



Who's Really Telling Your Brand Story?

WHY YOUR BEST CUSTOMERS SHOULD BE THE AUTHORS AND HOW AI
CAN TURN THEIR VOICES INTO A KILLER ACQUISITION STRATEGY

THE QUESTION THAT **INSPIRED** THIS DISCUSSION:

“

Our team just developed our all-new brand ethos. Can we test it with customers?

- **Dan, Brand Leader**

What We Will Cover Today

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1 Who Am I?

2 The Role of a Brand

3 Who's Holding the Pen

4 A Model for Success

5 The Way Forward

6 Try It Yourself

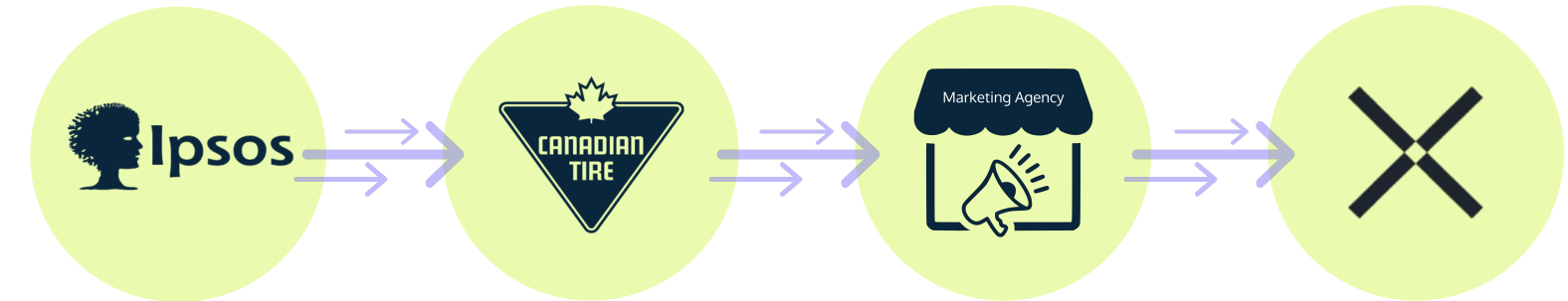
Hi, I'm Nick!



Hello Friends!

A Little About Me

My Experience



Why Am I Here?

To show you **two main reasons why so many brands get disconnected from the real reasons people choose to spend money with them**, and how to bridge that gap for lasting success.



What exactly is the role of your brand?

A successful brand **intriguingly articulates** the best of your company's products and activities to a **commercially relevant audience.**

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No one loves you because
of your brand.

ISSUE #1

The brand strays from the
organization's core value

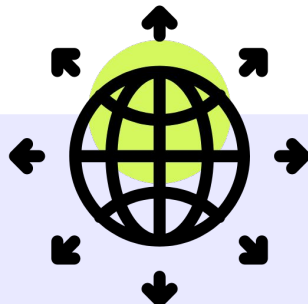
You (Most Likely) Compete Across These 4 Areas



