



Advance Title Information

Brand Love

Building Strong Consumer-Brand Connections

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Lydia Michael

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Format: Paperback **Extent:** 208 pages

Subjects: Sales & Marketing, Branding, Consumer Behavior, Digital Marketing, Marketing Strategy & Planning



WHY BUY

Discover what marketers and brand leaders need to do to evoke the emotions of their customers and create long-lasting consumer-brand relationships.

SELLING POINTS

- Helps marketers inspire and create strong, long-lasting, emotional relationships with their customers
- Introduces “The Eight Brand Love Stages” model to guide you through the process of building and growing a brand
- Shares insight into the emotional and rational “Brand Love Drivers,” including the importance of diversity, equity and inclusion in your marketing
- Features over 100 brands, case studies and interviews from multicultural brands
- Provides insights from global corporate brand leaders and business owners, including the author’s own entrepreneurial journey, who have seen the positive impact of “brand love”

DESCRIPTION

The best brands evoke the emotions of their customers by tapping into their hearts and minds.

Individuals connect with brands the same way they connect with people. As a marketer or brand leader, it’s your responsibility to cultivate that relationship with your consumers. In this book, marketing and brand strategist **Lydia Michael** breaks down the process of building culturally inclusive, long-lasting consumer-brand relationships.

Brand Love describes how brands appeal to the emotions of their consumers and why everybody benefits when brands earn the love of their customers. The book builds on in-depth brand interviews, case studies and insights from over 100 global brands and companies such as Huda Beauty, LEGO and Toyota. Michael also shares what she has learned through client work and her observations in multicultural settings.

Offering insight into the use of emotional and rational “Brand Love Drivers,” she introduces “The Eight Brand Love Stages” model designed to inspire brand loyalty and advocacy. With emotional elements such as humanization, personalization and trust alongside rational elements like relevance, differentiation and innovation, Michael highlights the best ways to create or reinforce brand love to help your organization remain profitable and a source of inspiration, even during challenging times.

Whether you’re a marketer for a big or small brand, **Brand Love** will show you how to capture the hearts of your customers.

READERSHIP

Marketing and brand professionals, entrepreneurs and those in strategic business roles who oversee the brand messaging, communications and other consumer-facing strategies.

ABOUT THE AUTHOR



Lydia Michael is a speaker, consultant and owner of Blended Collective, a multicultural marketing and brand consultancy based in Detroit, MI. She works with companies to develop inclusive brands and marketing strategies. Her work has been recognized with several diversity and marketing awards.

ADVANCE PRAISE

“There are many books about marketing, but *Brand Love* is unique. It not only puts on a pedestal the importance of emotional engagement in brand building, but it does so by emphasizing the critical need of addressing the multicultural perspective when doing so. And I love all the practical examples!” — Bill Duggan, Group EVP, Association of National Advertisers (ANA)

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