

Why tablets need to be the next part of your digital brand strategy.

We've written this white paper for a couple of reasons.

Firstly we want to outline our view about how the state of digital marketing is enormously challenging for brands and how it can be difficult for brands to be heard by customers. How the enormous quantity of information that consumers receive, poses a serious challenge for businesses and marketers alike.

The internet has provided many great ways for companies to reach out to audiences through websites, email, social media and mobile. The outcome, however, is a tremendous amount of 'noise' that consumers are now receiving, which they are getting very good at filtering out. A lot of the 'traditional' routes for conveying marketing messages don't have the same cut through or impact that they once did. With the saturation of smartphones and tablets rapidly becoming the preferred digital device for both product search and purchase, it's no longer a case of asking whether a mobile presence is important, we know it is.

It's more important than ever to ensure that what you put out there has the right impact on your customers. Brands need to focus on quality of message and content over sheer quantity as well as measuring the impact that messaging has on their customers

Secondly we are really excited to let you in on why tablets, employed the right way, are the most effective marketing tool a brand company could ever dream of!

Not only are tablets an essential tool to include as part of your digital strategy, they also hold an enormous potential in regard to a brand's ability to engage customers. We take a look at how customers behave in terms of brand awareness and brand experience from a digital point of view.

And finally we would like to tell you about our innovative approach; and let you in on how to reach your audience in a truly engaging and emotional way.

Let's get started.

The real risk to business mobile strategies

A huge amount of today's marketing is just 'white noise'. Meaning much of the marketing a brand messages fail to engage customers. The opportunity to leave a long-lasting impression and connect them with your brand can be lost and is one of the biggest risks facing business today.

This cacophony repeatedly interrupts us, clamouring for our attention, text updates, emails, tweets, facebook updates etc... leaving our working memory constantly filled with new information and at a pace that's faster than can be processed. This is happening to all of us, including your customers. The chances of them connecting with your brand are minimised.

The structure of, and behaviour by users within, the digital landscape poses a serious challenge for marketing to be successful. The risk of simply being ignored is problematic, but a greater risk comes from creating a poor or damaging impression of a brand through ill-conceived content. The danger comes in leaving a lasting negative brand association.

Once a brand association is perceived it can be very difficult to alter, the impression made by a brand on the customer is therefore very important in establishing the right feel or emotion.

What is an impression based on? Emotion.

Impressions based on emotions will last for a long time.

People have feelings about a brand, these feelings can become separated from the initial content once that content has been consumed. And after that initial consumption of content has occurred these feeling remain with them. This illustrates how important emotion is in building a positive brand association. We may forget the content of a book, movie, or advertisement, but not the feelings elicited by them.

Brands need to ensure their marketing content is based on emotion:

Content with purpose
Content within context

Brands need to ensure that their marketing content is both designed and delivered in line with business objectives, generating the desired customer response.

In reality a brand is just a concept.

Nothing more than a mental representation of a product in the consumer's mind. It doesn't exist until the customer has brought it to life through their own experience.

Emotions are the primary reason why consumers prefer a branded product to a generic one.

Emotion

drives curiosity,
drives action,
drives loyalty

Neurologically emotions are the way in which our brains encode things of value; hence brands that engage us emotionally become valuable to us at an emotional level.

In order for digital marketing to be successful, brands need to tap into this basic human brain process.

Today's successful brands are those with a marketing engine focused and geared to convey and access emotion.

Human behaviour, especially consumer behaviour, is guided by need and action

This hasn't changed much since the Stone Age.

Consumers have, for sure, gone digital. So they might have changed the way they make purchases, gather information and spend their time, but their basic psychological makeup is the same.

Marketing needs to remain focused on the emotional brain.

The relation between the process of sensory perception, attention and memory is a complex one. Understanding the cognitive processes and nuances people experience when finding and consuming content is important when creating the best and most worthwhile experience.

Brands that understand the basic emotional needs of their customers can tap into this primal brain functionality.

How do they do this?

