

**106<sup>th</sup> Marketing Club**

**29th Cairo. 68<sup>th</sup> Business Club**

# LoveMark

**Tuesday 5-9-2023**

**10 PM EGY 10 PM KSA 11 PM UAE**

*FOUNDER & HOST*

**Dr. Mahmoud Bahgat**



*INSTRUCTOR*

**Dr. Mohamed ELbaz**  
Senior Brand Manager

# Who Am I ?



**Mohamed El Baz**

Senior Brand Manager  
Apex Pharma



**2001**

Bsc of Veterinary  
Medicine

**2001**

**Pfizer** Medical Rep

**2011**



MBA  
in  
Marketing

**2013**



**Product  
Manager**

**2021**

Digital Marketing  
Diploma







# LOVEMARKS

## THE FUTURE BEYOND BRANDS

**Mohamed El Baz**

Senior product Manager  
MBA in Marketing





*Getting your Target  
Audience to fall in love  
with your brand.*



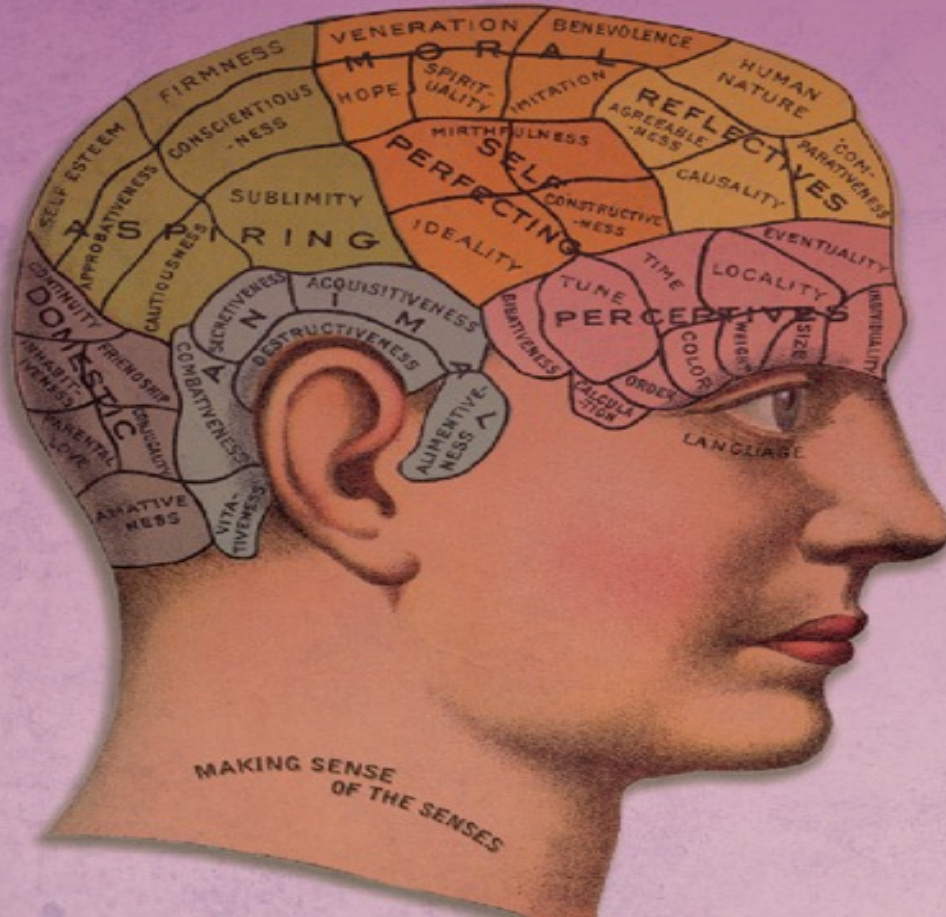


***“I’ve learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel.”***

Maya Angelou



# HUMANS ARE POWERED BY EMOTION



“The essential difference between emotion and reason is that emotion leads to action while reason leads to conclusions.”

— DONALD CALNE

Former Director of the Neurodegenerative Disorders Centre at the University of British Columbia, Canada

“We now know that emotion, intuition, long-term memories, and the unconscious make up as 85% of our motivations.”

— ANTONIO DAMASIO

Dornsife Professor of Neuroscience at the University of Southern California, USA



# Lovemarks Theory



Human beings are powered by emotion, not by reason.

