

image not found or type unknown



In today's world, technology is simply copied. Now your car is the most racketeering - the next day the competitor will create even more racketeering. You do a lot of work, create a bright thing, everyone pays attention to it, and the next day another concert launches something similar to the market, only even more brightly painted - and now the public has turned to it. And when do the 3rd, 4th, 5th analogues appear? The buyer is over-saturated, he is bored, he is tired of brands; he no longer sees special differences between tens of thousands of brands with which he meets every day. Their messages - faster, better, stronger - flow as if through the understanding of the buyer, sink in the information noise.

Main part

In this changing world there are brands to which the buyer is quite loyal, even very loyal. This is lovemarks. It remains loyal to them, even if analogues that exceed lovemarks in some functional characteristics remain on the market. He prefers them. Why? Because they inspire him! Consider the example - lovemark - Pampers (a characteristic example of a brand turned lovemark). What was this brand talking about 5 years ago? About what perfectly protects children's popes, that is, about important functional qualities of the product? What is he talking about now? About Pampers looking at the world through the baby's eyes. Pampers marketing videos are a story about babies, not diapers. Of course, it's not just about advertising! The product itself, its quality must be invariably good. When we talk about intimacy, sincerity, we mean honesty in relations with the buyer: in case the firm declares high quality, it must ensure it! Bluff here is impossible and meaningless - the modern buyer is well aware of how advertising works, how brands are formed. Therefore, the higher the level that the product claims in advertising, the more picky the buyer will assess the compliance of the real quality of the product with your application. Take it for example, Apple. If the company had not constantly worked to improve its own product, their star would have fallen a long time ago, and people who now use laptops or MP3 of this brand would not have been convinced that they are in some way special. But Apple had a puncture when they started making computers of terrible coffee color. But they made up quickly! And then, at the time, they already had a serious backstory: the mistake was not "deadly" for the brand. Can brands get out of the way and fall into a hole? Look at what happens in the telecommunications market, and you'll see, of course, you can. P & G also puts real product quality at the heart. And functional properties can be improved indefinitely: the company spends huge amounts on

research, they created an entire Pampers Institute. There, for example, is such an "attraction": a person is placed in special conditions, recreating the feelings of the child at different stages of development. Thus, an adult can recreate, in particular, the experience of wearing a diaper. All this shows how passionate they are about what they do, how ready they are to look at the world through the eyes of a child. The mother who sees their video on TV may not know about the existence of such an institution or about the experiments of returning to childhood, but... for some reason she believes their advertising. She believes the Pampers look at the world through the eyes of a child. Intuitively. Such things are felt.

Conclusion

Lovemarks is distinguished by the fact that, on the one hand, they have a continuous dialogue with their own adherents, regularly intriguing them, offering something newest, transforming. On the other hand, all these changes do not concern the core of the brand, its basic values. Coca-Cola's story is a classic specimen from lovemark life. Having changed, she risked losing the most loyal share of her own audience, the most loyal fans, enthusiast buyers. Those who were ready to defend "favorite coca," who did not start a campaign of national scale and did not post their own right to receive all the same "favorite taste"! These people were ready to introduce an individual contribution to the preservation of the adored brand. Who, if not them, is valuable for Coca-Cola?! And the company quickly understood it - fortunately. Does that mean lovemarks are linked? At all Not. However, the fact is that the relationship of lovemark with its adherents is not a simple relationship of brand - buyer. In this story, brand adherents are loving people. I will give an analogy with the union, the beloved is true here: to remain beloved, the brand is obliged to regularly surprise its buyer, to introduce into relations a new jet. But, updating, the lover is not obliged to lose his favorite features, to come in an unfamiliar, alien form. Otherwise, intimacy will be broken, which is the most important component of lovemark. Yes, young marks at the 1st glance are harder. But! The fact is that newly created stamps often miss the opportunity to form mystery, seeking to tell everything about them immediately. "We're" faster, newer, fresh, "they report," and at the end of the day we're the most modern. «They want to interest us, show ourselves in all the beauty - and it is obvious! But they are very active in this direction. It's more reasonable to keep quiet about something, leaving space for mystery.