



LIVE YOUR BRAND: FROM MARKETING TO LEADERSHIP
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Never advertise again?



The experts

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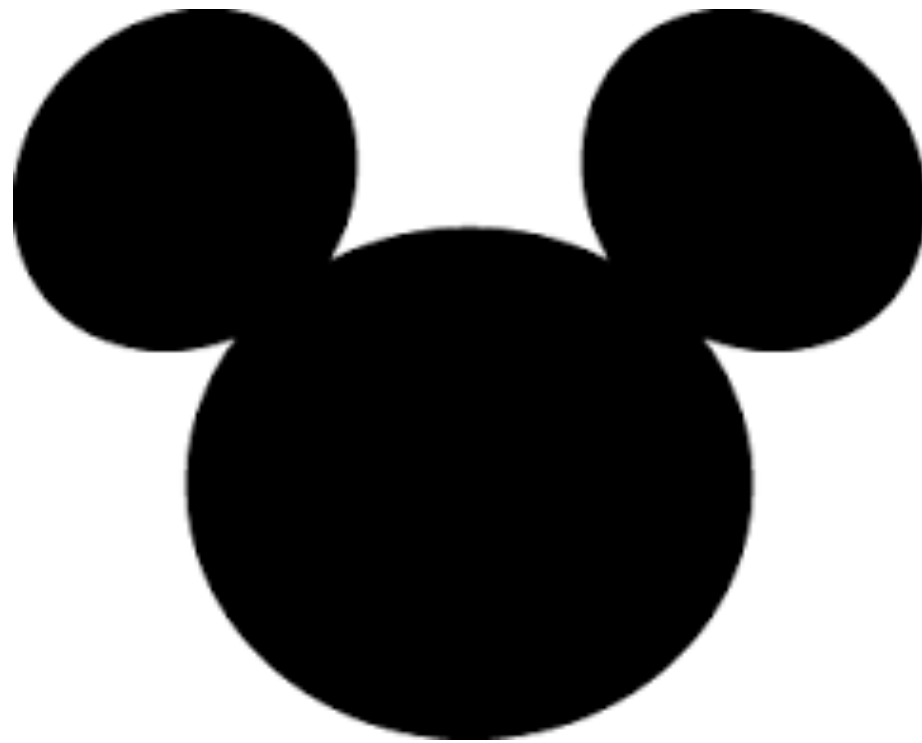
Thoma Thoma, Little Rock, Arkansas

Some definitions

A brand is all that is known, thought, felt, said, written and experienced about you—from inside the mind of your customer or prospect

BRAND = REPUTATION

BRAND IDENTITY = YOUR LOGO, COLORS, FLAGS, ETC.

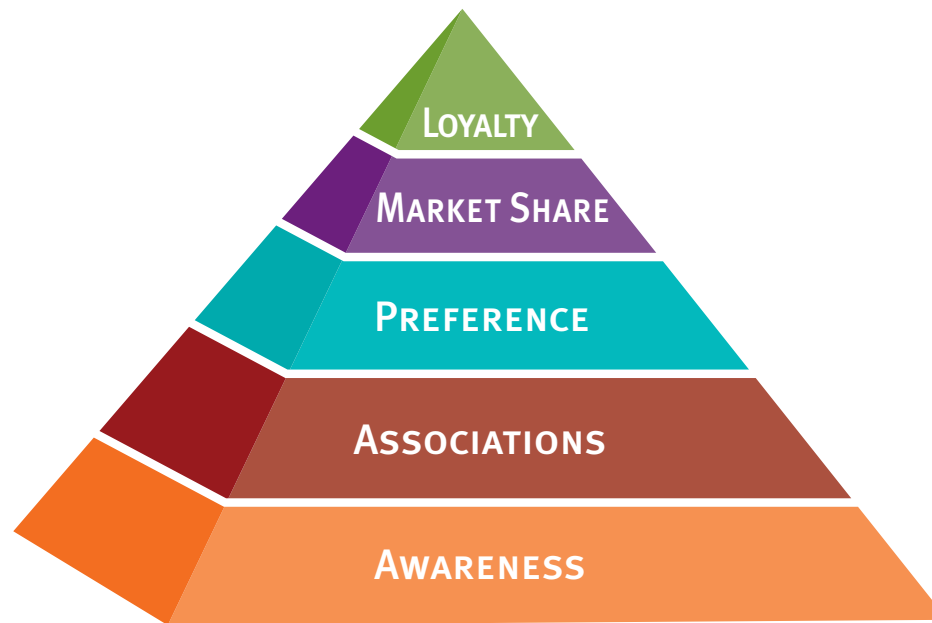








THE BRAND EQUITY PYRAMID



The place brand journey

Discern: What is your story today?