*“The essential difference between emotion and reason is that emotion leads to action while reason leads to conclusions.”*

-Donald Calne, Neurologist

# Brand

**Unique design, sign, symbol, words, or a combination of these, employed in creating an image that identifies a product and differentiates it from its competitors**





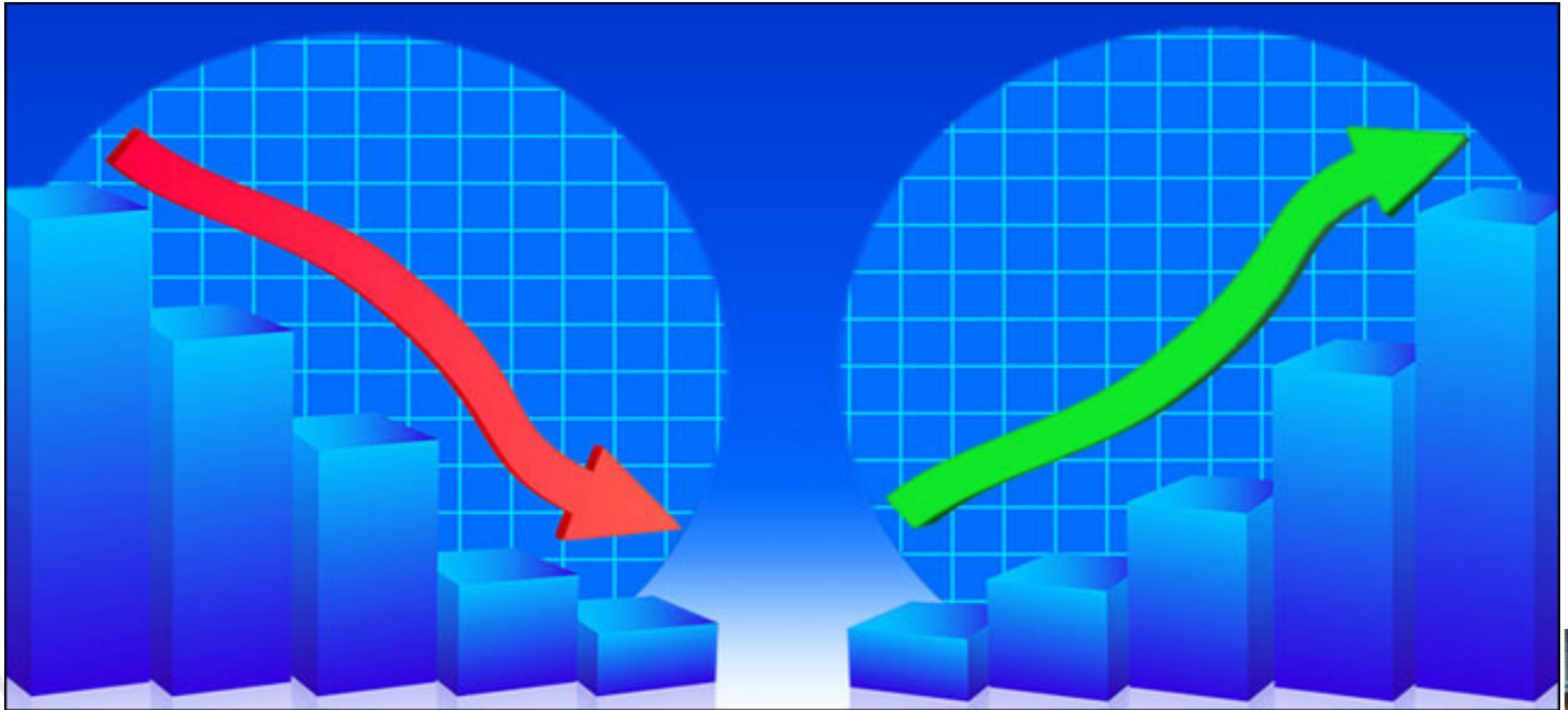


# BRANDS

- Consistency
- Quality
- Performance
- Value



# What makes some brands inspirational, while others struggle?





# Brands are now out of Juice

- 1) Brands are being overused
- 2) Brands are not mysterious anymore
- 3) Brands cannot understand the new consumer
- 4) Too many brands
- 5) Too many people following the same rulebook
- 6) Brands are relying on past rather than future