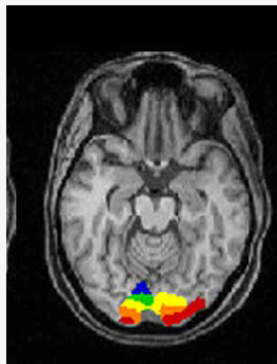
Seeing is believing, so is hearing and touching.

Interactivity triggers multiple areas of the brain

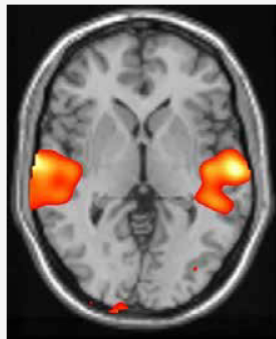
Multi sensory experience = response enhancement

The human brain is hard-wired to decode and interrupt complex and multi-sensory input. If we are presented with a combination of stimuli (pictures, film, colour, sound and touch) that requires the use of several of our senses, the result will be a stronger richer and more satisfying experience and consequently a stronger connection to the recall of the brand and product

Interactivity taps directly into the stoneage brain.



Seeing



Hearing



Touching

Linking emotional engagement through a multi-sensory experience, so your customers spend more time with your brand, must surely be the ultimate goal for every brand!

Introducing brand preference.

We are all aware of how important brand awareness is, but what happens once customers are aware? You have them consuming your content through awareness campaigns, but what is in place to convert them to brand preference and then to brand loyalty?

A customer only moves through this process by experiencing a brand via content. If this content is engaging and informing and the experience is a positive one, they go from being aware to gaining a preference for that brand.

Brand experience = brand preference.

Don't just take our word for it.

But don't just take our word for it.

"Consumer brand preference is an essential step to understanding consumer choice behaviour. Technological advancement has helped increase similarities between brand attributes and product commoditisation. Consequently, consumers cannot shape their preferences among brands using rational attributes only.

Consumers seek a brand that creates experience; intrigue in a sensorial, emotional, and creative way.

Companies' competitiveness in such markets has therefore become increasingly difficult. Their survival requires building competitive advantage by delivering memorable experiences, which in turn would influence consumers' brand preferences, and consequently stimulate consumers' purchase decisions.

The findings confirm that brand knowledge and brand experience are key sources of brand preference. In addition, all the factors of brand knowledge have a direct positive impact on brand preference.

However, the role of brand personality on brand preference is realised through brand experience.

The findings also support that the impact of general brand attributes and appearance on brand preference are partially mediated by brand experience. **Furthermore, brand preference positively impacts repurchase intentions.**

Therefore, a successful brand shapes consumer experience through values embedded in brand features. Since consumers are seeking brands that stimulate their senses, feelings, and creative thinking through their experiences. Therefore, these experiential encounters are important components in terms of brand differentiation and further enhance consumers' preferences.

In summary

- The brand experience plays a significant role in delivering the value created by brand attributes.
- This suggests the importance of experiencing the brand in order to transfer the inherent value of brand attributes into brand preferences.
- The findings reveal the full mediating role of brand experience in terms of the relationship between brand personality and brand preferences. This indicates the importance of experiencing the brand, influencing consumer preference.
- Theoretically, this indicates that the importance of the brand, as a tool of self-expression, is perceived by experiencing the brand leading to an enhanced consumer preference.
- The research defines the components of brand experience: sensory, emotional, intellectual and behavioural. These are evoked by contacting the brand at different levels of involvement.

- Brand experience extracts the essence of the brand and increases its value beyond its functional benefits. Consumers prefer the brand that provides them with experiences that meets or exceeds their expectations. Therefore, what consumers learn from their knowledge and experience are the bases of their comparative judgment which develop their preferences. A promising outcome of these preferences is the apparent motivation toward favourable repurchase behaviour.

The model uncovers consumer preferences for brands and examines its impact on future purchase decisions, using an experiential view.

In addition, this traditional cognitive view that deemed consumer as rational decision making had been shifted to the experiential view focuses on the emotional, cognitive, symbolic responses of consumption (Holbrook and Hirschman, 1982).

