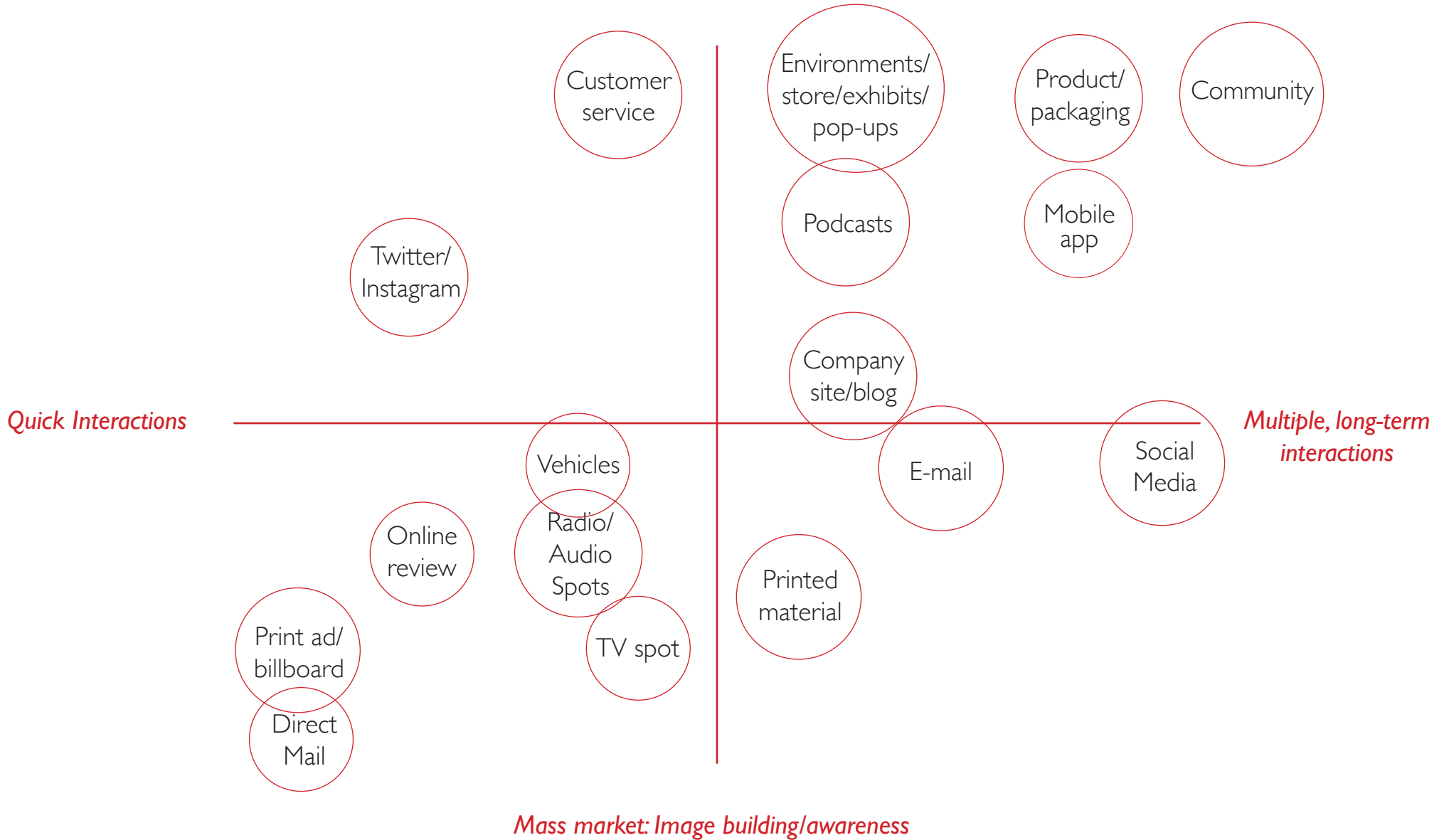


Developing Touchpoints

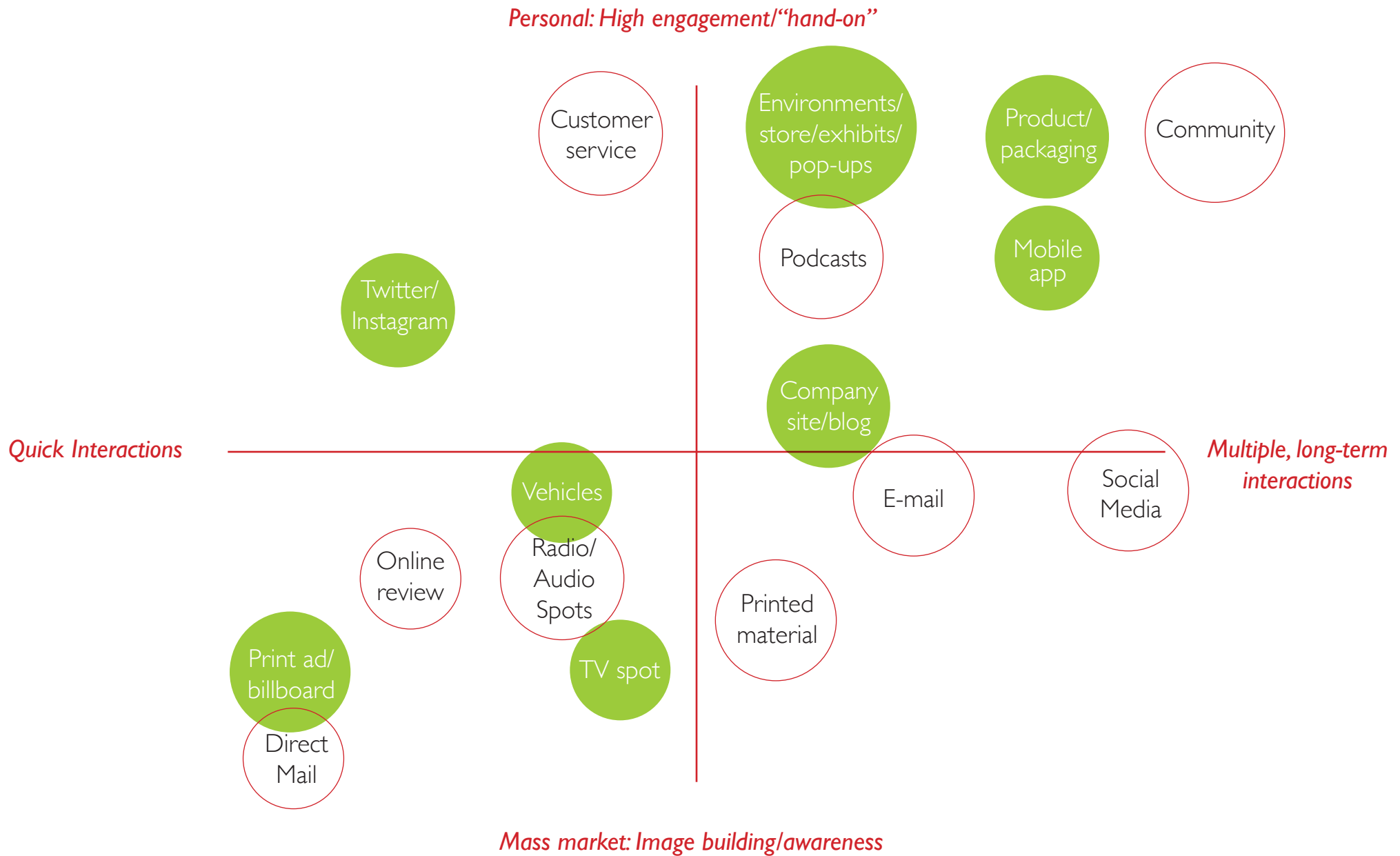
VIDEO CONTENT
SOCIAL MEDIA
BLOGS
PODCASTS
APPS
ADVERTISING:
ONLINE
OUTDOOR
GUERILLA
SOCIAL
PRINT
TV/RADIO
EXPERIENCES
WEBSITES
MICROSITES
NEWSLETTERS
SIGNAGE
EXHIBITS/POP UPS
EMAILS
IDENTITY SUITES
POSTERS
UNIFORMS
MENUS
DIRECT MAIL
BROCHURES
PINS/TOTES/PENS/HATS
PACKAGING
ENVIRONMENTAL

There are many opportunities
to connect with a brand.

Personal: High engagement/“hand-on”



Brand Touchpoint Mapping



Developing the potential customer paths
(moving from awareness [lower left] to value creation [upper right])

Attract What is getting the customer's/ user's attention?	Choose What are we doing to make the choosing easy?	Use What's going on when they use the product/service?	Support What makes using the product/ service better?	Retain What are we doing to make sure the customer comes back?

Brand Touchpoint Matrix

Attract What is getting the customer's/ user's attention?	Choose What are we doing to make the choosing easy?	Use What's going on when they use the product/service?	Support What makes using the product/ service better?	Retain What are we doing to make sure the customer comes back?
A frame	Coupons	Menus/ordering screens	Wayfinding	Loyalty card
Outdoor signagae	Poster for family night or game night/ trivia night/events	Uniforms, aprons, name tags	Scripts/Tone ofVoice	Gift card
Advertising	Advertising for promotions, e.g. Tuesday's kid's under 5 eat free	Wall graphics	Comment/feedback forms	Rotating specials menu
Instagram feed	Window Displays	Branded glassware, utensils, plates, napkins, coasters, match boxes, to-go packaging, etc	Customize receipts with stamps	

e.g. for a restaurant