Customer Affinity Meets Brand Vectors

Sentiment that matters

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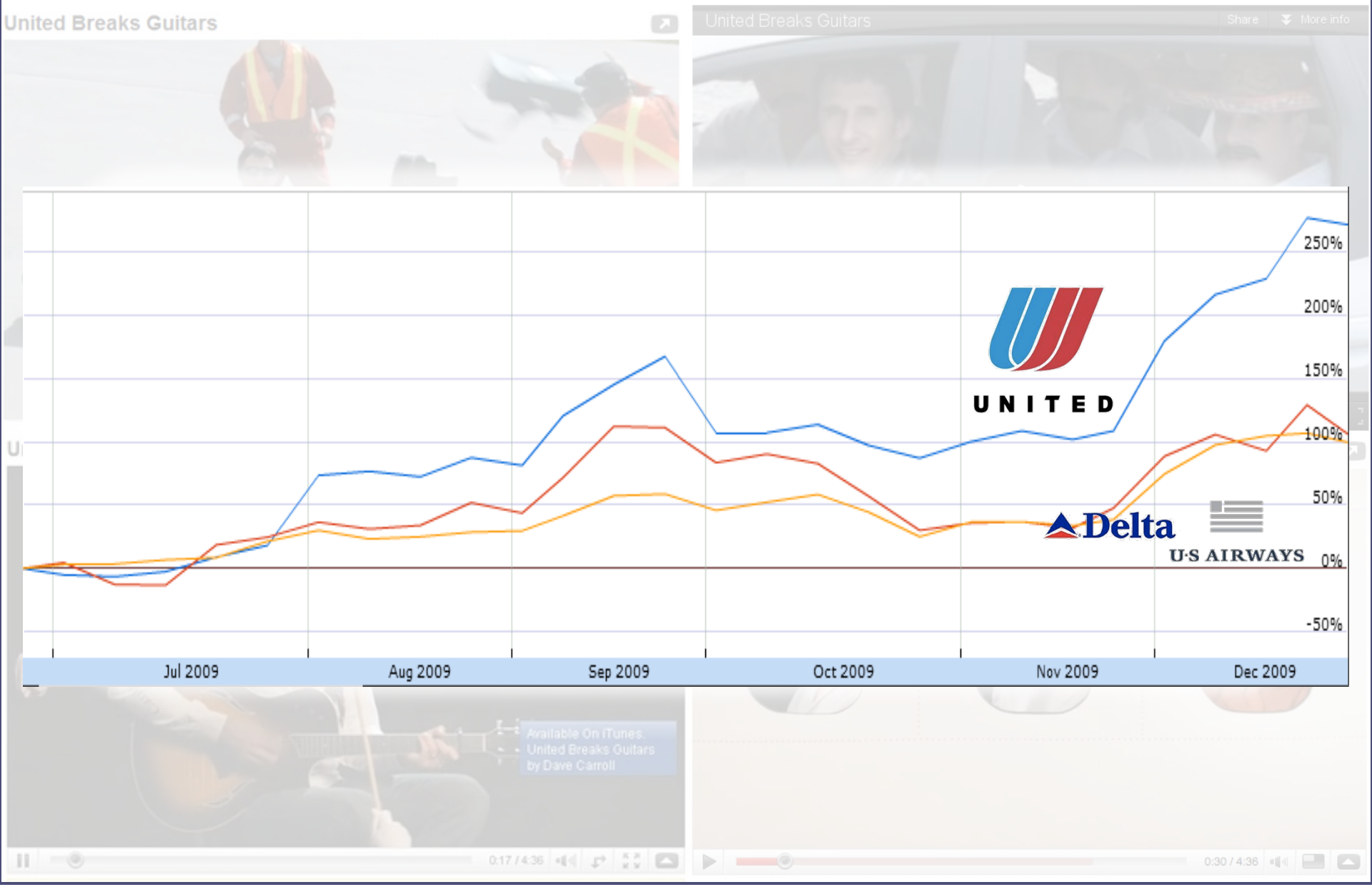
The Social Media Crisis