PRICE



PRODUCT



ACCESSIBILITY



EXPERIENCE

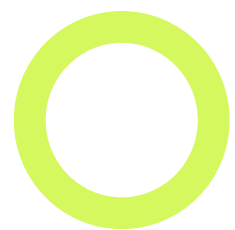
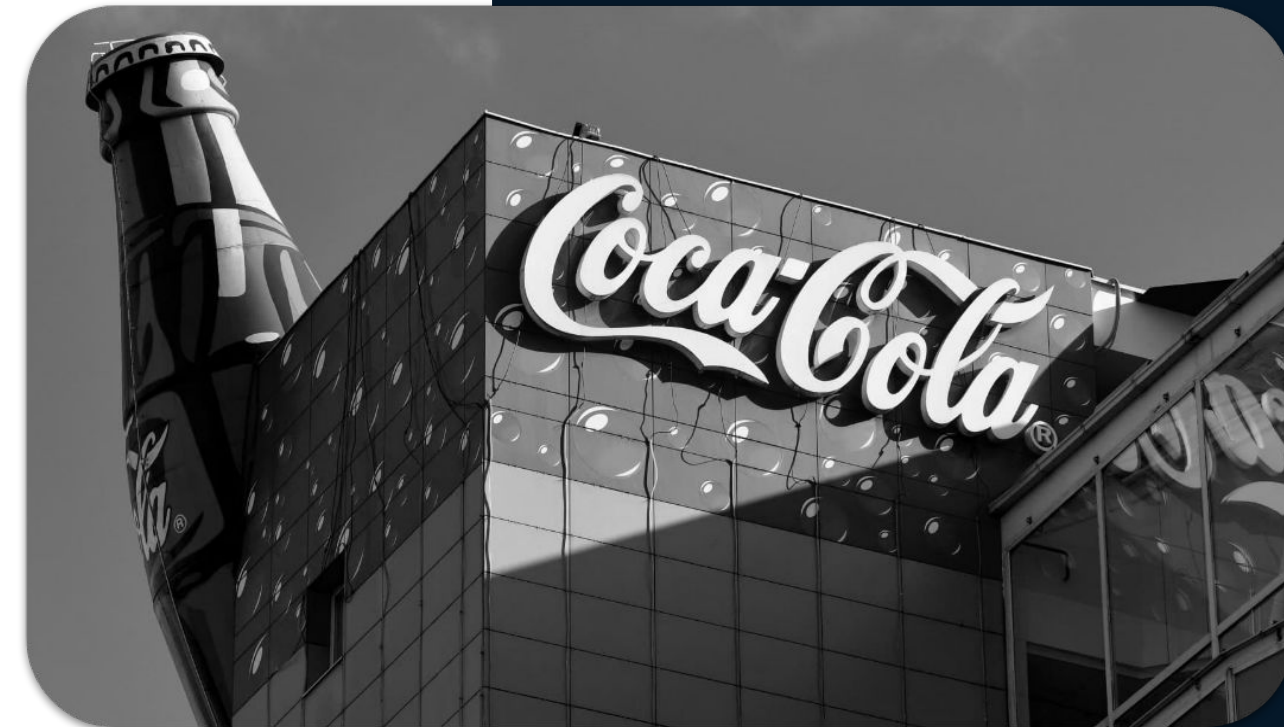


AND WHAT'S NOT ON THE LIST... **Brand!**

You Aren't Likely to Win With a Great Brand Alone

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Truly successful brand-driven companies, where the brand is the deciding factor and product, price, accessibility, and experience are all equal to competitors, are incredibly rare.



What exactly is the role of your brand?

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ISSUE #2

The articulation of value (aka Brand Story) falls flat.

Who Typically Writes Your Brand Story?

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Hi, I'm your customer!

