

BRAND ENGAGEMENT 4.0

The Era of Human Connections

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“ We live in a new “Engagement Economy” – a digital future where everyone/thing is connected.

STEVE LUCAS

CEO, Marketo

NEW STRATEGIES FOR ENGAGEMENT



“ Welcome to the era of B2ME marketing. Rapidly changing B2B buyers' expectations are driving the need for B2C-like experience.

“ Brand is not what **you** say it is.
It's what **they** say it is.

MARTY NEUMEIER

The Brand Gap

WHAT IS A BRAND?

It's **NOT** a logo, or a tagline, or an identity system.

WHAT IS A BRAND?

A brand is an expectation of **experience** and a **promise** delivered.

BRAND PLATFORM

POSITIONING

VALUE PROP.

BRAND PROMISE

MESSAGE ARCH.

BRAND PURPOSE

BRAND ESSENCE

BRAND VALUES

PERSONALITY



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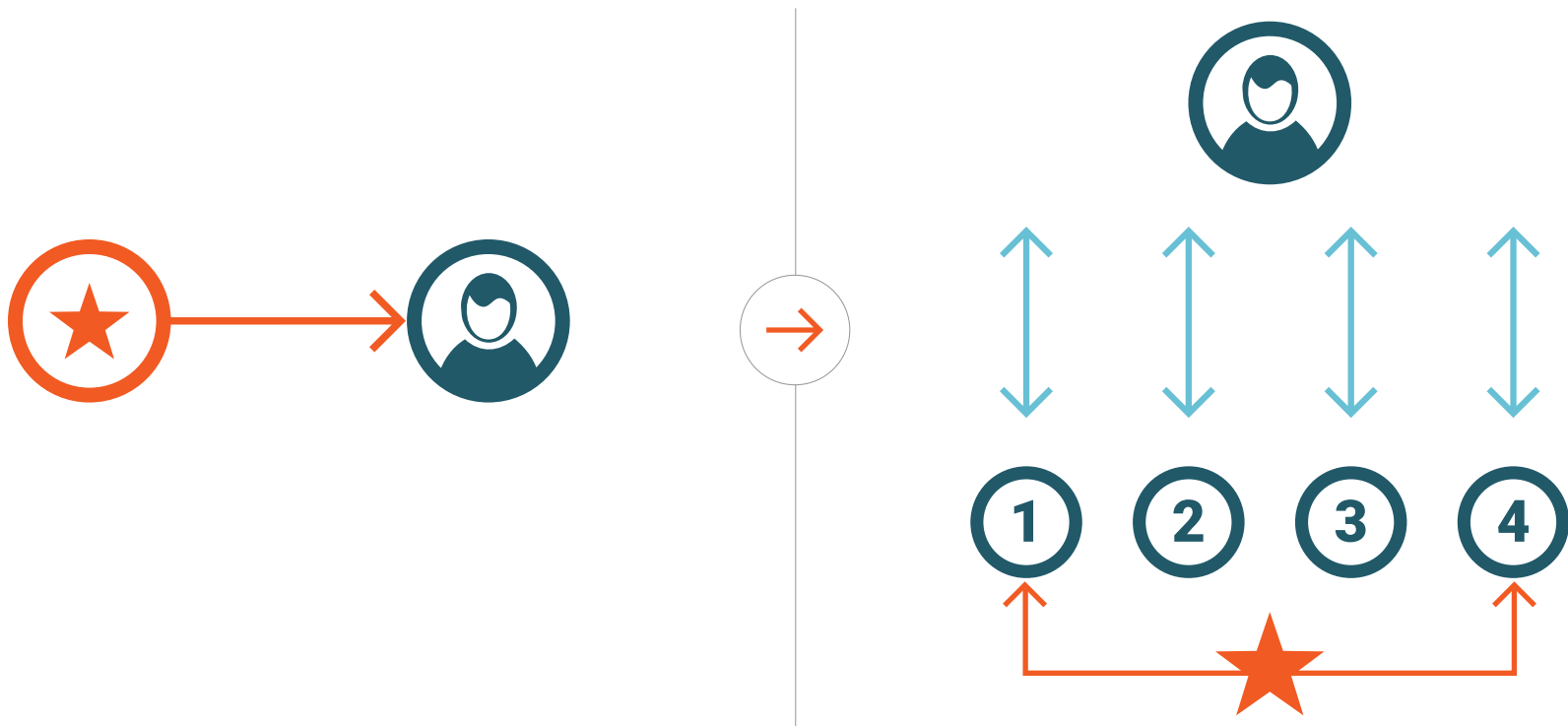
BRAND ESSENCE