United Breaks Guitars
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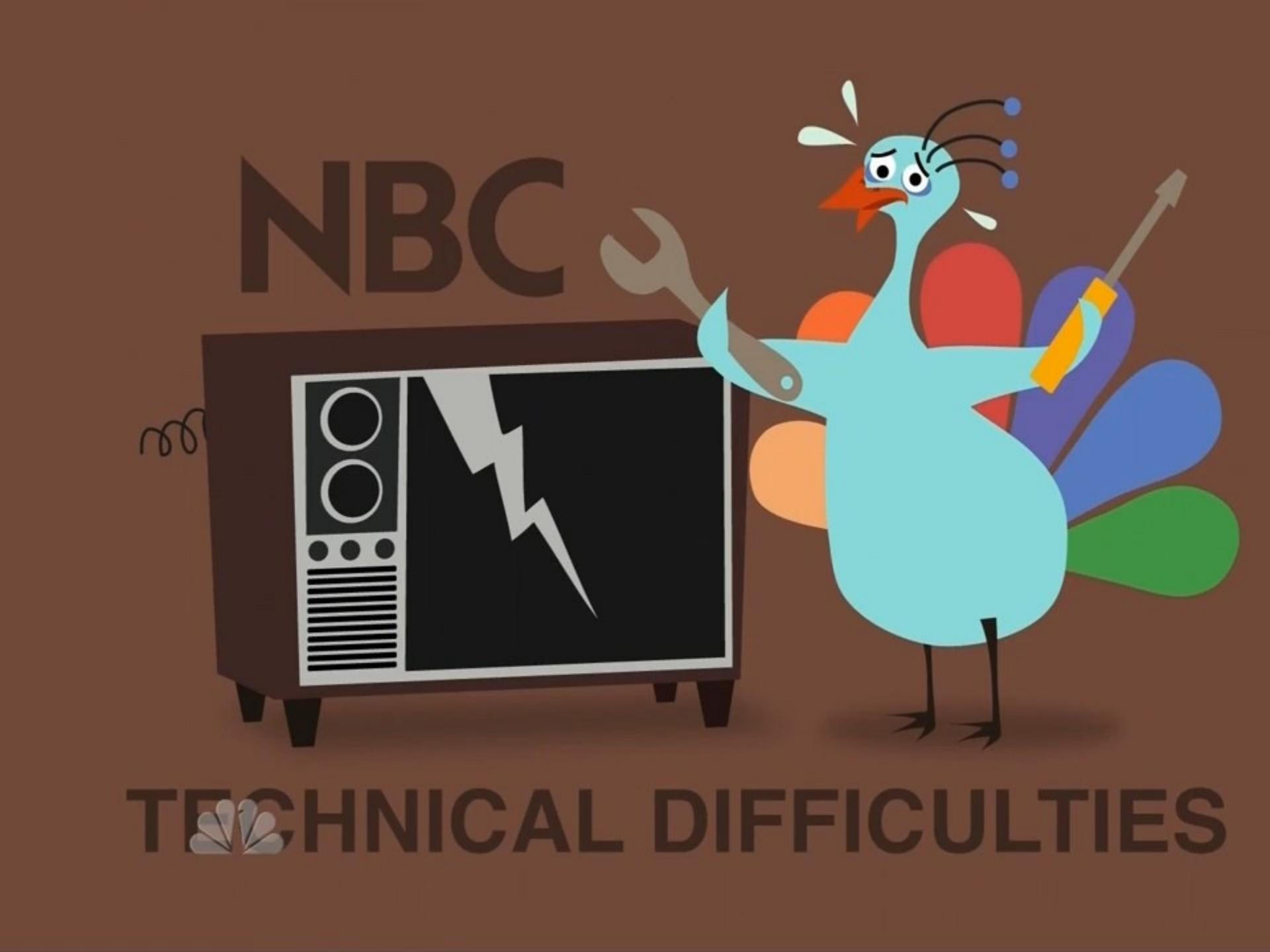
Available On iTunes
United Breaks Guitars
by Dave Carroll


NBC
TECHNICAL DIFFICULTIES

- Set the record for most-watched television event in US history.
- Earned higher average prime-time audience than the Summer Games in either Beijing or Athens.
- NBC anticipated losing $200 million on the games but instead broke even due to higher-than-expected ratings and ad revenue.