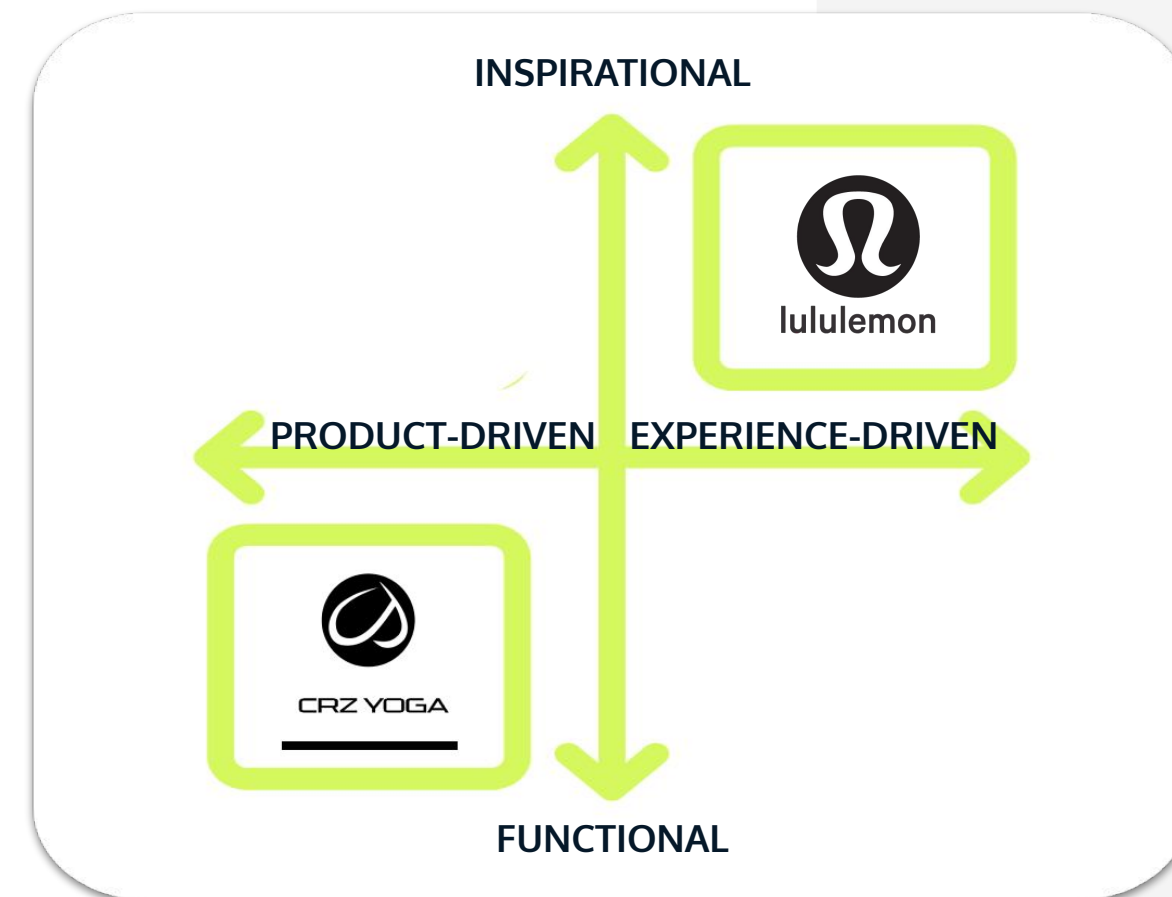


When You'd Be Better Off Listening to This Guy...

Many Get Hung Up Chasing Competitors

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While it may be what they do, it has nothing to do with what your best customers are looking for.





