

# The Power Of Cult Branding How 9 Magnetic Brands Turned Customers Into Loyal Followers

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like religious cults that can attract thousands of devoted disciples is it possible for company brands to build legions of loyal followers in a marketer's dream come true can certain products with the right combination of positioning and branding take on magnetic characteristics and galvanize die hard customers who become walking talking viral marketers can your company harness the power of cult branding without blowing a fortune on advertising according to authors matthew w ragas and bolivar j bueno the answer is yes in fact you need not look much farther than a harley davidson rally a star trek convention or a jimmy buffett concert to see the cult branding phenomenon at work thousands of passionate faithful fans spreading the good word and spending lots of money not all brands have the dash of

edginess the devoted fan base or the niche positioning to be cult brands but those that do tend to share similar characteristics that make them successful what the authors call the seven golden rules of cult branding through meticulous research and scores of interviews ragas and bueno have uncovered the remarkable and oft untold stories behind nine very successful cult brands star trek harley davidson oprah winfrey world wrestling entertainment formerly wwf apple volkswagen beetle jimmy buffett vans shoes linux these nine brands follow the seven golden rules and have millions of fans and billions of dollars in revenue to show for it now you can learn first hand what these special brands did to set themselves apart and how to apply the seven golden rules to your own marketing strategies written for advertisers marketers sales executives and business owners who want to thrive in an increasingly competitive marketplace the power of cult branding is the ultimate guide to creating a loyal core of repeat customers and winning the positioning battle

cult brands belong to the world s most powerful brands and have thus increasingly garnered attention and sparked interest to date though there is no common understanding of what a cult brand actually is as a pioneer in this field dimitri wittwer focused his dissertation on these kinds of brands in his research he revealed the key characteristics of cult brands drawing on interdisciplinary literature and both qualitative and quantitative research with more than 5 000 participants ranging from con sumers to experts in a variety of disciplines the author empha sizes the strong relevance of a brand s cultural change orienta tion in its evolution to becoming a cult brand and develops two models the cult brand model focusing on building cult brands and the cult brand status scale allowing the measurement of a brand s cult status from a consumer perspective

marketing expert douglas atkin has spent years re searching both full blown cults and companies that use cult branding techniques he interviewed countless cult members to discover what makes them tick and he explains exactly how brands like harley davidson and apple make their customers feel unique important and part of an exclusive group and how that leads to solid long term relationships between a company and its customers in addition to describing a fascinating phenom enom it will be of enormous value to businesses as it reveals the secret to customer loyalty

there is possibly no other company which is so casual and at the same time so powerful as the computer and entertainment manufacturer apple the company controls the online music market the market for portable music players and is now capturing the high tech mobile phone market apple moves into new electronic markets with strong competitors in order to monopolise them just a short time later the ceo steve jobs has brought a brand into being that is different and at the same time mainstream a strong magnetic brand which yields more influence in people s life than one would care to admit this is absolutely the reason why every company in the world wishes for a strong magnetic brand which can be defined as a cult brand they get repeatedly chosen over the competition they bring higher prices than the competition and if they are a strong enough brand their customers not only use their products but evangelize them to the world this project aims to analyze apple s marketing activities in order to figure out what makes this company so successful it adds to the traditional marketing theory the new theory of cult marketing because traditional marketing delivers no approach to explain the behavior of cult brands the phenomena of a cult brand are comparable to the patterns

of a religion and apple as well has strong believers when it comes to their favorite brand they enjoy telling who ever will listen how great it is and why they love it so much people are camping in front of apple s stores just to get their latest innovative product and if their messiah steve jobs enters the stage to introduce a new product to thousands of viewers he brings the house down this book discusses apple s unique marketing strategy and delivers a guideline on the example of apple of the needed conditions to convert an ordinary brand into a cult brand