# Brands Lack Emotion



**Reason leads to conclusions,  
while Emotion lead to actions.**





# What?

**COMES AFTER BRANDS**



Moleskine Roots clothing Air New Zealand Iyengar yoga Mother Theresa Mickey Mouse Light Up The World foundation Toyota Vegemite God Smashing Pumpkins Original Tommy's Burger Satch Jeans Loewen windows American Express Coppertone Martin Margiela Parkett art magazine Italy Eames chair Bundaberg Ginger Beer The New Yorker Birkenstock Rolex Gilbert Puma Toll House cookies Tide Fender Stratocaster MacPac iPod W.&L.T. Fado JetBlue Airways Prius Asahi Superdry Burton Versace Banana Republic Absolut The Milky Way Tiffany's Nokia Madonna Yorkshire pudding Lay's Mambo **Mystery** Mikimoto pearls Canterbury clothing Bacardi Breezer Post-it notes Griffins biscuits Wofford Yankees The Danbury Doughboy iTunes PEZ Terry Pratchett Mont Blanc Simon and Garfunkel Origins Global knives Cartier Pantone Lacoste Galaxy Manchester City FC Dior D'Arny Puma A.O. Puma Air Max 270 Puma landsparken Singapore Airlines Golden Gate Bridge Abolition of Slavery Monument Madonna H&M Reebok Coca-Cola Roger Federer Adidas Pinos Toyota Roadie All Saints Statue of Liberty Virgin Mary H&M Amul Treat Cream soda Cuckoo's Nest Amul Oreo World Journeys Canon Canon Budweiser Marks & Spencer Robbie Williams New York City C&A Morgan's spicy rum Frijoles Pilsener Pedro's APE Kappa shoe British Smith Chicago Cubs Bike Friday BMW Johnson Johnny Walker Technics 1200 Eukanuba Gary Fisher bikes Flag of St. George Gap Biere Larue Pelé La-Z-Boy Salsa Lizano Carhartt Imperial beer Palm Pilot Munster Cadbury Teletica Canal 7 Starbucks Lexus Disneyland Benetton The Smiths Motorola Collette Salt & Lineker crisps Kyoto Huka Lodge Warp records Bavaria Folgers Visa Nutella Sony Gucci All Blacks rugby team **Sensuality** Le Pescadou Steinway Hungary KISS John Lewis stores Boston Red Sox Dean & DeLuca adidas Originals Acqua di Parma President Avenue Fruitworld Porsche Rick Stein LEGO Taj Mahal Mini Ferrari University of Kentucky basketball team James Bond Marmite Guggenheim Bilbao Häagen-Dazs Evian Cambridge University Converse Custo-Barcelona Pampers Steven Spielberg Mars Bars Hot Buttered Anne Geddes Lee Jeans Nescafé The Boss Greece Victory Over Want St.Tropez M&A-C Fnac Sri Ravishankar Clinique Titleist **Intimacy** Sydney Opera House Oscar synth REMO Chestnut Prospector canoe Fijian Sevens NASA Triple J Zimtstern Lance Armstrong Tumi Dilmah Colin Bell AJAX soccer club Monty Roberts Nike U2 XXXX beer Kenneth Cole New Orleans A-Channel Canada Sedona, Arizona Mercedes Smart Virgin Atlantic Apple The Economist Krispy Kreme Snoopy Swiss Army Harley-Davidson Barbie Gillette Audi Bendon Britten motorcycle Rome Harry's Café de Wheels Brigitte Bardot Manchester United Havaianas Oprah Ducati Baileys L&P Bovril Hollywood Tiscali Heinz JC Bamfords Red Bull Trader Joe's Steinlager Old Spice New Zealand Edge Squaresoft Kartell Tods Leite Moça Volkswagen Beetle MTV Brazilian football team Hello Kitty Vespa Swatch Trung Nguyen iMac Riva boats Guaraná Antarctica Skol Winnie the Pooh Zippo Silver Fern La Quinta Aga ovens Tabasco Chanel No.5 Snaldero Guinness Tonga Hibernian FC Venice Yahoo! bobby pins Nelson Mandela The Olympics Paris Andy Warhol Adobe systems Weleda Curious George Harry Potter Muji Jean Paul Gaultier Levi's Seresin Coca-Cola Upper Deck hockey cards Oreo cookies Renault Clio Veuve Cliquot The Statue of Liberty Radio Dimensione Suono MSN Messenger

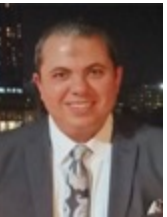
KEVIN ROBERTS, CEO WORLDWIDE, SAATCHI & SAATCHI







**Kevin Roberts**  
CEO of Saatchi & Saatchi



- The term Lovemark is used to define the position of your brand inside a culture.
- The point of this strategy is to make consumers fall in love with the brand







A lovemark is a brand with a strong emotional connection with its consumers, inspiring **Admiration, Respect, and Trust.**

**A lovemark brand's primary goal is to gain a larger market share by developing and leveraging a positive brand image through Customer-Brand Relationship**







# Truths about LOVE

1. All Human Beings Need Love
2. Love is a profound sense of attachment
3. Love is always 2 way
4. Love need not be glorious or romantic
5. Love takes time
6. Love cannot be commanded. It can only be given





lovemarks



**A** Lovemark is only as good as the people who love it. That's why Lovemark companies attract communities, and why consumers will reward you with Loyalty Beyond Reason.