What Chasing Competitors Looks Like

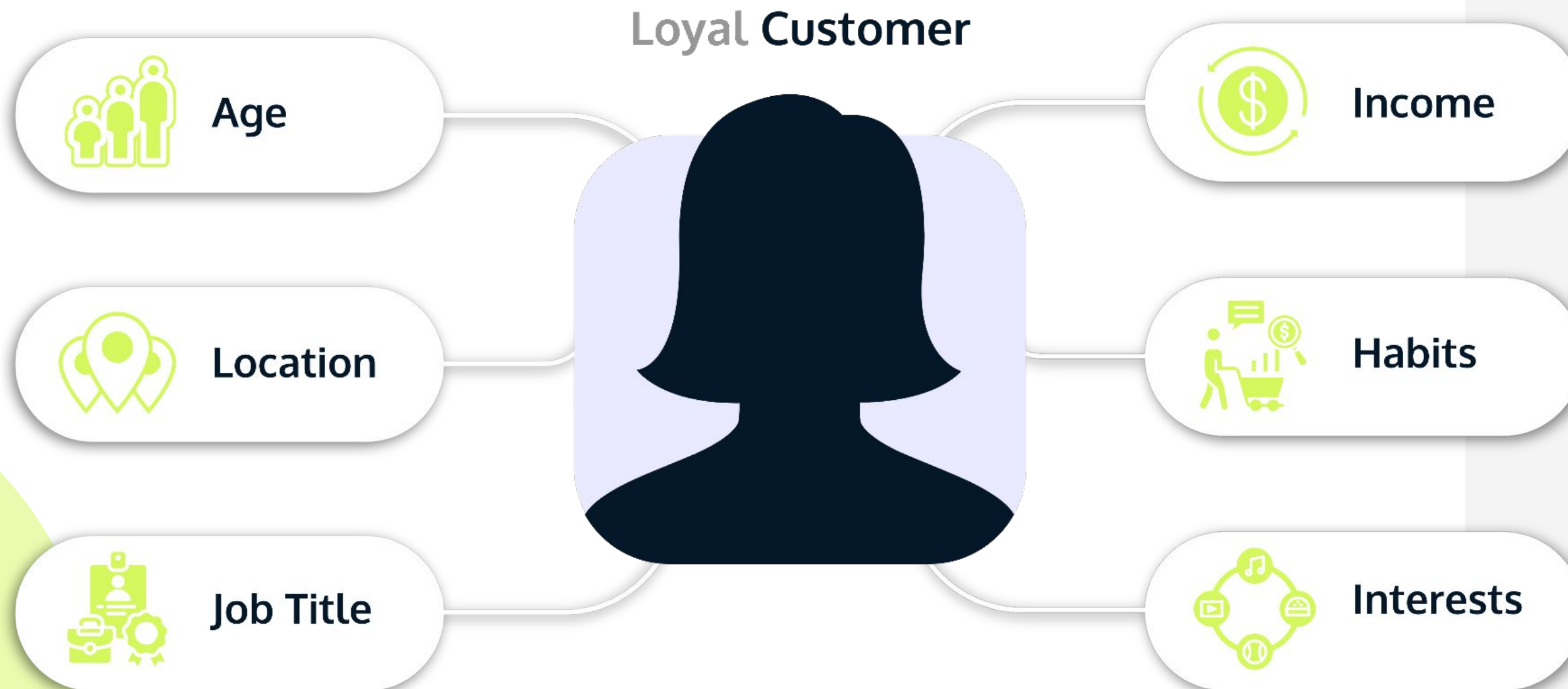




What Chasing **Customers** Looks Like

And Basic Customer Profiles Don't Help...

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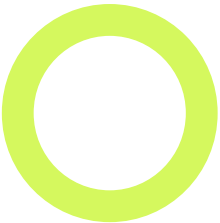
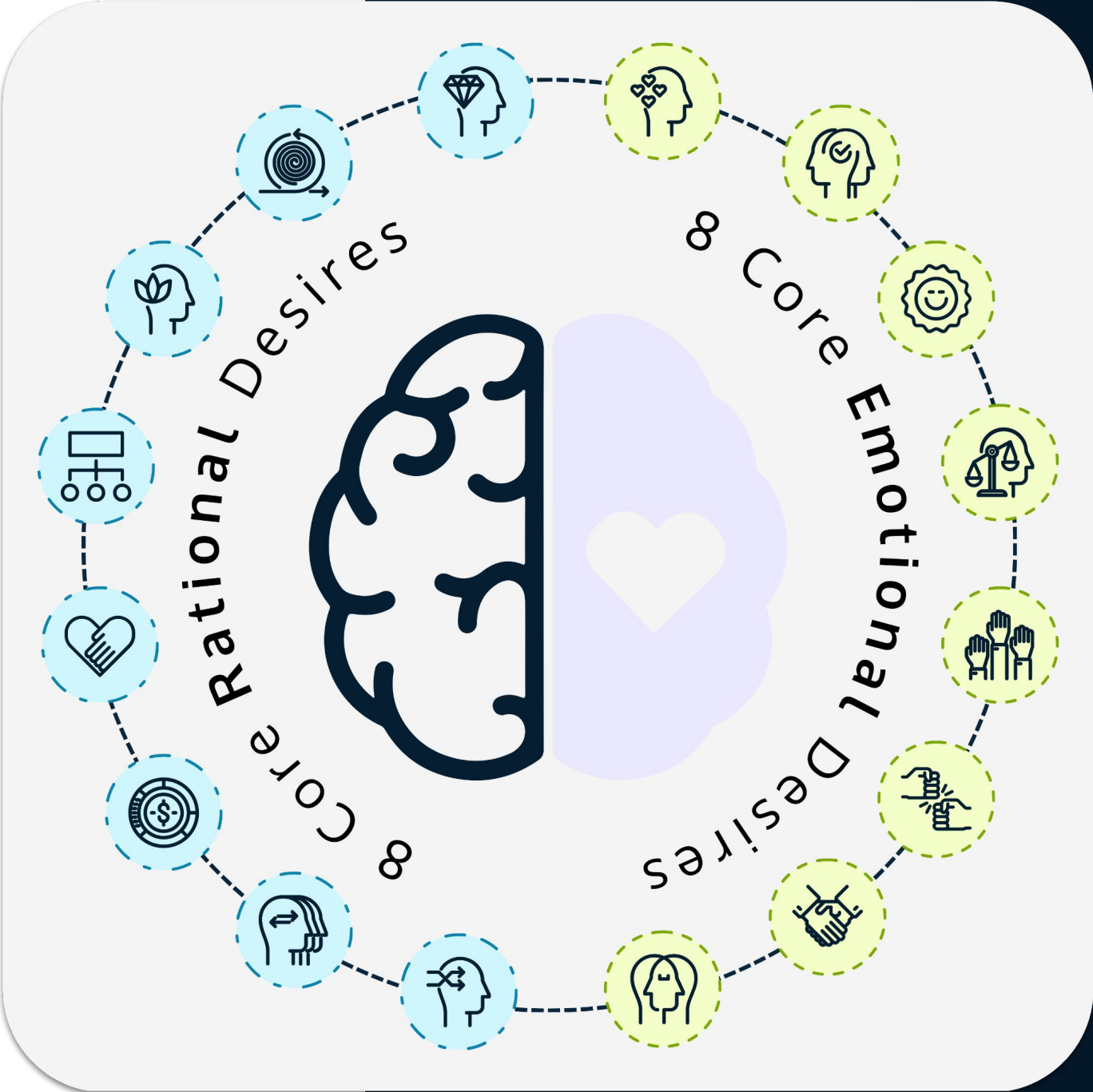


