



Building an Untouchable Brand with Emotional Bonds

*THIS PREMISE IS FROM THE BEST
BRAND MARKETERS IN THE WORLD*

THE WALT DISNEY COMPANY.

**Consider how you can use
these philosophies daily
when dealing with all your
customers.**

SURPRISE

- **Amaze.**
- **Shock.**
- **Get an 'Oh Wow' reaction.**
- **How did they do that?**

TOUCH

- **Have a heart.**
- **Infiltrate customers lives.**
- **Save a life through 'Make a Wish'.**
- **Raise heaps of money for charity.**

ORCHESTRATE

- **A 50-piece orchestra is more memorable than one trombone.**
- **Treat each day as a new movement.**
- **Freshen the approach but stay focused.**
- **Plan for and expect a standing ovation.**

CHOICES

- **Discover what customers want and fulfill every time.**
- **Have something for everyone, but always make it 'Disney'.**
- **Focus on one image, one reputation, one BRAND.**

KEEPSAKE

- **Become irreplaceable.**
- **Learn to stir emotions and create memories.**
- **I cant wait to show them the photos back home!**

TAKE S.T.O.C.K.

- Surprise them, Touch them, Orchestrate something that is amazing to behold.
- Be their Choice and offer the emotional bonds of Keepsakes.
- Take STOCK of your products, build loyalty and benefit from brand equity!