Define: What do you want your story to be tomorrow?

Develop: Make it true. And truer.

Deploy: Package it, tell it and sell it.

Discern

Look inside...leadership and stakeholders

Look outside...research, research, research

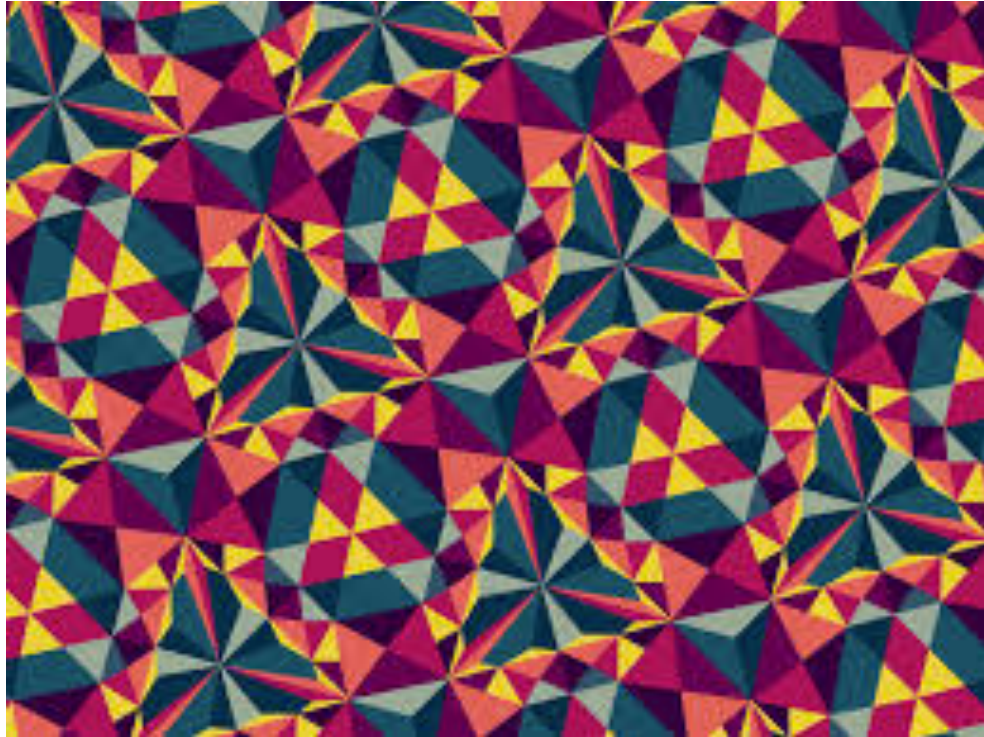
Synthesize...a clear picture of your brand reputation

Group Exercise!



{ LIVE YOUR BRAND }

NAPTOWN



Visit ROGERS
ARKANSAS
WHERE POSSIBLE LIVES

TRADE MARK
REG. U.S. PAT. OFF.

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Downtown Rogers

EXPLORING DINING LODGING MEETING SPORTS & TOURS

POSSIBLE LIVES IN ROGERS

Define

What do you want your story to be?

Leadership precedes marketing your brand

Build on kernel of truth you have discerned

NAPTOWN



Develop

Make it truer and truer

Driven by brand mindset

Create experiences that deliver the brand

Group Exercise!



{ LIVE YOUR BRAND }

Deploy

Package it

Tell it

Sell it

Get it told





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Sworn enemy of on-time departures.

Experience Southern Comfortable hospitality that's difficult to leave behind.

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CAPITAL HOTEL

The Front Porch of Little Rock

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A brand is all that is known, thought, felt, said, written and experienced about you—from inside the mind of your customer or prospect

When you lead your brand and live your brand you'll earn a reputation that will take you places and lead visitors to you.

Resources:

ThomaThoma.com/agct2016