NATIONAL BANK TRANSFER DAY

NOV 5TH

..... AND BEYOND

SWITCH TO A CREDIT UNION

FIND OUT HOW AND WHY AT BANKTRANSFERDAY.ORG

Thank you for being a model citizen and stabilizing the world.

NATIONAL BANK TRANSFER DAY

NOV 5TH

..... AND BEYOND

Bank of America reversed the debit card fee!

650,000 new credit union members!

Credit unions earned $4.5B in new deposits!

NATIONAL BANK TRANSFER DAY NOV 5TH ..... AND BEYOND

Average deposit balances up $25 billion in Q4!

Six months after fee announcement…

BoA stock up 55%, almost 3x better than DJIA.

Crises? What Crisis?

Business hurt more by the daily interactions with thousands of customers than the brief periods of “crisis.”

Progressive's Fan "Success"?

Flo, the Progressive Girl
Tuesday

Today is National Stress Awareness Day. Stop. Imagine cuddling. Aw. Puppy smell. Feel the stress disappear. Good. Now, get back to work!

Like · Comment · Share 731
5,210 people like this.
View previous comments 2 of 72

Flo, the Progressive Girl
March 31

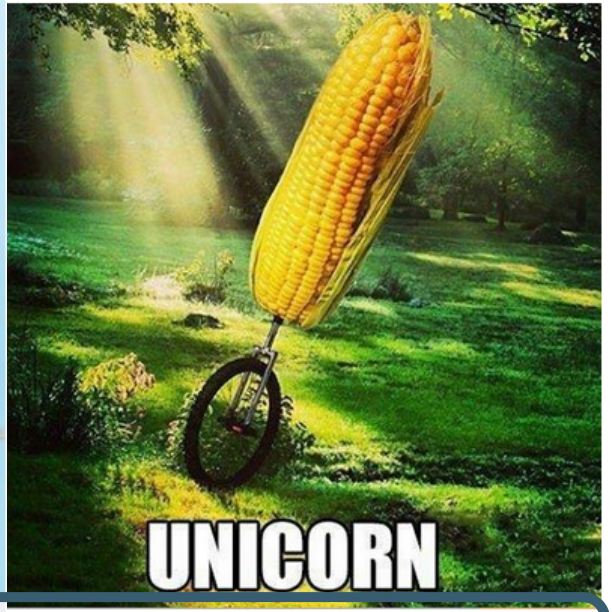
Share this if you had Easter candy!

Like · Comment · Share 717
5,477 people like this.
View previous comments 1 of 78

Flo, the Progressive Girl shared Eric Aceves's photo.
April 5

Share this if you think a slab of butter and some salt and pepper would make this the best unicorn ever!

> Is this the unicorn you were looking for?



Like · Comment · Share 2,351
10,479 people like this.
View previous comments 2 of 150

Progressive's Fan "Success"?

Tony Carrillo ▶ **Flo, the Progressive Girl**
August 21 near San Diego, CA

Flo, I am sure you're a great person. No personal attack here, but your company PROGRESSIVE was wrong to defend the killer after their own customer death. Wow. Progressive used their lawyers to go after their own client....bad PROGRESSIVE!!!!!!

Jackie Young ▶ **Flo, the Progressive Girl**
August 21 near Chowchilla, CA

The ACTRESS who plays "Flo" should disconnect herself from Progressive before she becomes a face that people hate based on [redacted] about "image" or marketing dollars lost over a "mistake." REAL people were put through hell AFTER being put through the hell of losing a loved one. Gosh, I love the interwebs. These stories can no longer be hidden.

