



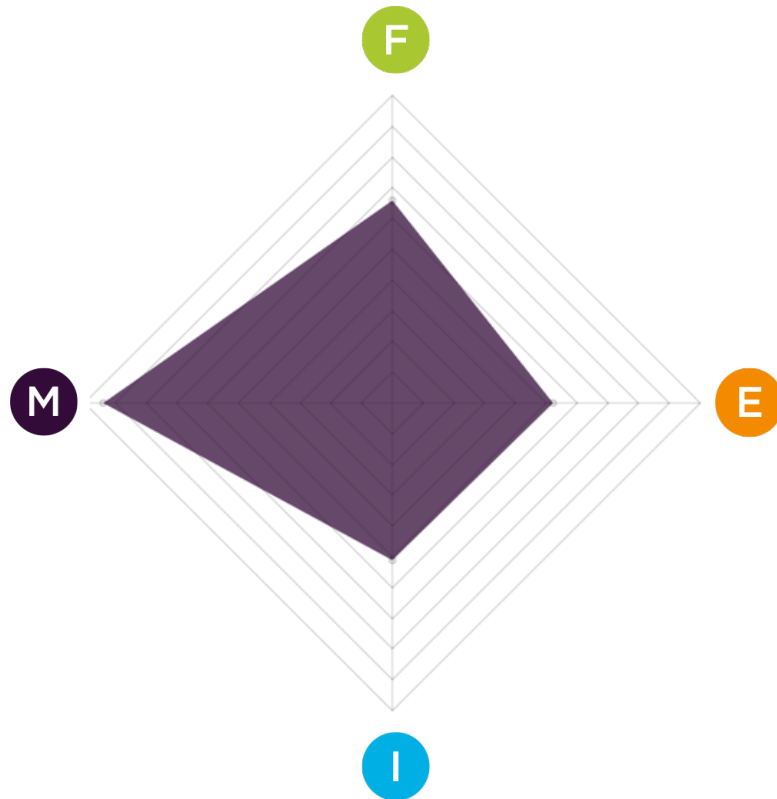
brand typology report

At Meyocks, we make brands mean more. We developed the Brand Typology Tool to help marketers like you establish a framework for understanding the dimensions that shape your brand's marketplace meaning. Consider this information as a starting point that can assist you in making brand strategy decisions.

Your Brand

What Type of Brand Is Your Brand?

Your brand is predominantly a **mentor brand**. The primary benefit of your brand is its ability to provide value-added information, inspiration or customer advocacy.



Functional

A **functional brand** is differentiated primarily by helping customers do something better, perform more efficiently or be more economical in their daily lives. Examples of functional brands include **Gillette®** razors and **GEICO®** insurance.



Experience

An **experience brand** is differentiated primarily by offering its customers a unique or engaging experience. Examples of experience brands include **American Girl®** stores and **Starbucks®** coffee shops.



Mentor

A **mentor brand** is differentiated primarily based on the value-added information, ongoing inspiration or customer advocacy it provides. Examples of mentor brands include **Nike®** athletic apparel and The **Home Depot®** stores.