# LOVEMARK VS BRAND







BRANDS EARN  
LOYALTY FOR  
A REASON



LOVEMARKS EARN LOYALTY  
BEYOND REASON





## BRANDS

Information  
Recognized by consumers  
Generic  
Presents a narrative  
The promise of quality  
Symbolic  
Defined  
Statement  
Defined attributes  
Values  
Professional

## LOVEMARKS

Relationship  
Loved by people  
Personal  
Creates a Love story  
The touch of sensuality  
Iconic  
Infused  
Story  
Wrapped in Mystery  
Spirit  
Passionately creative





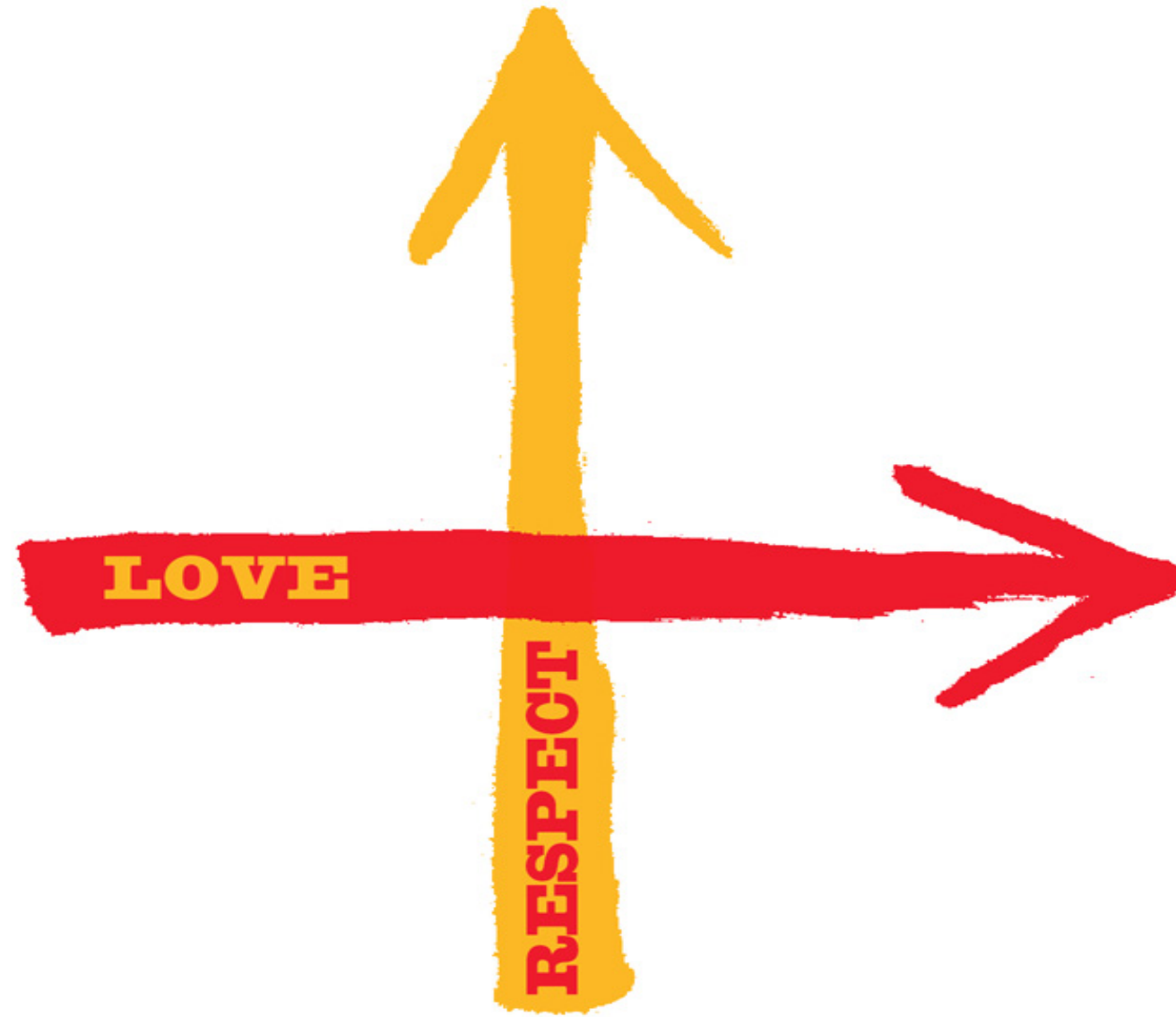
## ***BRANDS***

- Based on a promise
- Internal structure
- Singular consistent message
- Communicate an image
- Trust through authority
- Controlling
- Marketing as a layer
- Profit drives decisions