the next big thing in business innovation from the next generation s brand whisperer what can an oil company pennzoil learn from a great place to hang out starbucks to create a new customer experience jiffy lube if you re a manager an executive or an entrepreneur you understand that your business is unique with its own challenges and rewards but thanks to the new science of the business genome process you ll be surprised to see how many businesses share a similar genetic structure and by understanding what works and what doesn t for your business s genomic type you can play to your strengths adapt to your weaknesses and change the course of your company s future business genome project creator andrea kates calls it find your next a field tested customized blueprint for mapping out your business dna in four powerful steps 1 sort through your options and assess your hunches 2 match your genome to other successful business models 3 hybridize your company by grafting new ideas with proven successes 4 adapt and thrive by breaking old habits and starting new trends this high impact transformative guide walks you through every step of the process combining intuition and experience with statistical data and fascinating case studies you ll learn how two unrelated businesses hyatt hotels and sharp healthcare discovered untapped opportunities in their customer experience you ll read how general motors and onstar hit the jackpot by examining something that wasn t there you ll find in depth interviews with ge s mark vachon indiegogo s danae ringelmann p f chang s rick federico and other leaders of innovation and you ll learn how to crack the genetic code behind the six essential building blocks of business product and service innovation customer impact talent leadership and culture process design trendability and secret sauce once you unlock the secret of your company s dna you can evolve your strategy build your future and find your next praise for find your next when you add it all up this is indeed a time of great change and arguably much of what we know about management today is becoming obviated which is why find your next is such a helpful contribution to every manager s arsenal it embraces the shift from industrial models to models for the 21st century and it s a great read packed with great stories and tons of practical advice read enjoy and prosper don tapscott from the foreword of find your next every great strategic thinker uses the ideas in this book but it took andrea kates to write them down for the rest of us seth godin author of we are all weird andrea kates is this generation s new brand whisperer and find your next is the best toolkit for landing on your company s next lane cardwell president p f chang s china bistro andrea kates s ideas about the business genome project are cutting edge they will completely transform the way we think about the impact of cross organizational connections as a way to fuel business growth james fowler author of connected the surprising power of our social networks and how they shape our lives and professor of medical genetics and political science uc san diego find your next combines radical thinking innovative insight and real world experience to give corporate leaders a powerful compass in this era of unprecedented economic challenge catherine crier former judge journalist and new york times bestselling author years ago i thought about what was next for music fans and turned to lessons learned from nascar and the nfl not other musicians to come up with the inspiration for the lollapalooza festival that s exactly what find your next provides an easy to follow guide to game changing innovation based on cross

industry thinking perry farrell founder of lollapalooza festival and legendary rock frontman for jane s addiction the difference between a great idea and a great business result is the ability to integrate insights from lots of different sources and get an entire organization on board quickly kates is onto something truly novel find your next could easily become the new industry standard for innovation a must read mark vachon ge company officer if you thought you ve been thinking creatively about your business get ready for a new ride in her book andrea kates describes the business genome approach a radically fresh roadmap to infuse innovative change into your business pure magic nick pudar vice president strategy business development onstar andrea has a deep technical understanding based on years of global experience in innovation combined with a rare talent for communicating important issues very simply the approach she describes in find your next is so easy to grasp you ll see things differently and be able to lead your teams in refreshing new directions herwig maes director of strategic sourcing supplier relationship management johnson johnson find your next is the missing book on every business leader s book shelf that fits right between michael porter and malcolm gladwell it s the playbook we ve been wanting for hands on innovation emily watkins sr vice president innovation product development jones lang lasalle what every business leader wants is tomorrow s news today find your next provides exactly that a manifesto for innovators based on time tested techniques mandatory reading tom stat executive director edison universe adjunct lecturer farley center for entrepreneurship and innovation mccormick school northwestern university and independent innovation consultant find your next brings together a collection of insights and approaches that challenge everyone in an organization from the ceo to the front line to be nimble and build new muscles for rapid innovation it disrupts the patterns of incremental growth from traditional strategic planning the result is a process that can get your organization to market faster and leapfrog the competition alistair goodman ceo placecast learn more about the find your next business genome approach [businessgenome.com](http://businessgenome.com)

this text looks at the importance of product branding it shows how branding works how to manage it and how to use branding strategically using studies of other powerful brands this book shows that successful branding corresponds to basic patterns of archetypes found in the unconscious mind

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