



BEACON MARKETING

- **Strategy**
- **Branding**
- **Consumer Connections**

PHILOSOPHY OF A BRAND CHAMPION

Brand Champions Are Passionate About Consumers.

Brand Champions delight in their customers and find pleasure in always exceeding their expectations. They believe the closer they are to their customers, the more guaranteed their success. They believe that their businesses are driven by their customers' beliefs, desires, and needs. They build their communications around what motivates them; they build their innovations around what frustrations they have; they build their business strategies around fulfilling the customers' wildest dreams.

Brand Champions Are Passionate About Engagement

In order to know their customers beliefs and desires, Brand Champions are compelled to interact with their consumers. They will talk to them through advertising or packaging, but more importantly, they create opportunities to listen to their customers. They continually strive for ways to engage in a two-way dialogue, to understand their world and their place in that world.

Are you a
**BRAND
CHAMPION?**

Brand Champions Are Passionate About Consistency

They know what their brand is about, and that's what they stick to. Every consumer touch point reinforces what is unique about them in a way that only that brand can communicate. They aren't wooed by the latest "fad" marketing tactics. They use new media—but only as it serves to reinforce their brand.

Brand Champions Are Passionate About Loyalty

Brand Champions know that loyalty is the key to sustainable, profitable business growth. Loyalty can build an organic, unpaid sales force of millions of ambassadors telling their friends about quality products and services that make a difference in their lives.

Brand Champions Are Passionate About Brands

Brand Champions understand that a brand is built on a belief system, a trust that forms with customers through consistent, quality experiences that bring enjoyment and satisfaction to their lives. They know that nothing is more important than believability, that quality is critical to success, and that their products provide a one-of-a-kind experience that consumers are sure to love.