Ryan Ewing shared a link.
August 21

Hey Flo, I'm cancelling my policy b/c your company is despicable

Therese L Howington ▶ **Flo, the Progressive Girl**
August 21 near Clay, NY

I would not buy any insurance from your company..after what was done to that family.

Peter Murphy shared a link.
August 21

Got a good explanation for this?
http://www.examiner.com/article/rather-than-pay-100k-life-insurance-policy-progressive-defends-woman-s-killer

Rather than pay 100k life insurance policy, Progressive defends woman's killer
www.examiner.com

Baltimore resident Kaitlynn Fisher, 24, was involved in an automobile accident which stole her life on June 19, 2010. She was struck at an intersection by Rona

Travis Retzlaff ▶ **Flo, the Progressive Girl**
August 21 near Appleton, WI

Flo - get a new job. You employer would defend a killer to avoid paying on a policy. You seem nice, I bet your heartbroken.

Derek Carnahan ▶ **Flo, the Progressive Girl**
August 21

You guys defend killers. What a shame. You can't even pay your clients the rightful amounts, and you would stoop to such a level of evil as to defend the OPPOSING side. You will never see a dime from any of my family or myself. Count on it! ! !

Eva James ▶ **Flo, the Progressive Girl**
August 21

Your company defends KILLERS. Pitiful.

Monica Zecker ▶ **Flo, the Progressive Girl**
August 21

Progressive - you guys are as rock bottom as a company can get; you are complete garbage. "Progressive, the defender of KILLERS."

Kelly Johnson ▶ **Flo, the Progressive Girl**
August 21

I read the Fisher excuse; you guys are LAME. I'll never buy from Progressive; you have no ethics and you don't care about your customers' welfare.

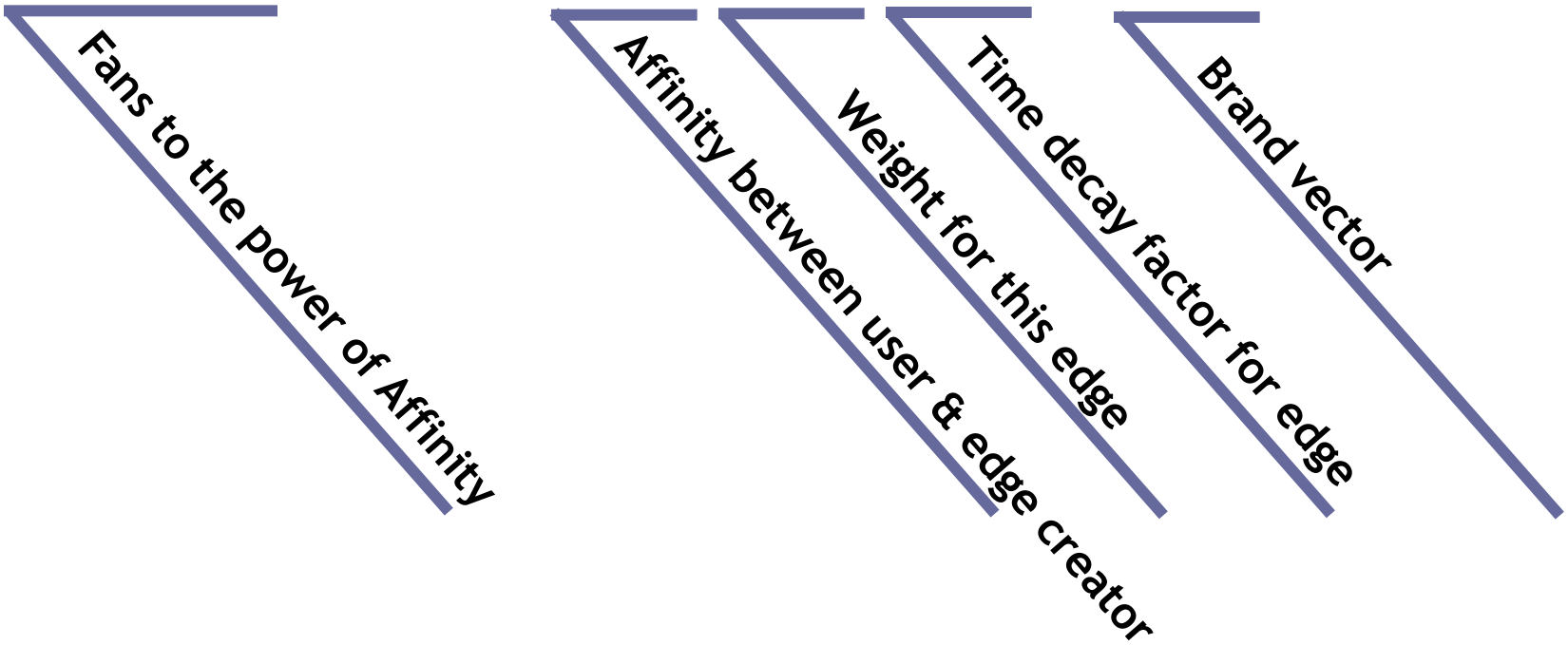
Sierra Johansson ▶ **Flo, the Progressive Girl**
August 22

