDS INTO FRIENDS

Building a brand in this dynamic digital age requires an entirely new approach. A philosophy that positions your brand not merely as a product or service, but as a friend. We call it **Brand as Friend**®. This unique approach not only gives you more ways to connect than ever before, it builds your brands, engages customers and generates sales.



Albany • Atlanta • Boston • Buffalo • Charlotte • Cincinnati • New York City • Rochester • Syracuse

*Want to know more? Contact:*

**Katie Bender**  
 Research Director  
 kbender@mower.com  
 585.389.1827  
 mower.com