The Role of Emotion in Brand Preference The main shortcoming of the previously discussed consumer behaviour models is the ignorance of the role of emotions in forming consumer choices

$$A_i = \sum (W_i)(B_{ib}) \quad i=1$$

A_i : the preference toward a particular brand.
 W_i : the weight/importance of attribute i
 B_{ib} : the belief toward attribute i for brand b
 N : the number of attributes important in selecting brand b

Excerpts from "A Study of Brand Preference: An experiential View" Dr Shawky Ebrahim

(Ovenstående side kun indsat som foto?)

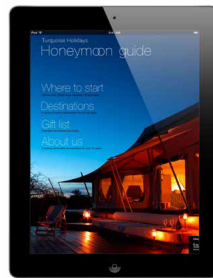
To establish a brand preference companies need to focus on stimulating customers through multi-sensory brand experiences.

Multi-sensory experiences empower customers to be an active part in shaping their brand interaction. This creates a unique first person experience as well as a memorable event, and such memories last much longer than tradition marketing activities.

OK, so how can you create a good brand impression that lodges itself in long-term memory?

Now for the good news

The marketing engine needed to create this engaging customer experience is already in many people's hands.



Most people understand the importance of a mobile presence. However, very few have grasped the huge potential in using an iPad or tablet device and reaping the benefits of its communication abilities.

A tablet's interactive touch screen and range of sensors and outputs are the perfect platform to create a multi-sensory brand experience.

The interactive nature of the iPad moves the customer from a spectator status to a first person experience position. Interactive navigation allows a customer to explore the content as they wish. They can dig deeper into ever revealing content as they pursue more and more detail.

Our interactive multi-sensory iPad experiences move away from the traditional linear, non inclusive style pdf brochures that some brands use. Our brochures and catalogues utilise full interactivity allowing the user to control the content. Putting the brand experience directly into your customers' hands.

This is what we do.

Introducing Tablet Brochure to the shores of Danmark.

tabletbrochure^{danmark}
Award winning interactive iPad catalogues



Creators of experiences

- We create multi-sensory interactive brand experiences that go beyond sight and sound.
- We turn audience members into active and engaged participants.
- We deliver a high level of involvement, we empower the reader to make your brand relevant to him as well as memorable.

Our mission

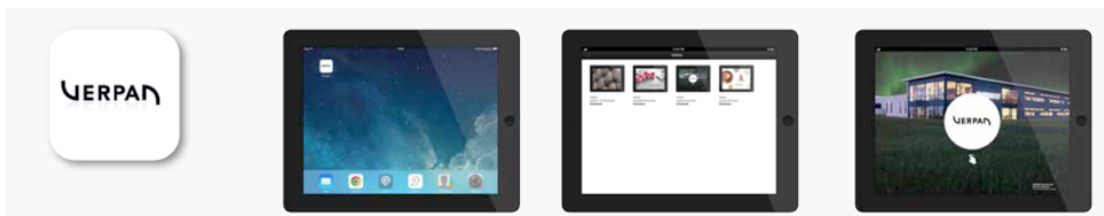
Affecting customer brand association through cognitive brand experiences

What would this look like for a brand.

Our core competency is the creation of digital interactive showcases for Scandinavian design companies, integrated in a unique and personally branded app.

The interactive showcases give you a branding - storytelling portal, which can be seamlessly integrated with your existing marketing strategy.

The app acts as a shell for the showcases, customers and partners can discover engaging interactive content within these showcases.



“Some explanation of the screens!”

The interactive showcases will be designed to echo your brand values and style. We create a truly branded experience that seamlessly integrates with your marketing collateral helping you to meet your marketing goals.