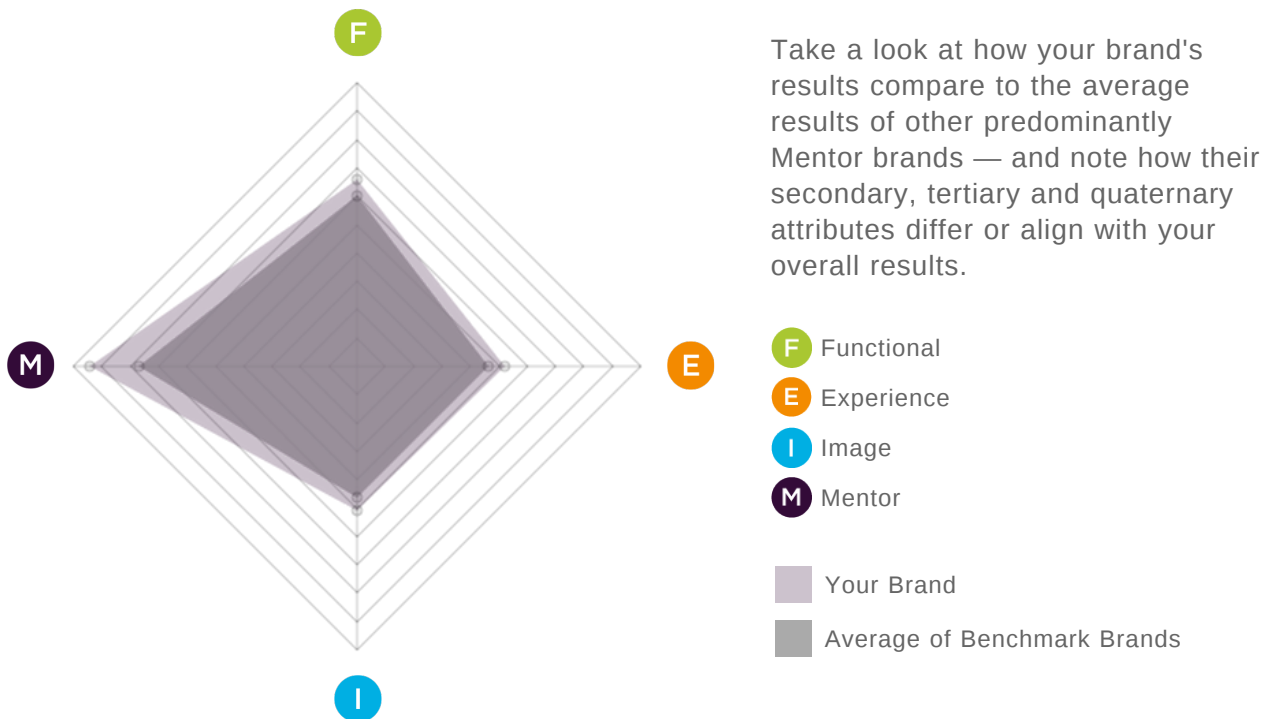
Image

An **image brand** is differentiated primarily based on the statement it makes about the customer to other people. Examples of image brands include **Tiffany & Co.®** jewelry and **Harley-Davidson®** motorcycles.

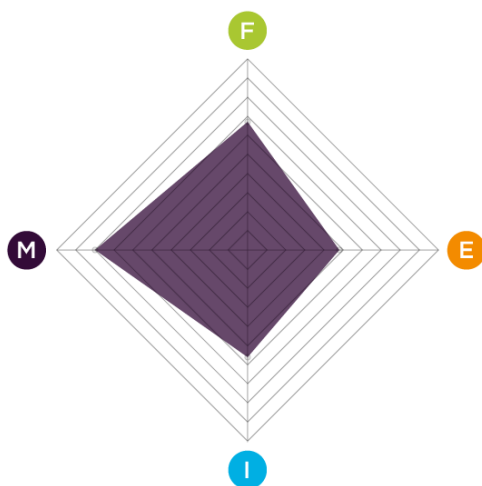
How Does Your Brand Compare?

By understanding how your brand's typology compares with other benchmark brands, you can begin to see some of the different strategies these brands employ — and gain insight into how best to shape your brand's marketplace meaning.