BRAND VALUES

PERSONALITY



BRAND ENGAGEMENT THEN AND NOW



BRAND PERSONALITY VS. BEHAVIOR

- + Your brand personality must be in alignment with your culture and attract the “right” customers and employees
- + Your brand behavior must adapt to what’s expected for each communication channel

BRAND PERSONALITY WORKSHEET

Casual	1	2	3	4	5	Corporate
High Energy	1	2	3	4	5	Thoughtful
Edgy	1	2	3	4	5	Traditional
Fun	1	2	3	4	5	Serious
Accessible	1	2	3	4	5	Exclusive

PERSONALITY

VISUAL & COPY STYLE

Casual, Accessible, Fun

Informal, open, approachable,
personable

Edgy, High-Energy

Modern, trendy – needs to be
refreshed more often

Corporate, Traditional

Symmetrical, conservative,
timeless

Exclusive, Smart

Sophisticated, high-end, formal

BRAND BEHAVIOR

LinkedIn: A business networking event

Facebook: A happy hour attended by professionals

Twitter: An NPR and The Daily Show sandwich

YouTube: A TED talk with a Sundance Film festival after-party

Blog: A summit designed to provoke debate

Email: A workshop series hosted by your firm and financed by your audiences

TOP DIGITAL CHANNELS FOR ENGAGEMENT

79%

**EMAIL
MARKETING**

60%

**FIRM'S
WEBSITE**

35%

**SOCIAL
MEDIA**

Source: The State of Engagement 2017 | Marketo

CUSTOMER

Does your firm:

- + Collect customer feedback and share it firm-wide?
- + Know the actual people behind your CRM data?
- + Understand its customers' communications habits and preferences?



Male

Born in 1948

Grew up in England

Married for the 2nd time

Vacations in the Alps

Wealthy

Likes Dogs

Prince Charles



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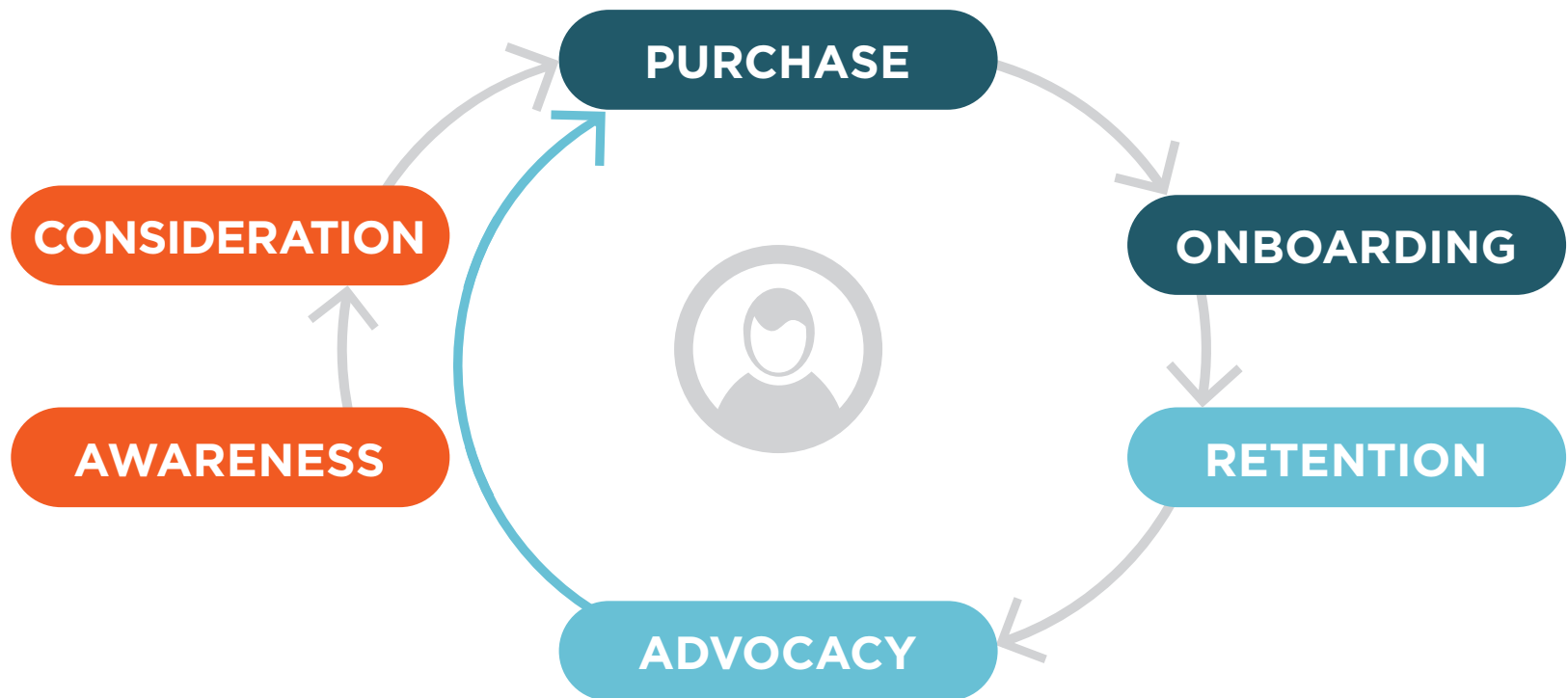
Vacations in the Alps