Poor Stephanie Courtney... having her likeness associated with a terrible company like Progressive, who don't even protect their [redacted]

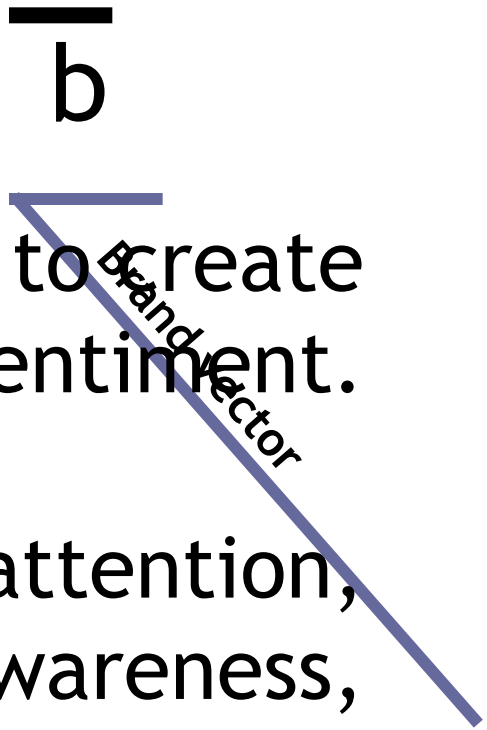
Richard Robertson ▶ **Flo, the Progressive Girl**
August 21 near Laurens, SC

Just dropped my Progressive car insurance policy due to the way you treated Katie Fisher's family. My new policy gives me much better coverage and saves me 33%. You're fired!

$$Fans^{A} * \sum U_e W_e D_e * \overline{b} = Success$$



Remember the Goal:



The goal isn't to create positive sentiment.

The goal is to earn attention, consideration, awareness, purchase intent and advocacy.

Brand Vector isn't a new concept

Taco Bell Replaces Chief, Chihuahua as Sales Fall

Restaurants: Irvine chain says same-store figures dropped 6% in second quarter. Wendy's executive is named new president and advertising contract is moved.