Your Brand vs. Average of Benchmark Brands – Mentor

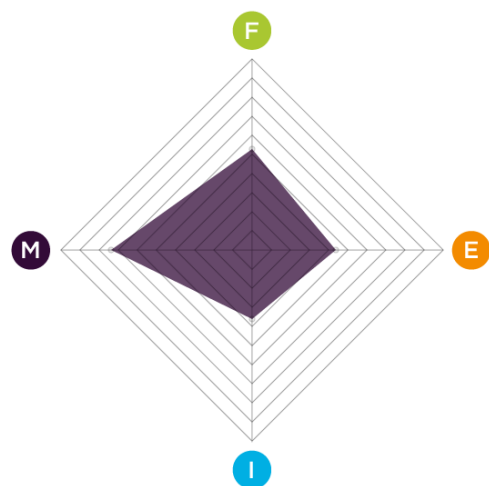


Nike®



The Nike® slogan "Just Do It" says it all — an inspirational message for both professional and everyday athletes to perform at their best.

The Home Depot®

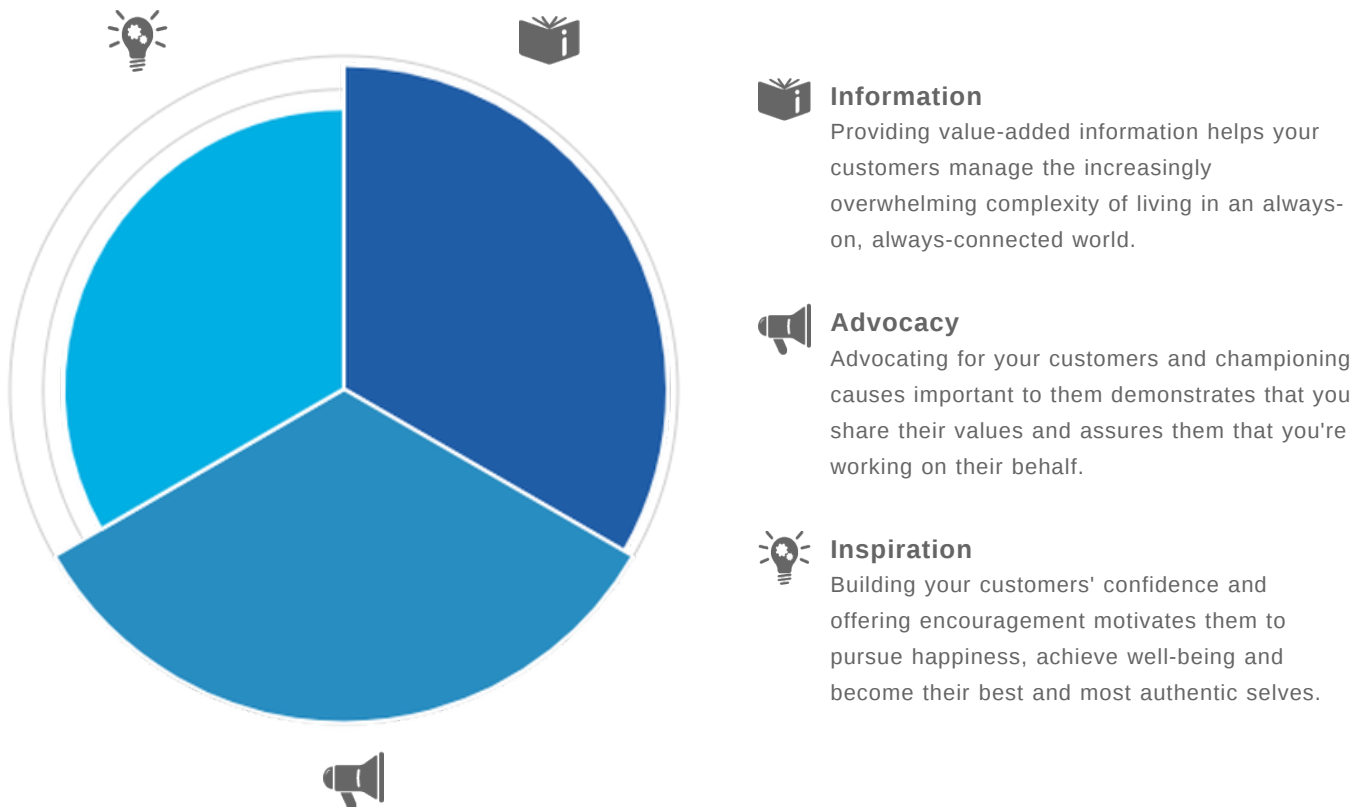


The Home Depot® commits to helping customers become better Do-It-Yourselfers through in-store workshops, instructional videos and more.