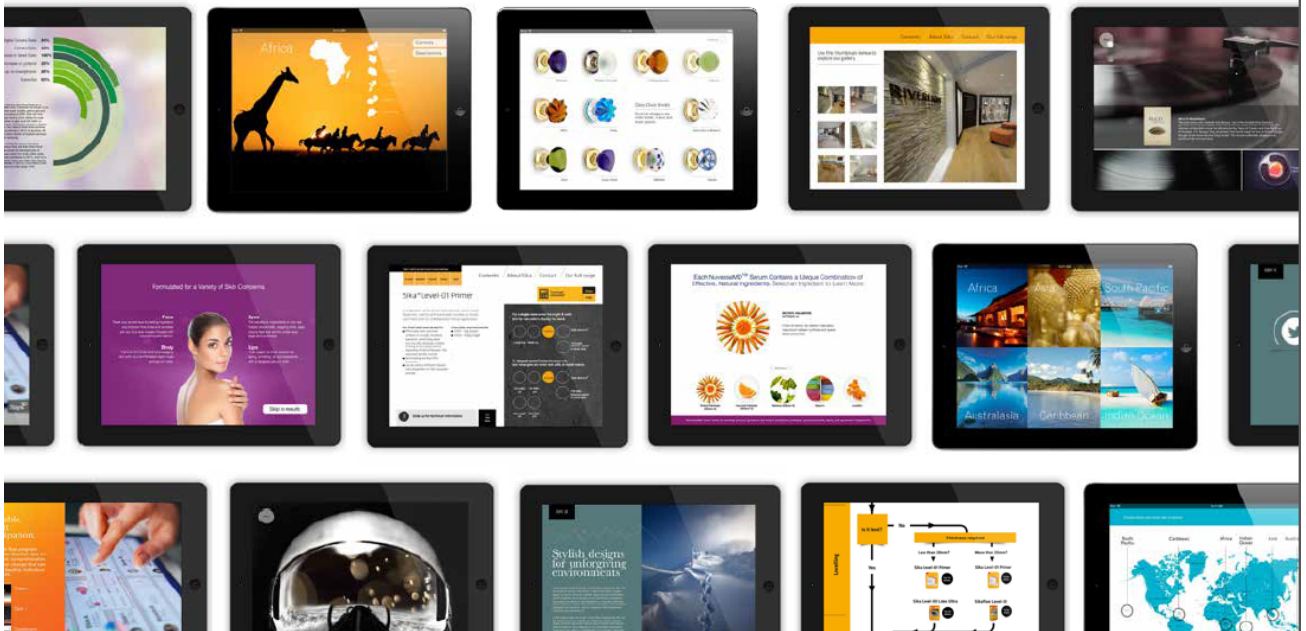
A huge advantage in a society more individualistic than ever, where ‘one size doesn’t fit all’, is that the showcase portal enables you to deliver more personalised, relevant messages - designed specifically to your communication goals and customer segments.

The portal offers you a truly long-term communication platform, as existing interactive showcases can be updated, and new ones added when needed.

Who is Tablet Brochure?

Who are Tablet Brochure?

Tablet Brochure is a UK brand that creates engaging, award winning iPad brochures and catalogues.



Why Denmark?

Design passion

Scandinavian design is central to our launch into the Scandinavian territory.

We have a deep respect and true love for Scandinavian Design – the stunning visual beauty underpinned by the functional design thinking.

We believe there is a huge opportunity to share this level of design with the world through experiential iPad apps.

To Scandinavians, it is a natural thing to have “a relationship” with their furniture. They fall in love with a product due to both its form as well as its function. They are fascinated by the history of the designer of each product and their thoughts and vision. They use and enjoy their furniture and artwork on a daily basis, pieces become part of the family.

Scandinavian design philosophy is built on function, one that favours a minimal,

timeless aesthetic, one rooted in quality and craftsmanship as opposed to throwaway trends. We would love to inspire the international audience into this kind of thinking through engaging experiences.

Global demand

Scandinavian design is sought after across the globe. Territories such as North and South America as well as the gigantic Asian market are ready and waiting for the right influences.

iPad growth is a global phenomenon, sales are enormous and iPad users are just waiting for engaging experiential content to download and explore.

Innovation passion

We are passionate about innovation and Scandinavia is one of the most innovative territories across the globe.

We believe our innovative iPad experiences fit perfectly with the Scandinavian ethos of innovative thinking.

Visual passion

Scandinavian product design is simply beautiful. And we can't get enough of it. Conveying this 3D beauty into a digital landscape can be difficult. But we believe the iPad is the perfect showcase for Scandinavian design brands.

Our goal is to see more Scandinavian products in people's homes, and our desire is to assist Scandinavian brands in getting the world to engage with and fall in love with their brand and products.

Last Page.

If you would like to engage your customers through your own digital portal and connect your brand with your customers then we would love to hear from you.