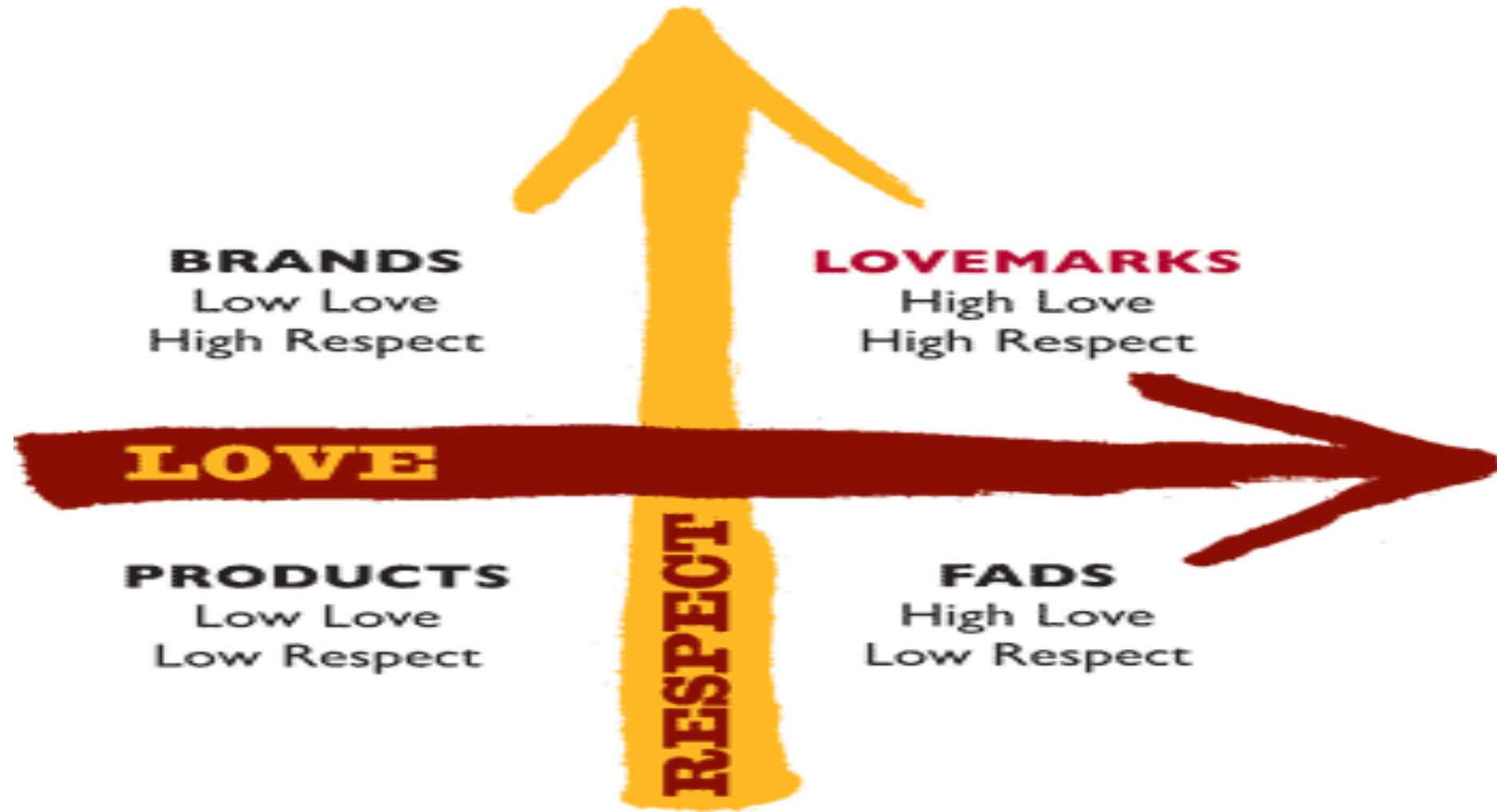


## ***LOVEMARKS***

- Guided by a purpose
- Internal culture
- Multiple coherent messages
- Deliver an experience
- Trust through transparency
- Empowering
- Marketing is baked-in
- Integrated triple bottom line



# Love & Respect.



No Respect. No Love. No Respect. No Love. Period.





**respect**

**LOVE**

A close-up, back view of a man's head with short, dark hair. The lighting is dramatic, highlighting the texture of the hair and the back of the neck against a dark background.

# NO RESPECT, NO LOVE

**Respect** has to be earned again and again, just as Love can only be given. Before you start out on the road to Lovemarks, you must have Respect.







Google

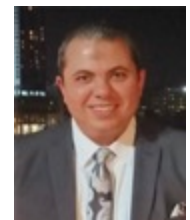


NESCAFÉ











the future beyond brands  
**lovemarks**

Personal  
Relationship

Loyalty  
beyond reason

What about  
our future?

Brand  
Preference

Loyalty

What about  
you and me?

Brand  
Liking

Positive  
Reactions

What  
about you?

Brand  
Consideration

Points of  
difference

What  
are you?

Brand  
Knowledge

Brand  
Awareness

Who  
are you?

