

Cultural Branding Leading to Expansion of **Target Market**

Your Company Name



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Agenda

Cultural branding leading to expansion of target market

- 01** Storytelling in order to connect emotionally with customers and build better understanding of brand purpose
- 02** Increase customer engagement through building communities and forums for customers
- 03** Influence customer association and feeling towards brand
- 04** Build distinct identity and customer loyalty towards brand in the market
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Table of contents for cultural branding leading to expansion of target market

01 Overview

- Cultural branding meaning and its importance
- Cultural knowledge composing brand identity
- Key principles for creating cultural brand
- Comparative assessment for cultural branding to assess customer value

02 Implementation of cultural branding

- Step 1 – brand storytelling for connecting with target audience
- Step 2 – building networks through customer feedbacks
- Step 3 – building online customer community
- Step 4 – launching cultural brand campaigns

03 Transforming generic brand to icon

- Key strategies for transforming generic to well known brand
- Cultural branding vs icon for developing emotional connection
- Case study: rolex as cultural brand icon

04 Financial valuation and statements

- Revenue and net profit trend for brand
- Consolidated balance sheet showcasing financial status of organization
- Consolidated cash flow statement for business

05 Case study

- Case study: Harley Davidson as an iconic brand identity
- Case study: Jack Daniel's "make it count" campaign
- Case study: Starbucks creating new coffee culture

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