



Creating your brand's power moments

Today, how your brand behaves is more important than what it says.

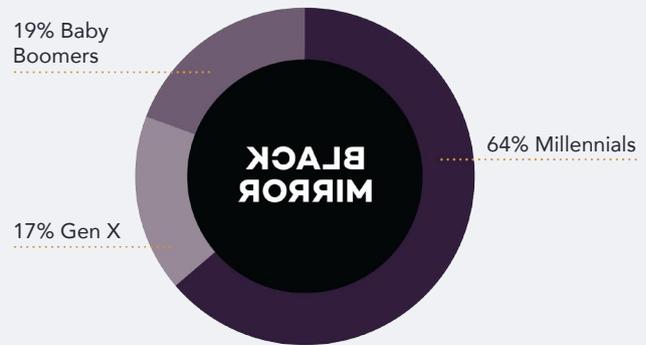
In the "post-truth" culture of Brexit, Trump and fake news, we've simply stopped trusting messages. In fact, truth has lost its value in society to such an extent that 59% of us would now trust a search engine over a human editor.

Instead, we rely on experiences to shape our view of the world – something which has dramatic implications for how we communicate with today's consumers.

Brands that live by their values and create signature experiences are claiming a greater commercial advantage. But which brands are leading the way?

The opinion pool

We spoke to Australians across the country about the brands they love, the values they cherish and the moments that matter most.



The DNA of a power moment



So, how do brands create moments of disproportionate value?

It comes down to a handful of experiences that fundamentally shape the majority of our memories and perceptions of a brand – the ones that surprise us, elevate us and change us.

By understanding exactly what it is that generates brand love for consumers, we can learn how to make sure that every moment matters.



4 power moment must-haves

1. Elevation – Rises above the everyday.
2. Insight – Inspires clarity and transformation.
3. Pride – Brings out our best.
4. Connection – Creates bonds between individuals or groups.

The Disney paradox

A study suggests if we took the average of someone's enjoyment levels during a day spent at Disneyland and one spent on the couch, they'd be pretty much equal. What makes the Disneyland experience so much more memorable, though, are the moments of thrilling highs, which top steady contentment every time.



A different direction

South West Airlines discovered \$140m in loyalty revenue was being generated purely by letting their flight attendants rap the safety message – a signature experience that bonded flyers to the brand.





Personal values determine brand preferences

Our Black Mirror ethnography study revealed people choose brands that reflect their own internal values and these values form the foundations of the relationship we have with brands across three key areas:

1. PURPOSE

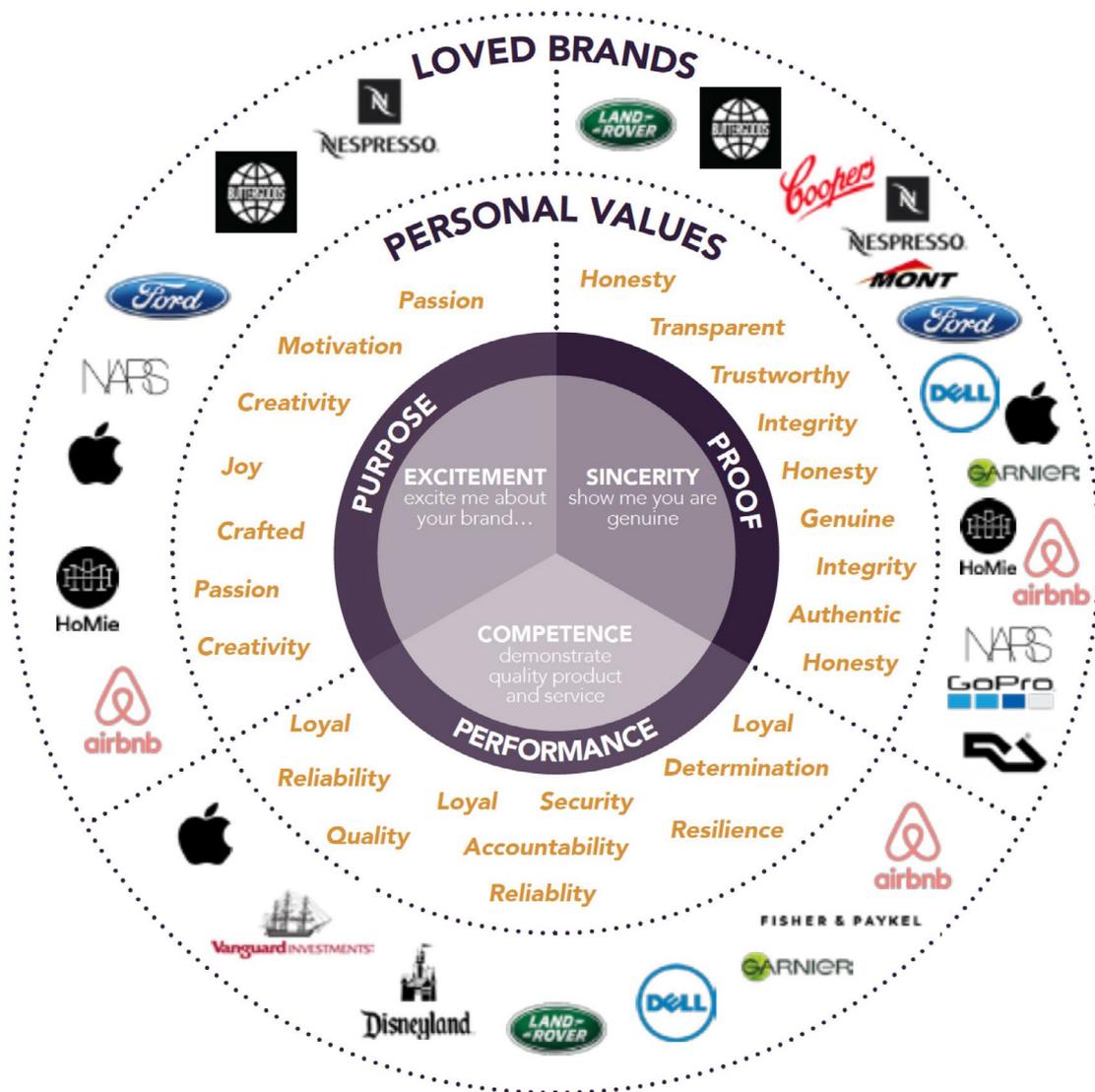
Excite me about your passion and ambitions.

2. PROOF

Show me you are genuine and trustworthy.

3. PERFORMANCE

Demonstrate your quality and reliability.



For further insight into shared values, see a recent Global Study [here](#).

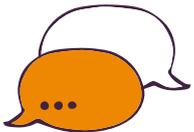


Key take-aways

Here are our principles for success when it comes to creating your brand's power moment.

Where to find moments...

...and how to apply them to your brand



1. Social listening

How are people responding to, sharing and interacting with your brand?



Design experiences around moments of disproportionate value.



2. User-generated content

How are people interacting, interpreting and redefining your brand?



Fuse brand and experience thinking – they are inseparable.



3. Dwell time

Where are people consciously staying longer, spending more or engaging more?



Understand your brand's NPS to solve the negatives and amplify the positives.



4. Search

What questions are people asking about your brand?



Unify brand and customer values so they become one.



5. Unconventional usage

How are people using your brand for new or unintended purposes?



Map your brand across its best, worst and most recent customer interactions.



6. Brand inciters

What are your top 5% of customers saying versus your bottom 5%? What's driving your NPS scores?



Interrogate your brand's purpose, proof and performance.



Thanks for working with us

Have questions?
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