Wealthy

Likes Dogs

Ozzy Osbourne

CUSTOMER LIFECYCLE JOURNEY



ALIGN MESSAGE AND CONTENT TO JOURNEY

PRE-SALE		SALE	POST-SALE	
Awareness	Consideration	Purchase	Retention	Advocacy
<p>Educate</p> <p>Increase Visibility</p> <p>Prove Expertise</p>	<p>Confirm & Reinforce Understanding</p> <p>Provide Solution(s)</p> <p>Prove It's the Best Solution</p>	<p>Reassure That Your Firm Is the Right Choice</p>	<p>Deepen Relationship</p> <p>Create Additional Value</p> <p>Upsell and Cross-Sell</p>	<p>Delight</p>

PERSONALIZE MESSAGE AND CONTENT

Engage the right audience with the right message at the right time through the right channel – every time.

“ Creating a customer-centric, engaging brand requires looking at the brand through the eyes of your customers.

A Culture Of Creativity

CallisonRTKL and American Greetings create the company's unique Creative Studios.

With a rich history dating back to 1905, American Greetings was in need of a new headquarters that would carry the business into the next century. After deciding to relocate its 1,600 employees from Brooklyn to Westlake, Ohio, the company looked to CallisonRTKL to design a facility that would be an expression of their corporate culture and character, with both a deep respect for the American Greetings history and a view to the future of the industry. At over 60,000 SM, the new headquarters is a truly modern workplace with space for offices, meeting rooms, photo studios, showrooms and a large courtyard.



Kathy McConaughy

Creative VP, American Greetings

Media Kit

[CallisonRTKL Fact Sheet \(PDF\)](#)
[CallisonRTKL Logo \(JPG\)](#)

Media Contact

For all media inquiries, please contact
Tracy Schneider.

Stay Informed

First Name *

Last Name *

Email *

Submit

ENGAGEMENT IS HUMAN

- + Develop engaging tone and style for your design and message
- + Use content marketing, thought leadership and corporate citizenship to connect with your audiences
- + Engage through video, social media and effective storytelling



EDUCATION

BS, Electrical Engineering, Drexel University
Registered PE in over 25 states

REGISTRATIONS

Professional Engineer in 25 states

RELATED PROJECTS

[PHL Capacity Enhancement Program](#)

[PHL Terminal F Hub Expansion](#)

RELATED NEWS AND INSIGHT

[Arora Talks Mobile Technology at ACI-NA Airports@Work](#)

Manik K. Arora, PE

President & CEO

Manik is the chief visionary and leader at Arora. He's friendly, energetic, loves to be challenged, and possesses a strong penchant for winning. As President & CEO, Manik's most important responsibility is to Arora's clients, ensuring their needs are met and exceeded. Manik promotes Arora's values of innovation, collaboration, and hyper-responsiveness to the firm's 100+ professionals nationwide.



DID YOU KNOW?

Manik is a motorcyclist and when the weather is nice, you can find him destressing by riding back roads. He's also a heavy metal music enthusiast.

**CONTACT**

443.610.3921

**QUICK FACTS**

Years in the Industry:

20

Maria "Ree" Miskimon, CPSM

**SENIOR DIRECTOR OF BUSINESS DEVELOPMENT AND MARKETING**

From a father who was an engineer to a husband who is an architect, I have been immersed in this industry for decades. My passion for connecting with people, connecting people to people, and creating value for our clients and teaming partners is the driving force behind the marketing and business development work I do for PRIME. I feel lucky that I get to do the work I do and for a company I love.

“ Companies should be striving to create a great place for great people to do great work.

MARILYN CARLSON

Carlson Companies

BRAND-BASED CULTURE

Exceptional brands attract exceptional talent. How do you create a brand that everyone wants to work for?

- + Know what you stand for (brand purpose)
- + Live your brand out loud!
- + Hire those who share your purpose, care about your values and fit your culture

“ If you hire people who believe what you believe, they'll work for you with blood, sweat and tears.

