



THE 6 PILLAR BRAND AUDIT

EXPERIENCE

SIVA Marketing | The voice of your image
4020 St-Ambroise, suite 495 | MTL, QC, H4C 2C7

514-667-8664 | 1-866-602-2334 | info@sivamarketing.ca

sivamarketing.ca

YOU SCORED LOWEST IN EXPERIENCE.

Brand experience is the sum of a holistic set of conditions created by a company to influence the feeling a customer has about a particular product or service. Brands known to create experiences often gain popularity because of how they made people *feel*.

This is important because the more positive the experience you can create, the deeper the connection with your audience. And the higher the emotional response you get, the higher the likelihood they will remember you.

Experiential marketing has been successfully used to get the public engaged or intrigued about a brand's message. Branded environments, visual identity, sensorial aspects – consider everything we perceive about a brand can create a positive, negative, or neutral perception.



QUICK TIPS!

- Decide on a brand promise, then find creative ways to deliver it to your community
- Decorate your office environment in a way that highlights the brand essence
- Use colors, textures, scents, and music to create a context that delivers unique *sensorial* experiences
- Ensure all brand touchpoints (physical or virtual) are consistent
- Invest in formal orientation programs and branded welcome packages for new hires

Unsure which **Experiences** can help your brand stand out?

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