Brand  
Resonance

Customer  
Judgements

Customer  
Emotions

Brand Behavior  
(People & Product)

Brand  
Communication

Brand Silence

Customer Acceptance

# THE JOURNEY TO A *LOVEMARK*

## *LOVEMARKS*

Advocacy

Known for things that I care about

Known for things that are different

Known for good things

Known for something

Known

Unknown





# LOVEMARKS

```
graph TD; LOVEMARKS --> LOVE; LOVE --> LOYALTY_BEYOND_REASON[LOYALTY BEYOND REASON]; LOYALTY_BEYOND_REASON --> RESPECT; RESPECT --> LOVEMARKS;
```

## RESPECT

### PERFORMANCE

Innovation  
Quality  
Service  
Identity  
Value

### TRUST

Reliability  
Sustainability  
Ease  
Openness  
Security

### REPUTATION

Leadership  
Honesty  
Responsibility  
Efficacy

## LOVE

### MYSTERY

Great Stories  
Past Present Future  
Taps Into Dreams  
Myths and Icons  
Inspiration

### SENSUALITY

Sound  
Sight  
Smell  
Touch  
Taste

### INTIMACY

Commitment  
Passion  
Empathy

## LOYALTY BEYOND REASON

# MYSTERY

Great Stories

Past Present Future

Taps In Dreams

Myths And Icons

Inspiration



# SENSUALITY

Sound

Sight

Scent

Touch

Taste

# INTIMACY

Commitment

Passion

Empathy





# MYSTERY

Great Stories

Past Present Future

Taps In Dreams

Myths And Icons

Inspiration





- **Mystery**

The mystery element focuses on developing new ideas that keep your customers enthusiastic to see your products and services. It's all about making your customers feel the same awe they did when they first discovered your brand.

There are two methods of creating healthy mystery around your brand, one is by curiosity and the other is by compelling brand storytelling.





M I C H A E L K E A T O N

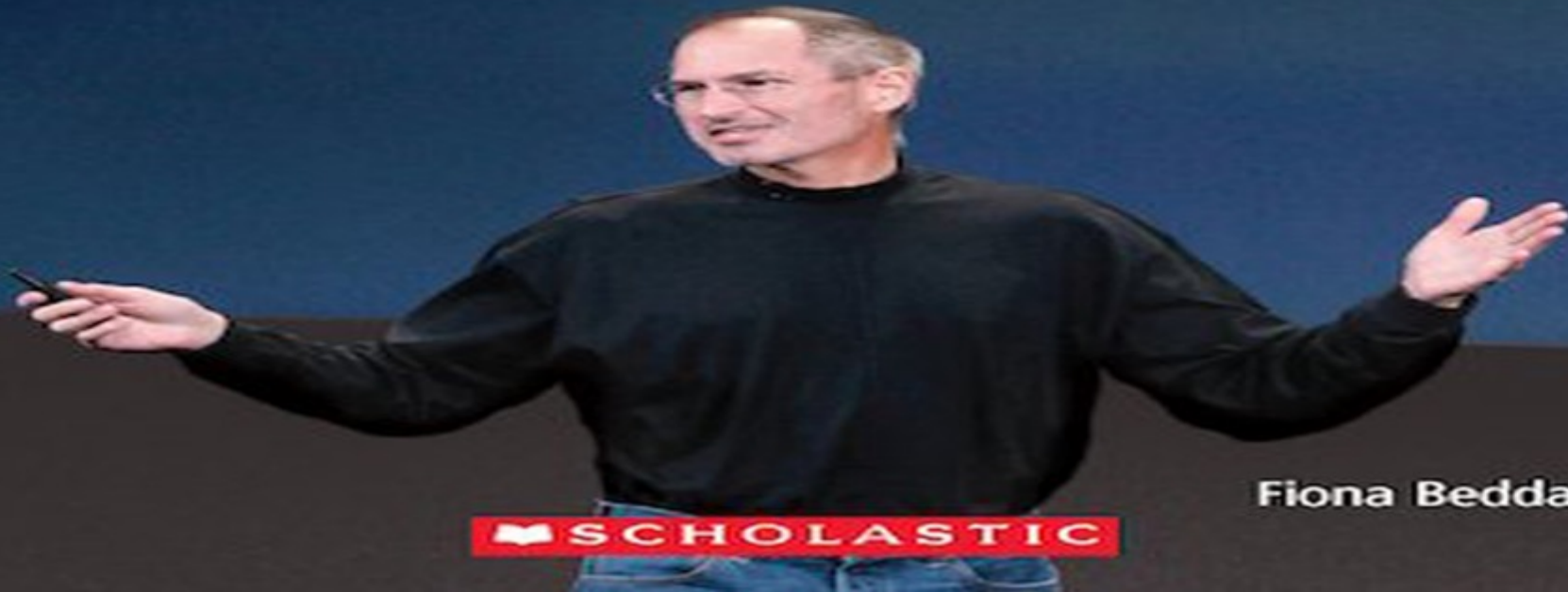
THE **FOUNDER**

BASED ON THE  
TRUE STORY



# STEVE JOBS

## AND THE STORY OF APPLE



Fiona Beddall

 **SCHOLASTIC**





# SENSUALITY

**Sound**

**Sight**

**Scent**

**Touch**

**Taste**







# TASTE

The feeling when you drink an ice, cold Coke from that traditional curvy glass bottle on a steaming hot day is one of those things you never forget or fail to appreciate. My whole body relaxes as that caramel-like sweetness hits my tongue and is followed by that wonderfully pleasant burn as it hits the back of my throat and is finally welcomed by my stomach as it quenches my thirst. That my dear friends, is true satisfaction.

