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## Agenda

Cultural branding leading to expansion of target market

- Storytelling in order to connect emotionally with customers and build better understanding of brand purpose
- Increase customer engagement through building communities and forums for customers
- Influence customer association and feeling towards brand
- 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
- o 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
- o 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
- o Cultural branding vs icon for developing emotional connection
- o 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

- o 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

### **Puzzle**

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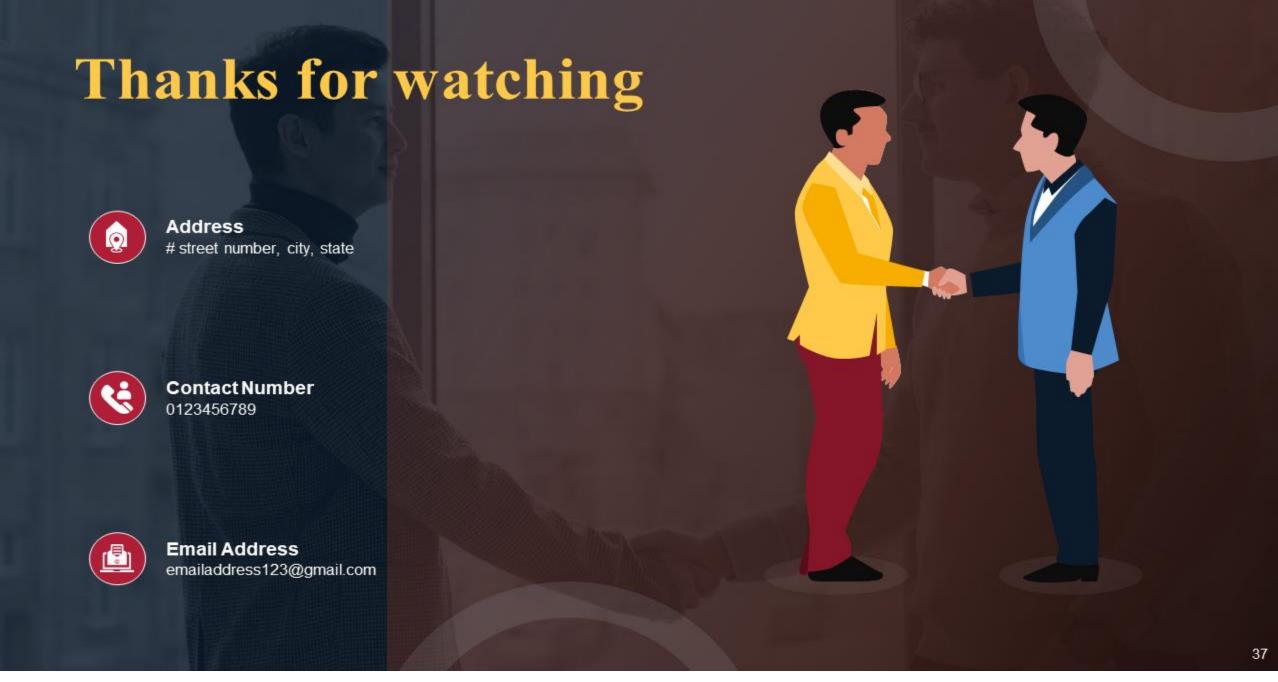
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