If you want them to
respond to your brand,
remember...

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remember...

We need to **speak to their motivations.**

Behavioral Science Sums It Up in a Brand Experience Model Like This



Case Study

IDEAL BRAND EXPERIENCE: FINANCIAL SERVICES



Dependable

Customers believe you'll always have their backs when they need you most.



Honest

You're always open and transparent.



Uncomplicated

You're easy to do business with.



Distinct

You offer truly unique products and services.



The Brand Experience High-Value Customers Want

THAT'S WHAT YOU COMPARE TO THE MARKET

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Competitive Edge

TAKEAWAYS

BRAND
ALL CUSTOMERS

COMPETITORS
ALL CUSTOMERS



DEPENDABLE

DIFFERENTIATING OPPORTUNITY

28%

14%



UNCOMPLICATED

Tablestakes

53%

47%



DISTINCT

White Space

23%

28%



HONEST

White Space

27%

28%

YOUR COMPETITORS:    

Unique
Brand
Narrative



Dependable



- BANKING SERVICES**
Accessibility/Convenience
- CUSTOMER SERVICE**
Customer Perks/Appreciation
- CUSTOMER SERVICE**
Helpfulness
- BANKING SERVICES**
Simple
- CUSTOMER SERVICE**
Problem Solving

Then You
Can Start
to Weave
Your Story



Well-Trained LLMs Can Generate Your Next Campaign Idea

BECAUSE YOU HAVE THE RIGHT INPUTS NOW

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Creative In-Market Campaign Ideas

Leverage Trust and Reliability

Tactic: Position your bank as a trusted and reliable partner in managing financial needs, especially during crisis or challenging situations.

Quote: "They were understanding and sympathetic. They helped me immediately when I was scammed by a caller."

Action: Run campaigns that highlight stories of how your bank swiftly addresses issues like fraud or emergency financial needs. Use testimonials and case studies that emphasize how your bank has successfully supported its customers.

Promote Exceptional Customer Support and Rapid Response

Tactic: Market the speed and efficiency of your customer service, especially in crisis situations.

Quote: "Their Direct Investing App is very easy to use... they pick up the customer service help line within 1 minute of calling."

Action: Create content that showcases the quick response times and availability of customer support, perhaps through live demonstrations or real-time customer service metrics.



Be Dilios: Embrace Your Role as a Storyteller

AND EQUALLY EMBRACE YOUR
CUSTOMER AS THE AUTHOR



How Can You Get Started?

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ASK YOURSELF:

1 How does your organization create value?

2 What motivates your customer to care?

3 Is your customer helping you write your compelling brand story?



TAKE MY BRAND EXPERIENCE SELF-ASSESSMENT TO GET YOUR ANSWERS!



 Thank You!
Let's Connect!