*Jason, United Kingdom*







**NOKIA**





# **INTIMACY**

**Commitment**

---

**Passion**

---

**Empathy**

---



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## • Intimacy

This is the most powerful of the three elements; it is your brand's ability to form a strong emotional bond with your customers. All brands strive to win over their target audience, but intimacy is what will keep your customers returning to your brand.

Intimacy is the personal relationship between your brand and your customers. It's beyond how customers see your brand, it's their sense of attachment to you.

You can build intimacy with your customers by being passionate, committed, and empathic. So, be intentional about developing a positive brand personality; make sure your content consistently reflects your brand values.





# Why is Lovemark Is Important for Brands?



# Emotional Connection

## The Emotional Connection

All buyers are affected by their emotions but not all of them are aware of this because 95% of all human behavior is unconscious.



95%  
unconscious  
behavior

Research shows that brands which bring out a stronger emotional response increase customer loyalty and sales from 20%-200% as compared to their competitors.



20-200%  
increased  
loyalty & sales

Women control more than 80% of the purchases in the United States, and their decision is based on emotion and feeling.



80%  
female  
customers

Most B2B companies have a strong emotional connection with 20-40% of their customers.



20-40%  
strong emotional  
connection





# Brand differentiation



**Long-term Success**





# Higher Profit



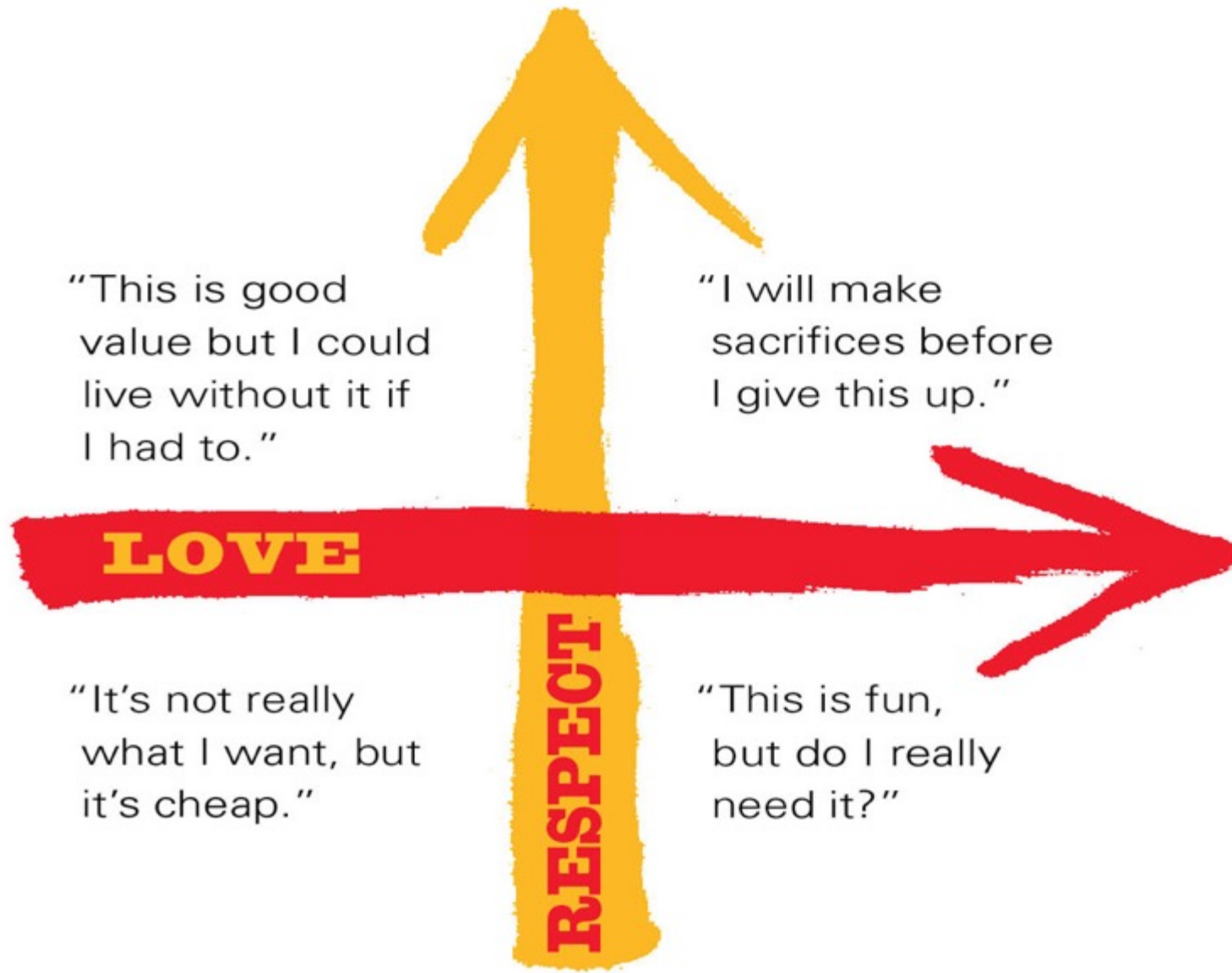
# THE PARADOX OF PRICE AND VALUE

**PRICE** is what companies put on the tag

**VALUE** is what consumers feel they get out of the experience







# Brand love leads to:



## Price premium

*86% spend more  
on a brand  
they love.*

-  
Khoros

3x

## Advocacy

*Brands that are able to create  
an emotional connection receive  
three times more word-of-mouth  