July 19, 2000 | GREG HERNANDEZ and GREG JOHNSON | TIMES STAFF WRITERS

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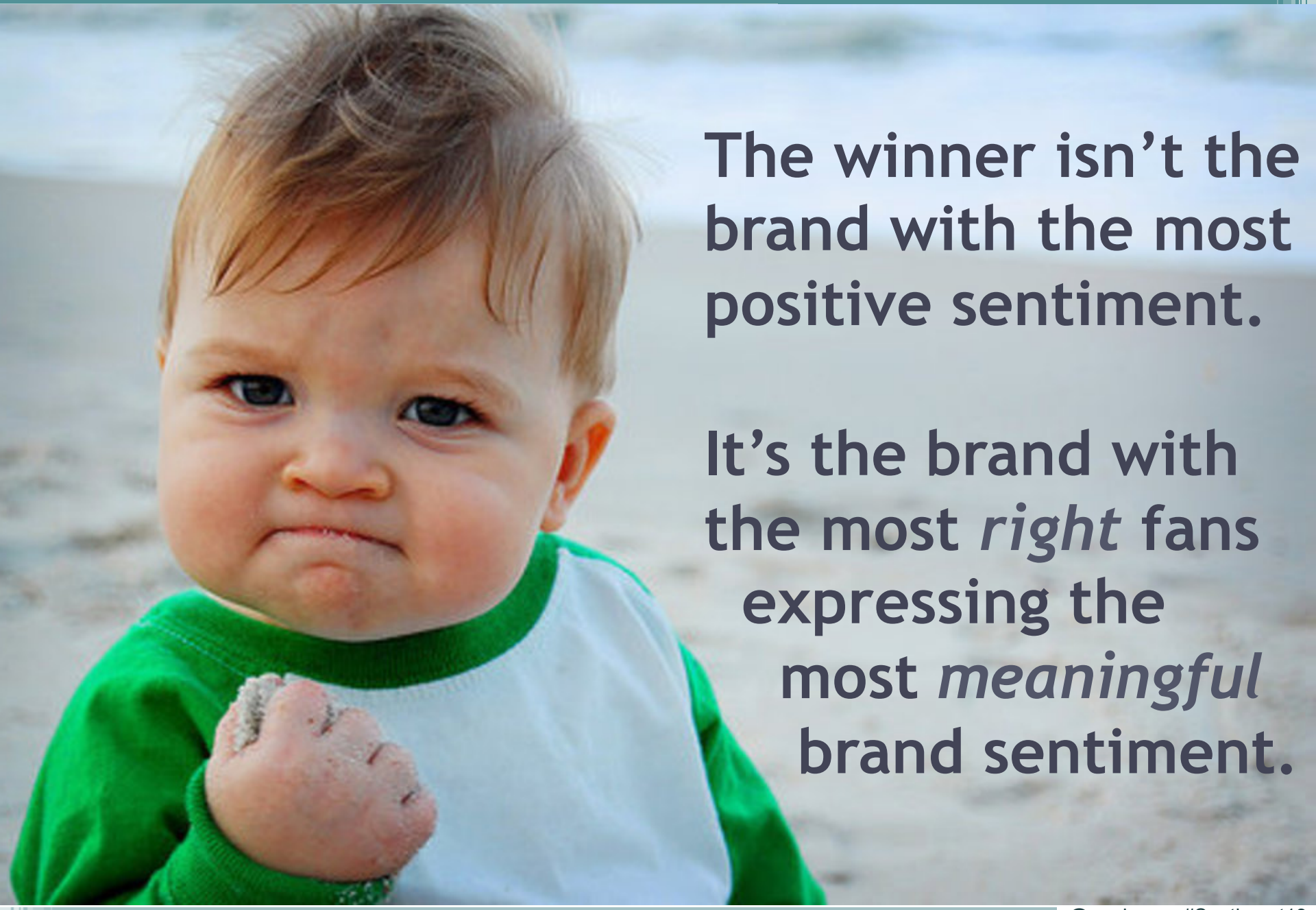
Taco Bell Corp., struggling to reverse a dramatic decline in sales, replaced its top executive Tuesday and is muzzling its quirky talking Chihuahua advertising icon.

The moves were announced by parent company Tricon Restaurants International, which also said sales at Taco Bell restaurants open at least a year tumbled 6% in the second quarter, the largest quarterly decline ever for the nation's largest Mexican-style fast-food chain.



The winner isn't the brand with the most positive sentiment.

It's the brand with the most *right* fans expressing the most *meaningful* brand sentiment.

Sentiment is a means to an end.

Keep the end in mind.

Thank You

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