HOW EMOTIONS DRIVE PURCHASE DECISIONS
NEEDS

$199

WANTS

$499
NEEDS  $  WANT$s
NEEDS → WANT$
Make Your Vote!

vs.

Coca-Cola

Pepsi
The birth of the Breakout Brand

Challenger Brand
All about the competition

Breakout Brand
All about the customer
I’m a Millenial in an online group collecting antique doorknobs!
THE NEW NOW: Speed/WIFM

88% of consumers speak up on product or service problems

59% expect an answer within 24 hours
What defines a BREAKOUT BRAND™

1. Forget chasing, focus on leading

2. Create the future

3. Communication first, second and third
EMOTIONAL ATTACHMENT

20% more visits per month, 29% higher spend
BREAKOUT BRANDS
Consumer Insights

What is consumer connection worth?

83% of consumers would pay more for a product or service from a company they feel puts them first.

} 20% would pay 50% or more.
85% of consumers say it's important to do business with a company they have strong emotions for.
WHY BUY THIS CAR?
WHY NOT BUY THIS CAR?

Color

Sound System

My friend had a bad experience
“Jonah Berger’s Contagious is a fascinating read. Not only is the book packed with entertaining examples of viral campaigns, but each is backed with analysis into the science of social transmission.”
“Every page after the intro - hammers you over the head with what I've described above, over and over and over again until the insufferable boredom of repetition starts to resemble an old torture technique I watched as a kid in a movie long ago.”
THE NEW NOW

90% of all emotional experiences are shared

64% of people read consumer reviews and consider them when making purchase decisions
THE COST OF POOR CUSTOMER EXPERIENCE

78% of consumers have bailed on a transaction or not made an intended purchase because of poor review or customer experience

= $83 million lost by U.S. enterprises each year
THE OLD MODEL

- BRAND
- MARKETING
- INFLUENCERS
- PEERS
- WORD-OF-MOUTH
- TARGETED CUSTOMERS
THE BREAKOUT MODEL
WHAT YOU SAY MATTERS

8 out of 10 consumers lack trust in company claims
CREDIBILITY PROBLEM
WHY BUY THIS SIP HOUSE?
KNOW YOUR AUDIENCE
PAINT A PICTURE
FACTS VS. EMOTION

Airtight and well-insulated

Don’t let outside noise ruin your sleep.
Don’t pay 50% more for energy and lose thousands of dollars a year

Better control over indoor environmental conditions

Live healthier without mold and allergy irritants

Building Green reduces carbon dioxide emissions and plays an important role in combating global climate change

Buy a house that makes the world greener.

Building with SIPs will save you time, money and labor.

Build 10 houses in the time it takes to build one

Flexible

Be creative, surfaces can be given finished looks, such as wood grain or stucco or covered with bricks and stone
Top 10 BREAKOUT BRANDS™

1. Apple
2. amazon.com
3. Chick-fil-A
4. Walmart
5. Costco
6. Starbucks
7. Google
8. Zappos
9. Toyota
10. Ford
What kind of **BREAKOUT BRAND™** are you?

- **ESTABLISHED**
- **ENGAGED**
- **EMERGING**
What defines a Breakout Brand™

1. Forget chasing, focus on leading
2. Create the future
3. Communication first, second and third
Breakout Brand: Get Emotional

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