than those that don't.*

-  
Forbes



## Loyalty

*75% of consumers changed  
their buying habits during the  
pandemic - and are increasingly  
willing to change brands.*

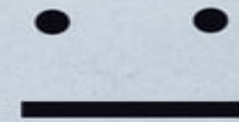
-  
McKinsey



# How to Turn Your Brand Into a Lovemark?



# Outstanding Customer Experience



# Strong and Consistent Brand Identity





# Build a Community

SEPHORA

Search

Stores & Services  
Choose Your Store

Community

Sign In

New Brands Makeup Skincare Hair Fragrance Tools & Brushes Bath & Body Mini Size Gifts Beauty Under \$20 Sale & Offers

Community Profile Groups Gallery

Start a Conversation Add a Photo

*Beauty* INSIDER  
**COMMUNITY**

Real people. Real time. Real talk. Find beauty inspiration, ask questions, and get recommendations from members like you. You ready?

**COMPLETE YOUR PROFILE** ▶

**GROUPS** ▶  
Follow topics you love and connect with fellow members.

**CONVERSATIONS** ▶  
Ask questions, chat with brands, and keep up with breaking beauty news.



# Intrigue Your Customers

Fresh  
at IKEA

New summer collection  
now in store



New  
GULLBERGSÖ  
Cushion cover  
8€

Fresh  
at IKEA

New summer collection  
now in store



New  
BUSENKEL  
Duvet cover  
and pillowcase  
25€

# Aim For Emotions not Rationality



Share a **Coke** with...

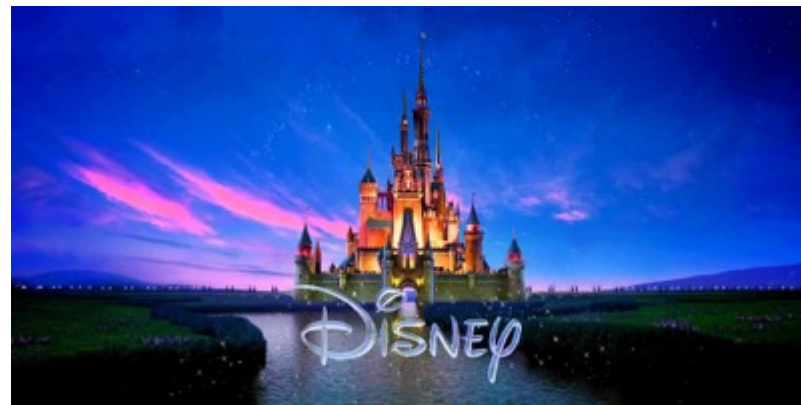


#shareaCokeNG

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# My Top Lovemarks



# What are your Lovemarks??????



Mobilink



MOTOROLA

TERUMO®

Johnson & Johnson

P&G



DuPont™

CORIAN®

Mars

Kraft

Lindt  
MASTER SWISS CHOCOLATIER  
SINCE 1845

SEARLE

Luminarc®

Heinz

DU PONT®



Castrol

Kellogg's



WRIGLEY  
A Subsidiary of Mars, Incorporated

Gillette

SNICKERS®

Red Bull  
ENERGY DRINK

Coragen®



UNISYS

Utah

CANDEREL

Enfamil

sanofi aventis  
Because health matters

habitt

MeadJohnson  
Nutritionals

Pfizer



ABBOTT

NATIONAL  
PAINTS  
Since 1969

VITAMIN  
Water





Thank you!





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