SIMON SINEK



Our number one priority is company culture. If you get the culture right, most of the other stuff like ... great customer service or ... a long-term enduring brand will just happen naturally on its own. —Tony Hsieh, CEO, Zappos



Warby Parker was founded with a rebellious spirit and a lofty objective: to offer designer eyewear at a revolutionary price, while leading the way for socially conscious businesses.

We started Warby Parker to create an alternative.



IDEAS + BUILDINGS THAT HONOR THE BROADER GOALS OF SOCIETY

Schmidt Hammer Lassen Architects joins Perkins+Will





Careers

Purpose & Values

Bringing our values to life

We are defined by more than our services. We are defined by what we stand for, what we believe, and why we do what we do.

Our promise, our values, and our voice support our purpose and guide us in all that we do.

When we say community, we mean everybody with a stake in the work we do—from the clients we collaborate with across many sectors, to the populations we reach, to the thousands of us working together to serve them.

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We are defined by what we stand for, what we believe, and why we do what we do.**



Society for Marketing Professional Services

Unlisted • 7,482 members



✓ Member



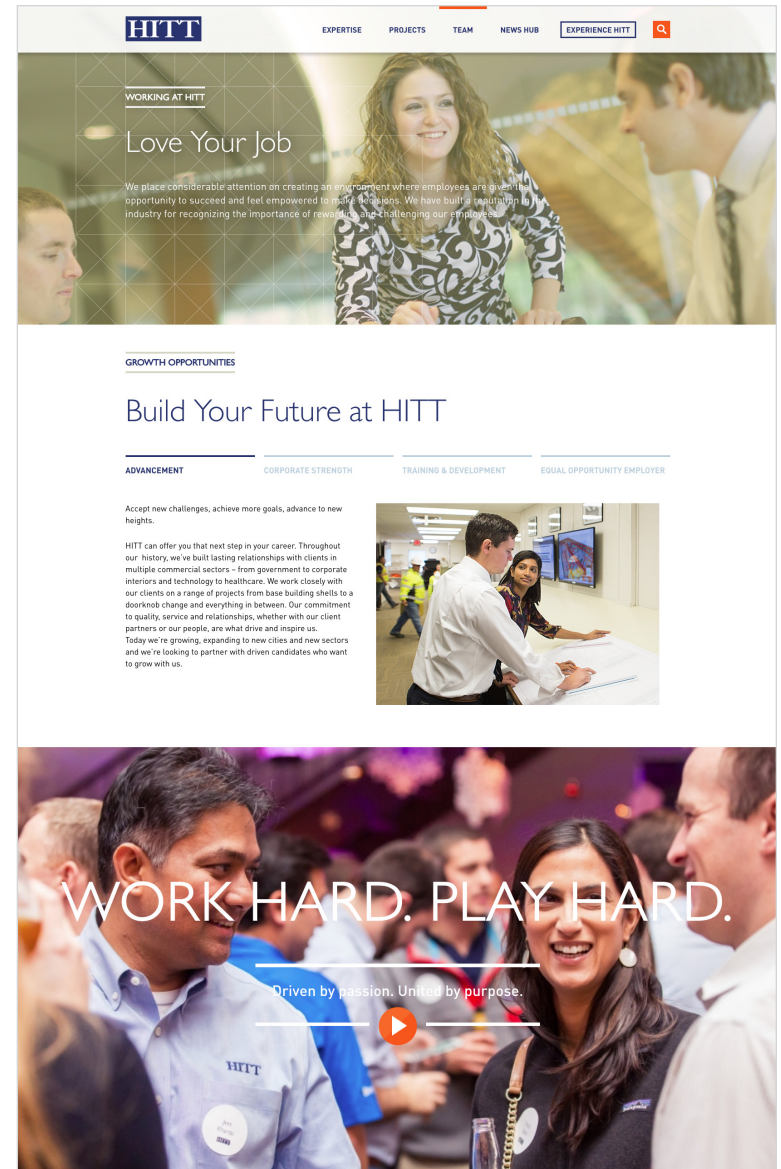
Deborah Briers, CPSM, MBA

Content Creator and Storyteller

22,000 people in 400 offices sharing one brand, one voice, and zero borders.

I have officially survived my first major brand roll-out within a mega-firm! Trust me, this is no small feat. I'm happy to report that it has been a rewarding and inspiring experience! I confess, it has also been overwhelming.

At Stantec, our brand and values demonstrate that culturally we are truly united – 400 offices and 22,000 people who believe in service, not borders.



ENGAGING BRAND IS:

- + Memorable
- + Authentic
- + Personable
- + Connecting
- + Human
- + Customer-focused
- + Relevant
- + Meaningful
- + Adaptive
- + Always evolving

substance**151**

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