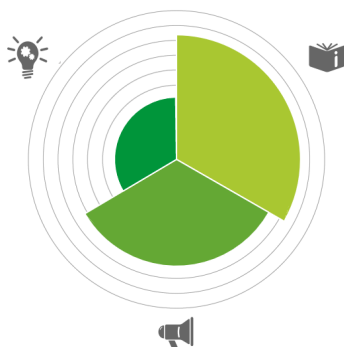
Mentor Branding Activities & Opportunities

Cultural shifts are creating more opportunities for brands to differentiate on the dimension of mentorship — playing the roles of counselor, resource, champion, motivator and role model. And while not all brands are mentor brands, many brands employ **mentor branding activities** as part of the marketing mix.

Mentor Branding Characteristics for Your Brand



Amazon®



While predominantly a functional brand, Amazon® scores high for mentoring based on how it provides information that helps customers make purchase decisions.

Toms®

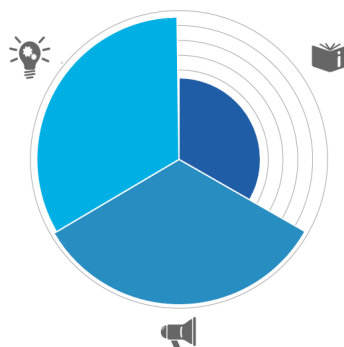
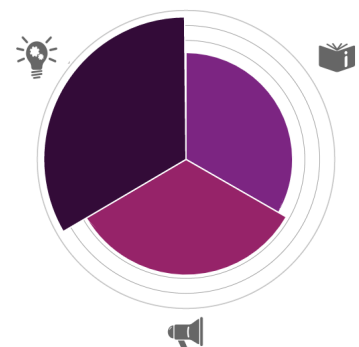


Image-brand Toms® shoes scores high for advocacy and inspiration, making a statement both about and on behalf of its customers through its "buy one, give one" initiative.

Nike®



As a mentor brand, Nike® shows a balance of mentor branding characteristics, but it scores highest for inspiration — reflected in how it encourages peak performance at all levels.

Making Your Brand Mean More

With a better sense of your brand's type and its overall marketplace meaning, you're at a good starting point from which to explore future brand strategy decisions. In general, there are two broad strategic options to consider: build on your primary brand dimension or focus on supporting dimensions including mentor branding activities to enhance your overall value proposition and help your brand mean more.



Explore Your Mean More® Score

One tool for further shaping your brand strategy is the Mean More® score, which quantifies the meaningfulness of a brand by measuring the disappointment customers experience with having to go with their second choice in the category. You can [download our free thought paper](#) to learn the steps for deriving your Mean More® score and its key drivers including examples of how the score applies across several industry categories.

Mean More® scores and mentor branding are more **strongly correlated with revenue growth** than other common brand measurements, including overall brand rating and willingness to recommend.



Mentor Branding Builds Business

Mentor branding isn't just about building connections; it's about growing business. Research shows brands that rate high on mentorship characteristics also can enjoy faster revenue growth. For more background on this research and other mentor branding resources, [please download our free thought paper](#) on the topic.

How Can Meyocks Help?

To discuss the results of your report, mentor branding or the Mean More® score in more detail, please give us a call at 515-327-3429 or send an email to dougjeske@meyocks.com. We would be happy to help you explore opportunities for building even more meaningful connections with your customers.

Meyocks is a brand communications agency that shapes marketplace meaning for food, agriculture, health and mentor brands. Learn more at meyocks.com.

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