

THE BRAND JOURNALISM ADVANTAGE
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Every Monday, Wednesday, Friday



TBJA 273 The Value Of Brand Experience, Alder Yarrow

Phoebe Chongchua | 0 Comments | June 10, 2016



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ALDER YARROW

EPISODE
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THE VALUE OF BRAND EXPERIENCE

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The experience is the brand. Your brand is what your customers say it is. **Alder Yarrow** is a Chief Experience Officer. He shares his top tips on the value of brand experience.

Alder Yarrow has more than 18 years of experience designing customer experiences for Fortune 1000 clients around the world. As Cibo's CXO, Alder leads and directs the company's customer experience design practice and all client projects that involve these services. He is a leading practitioner of interaction design and an expert facilitator, and often serves as a trusted advisor to Cibo client executives on customer experience strategy.

He has worked with a wide array of brands including Hewlett-Packard, Cisco Systems, Google, Twitter, YouTube, The Home Depot, Rand McNally, Patagonia, Virgin Music, Gymboree, Starwood Resorts, Franklin Templeton, and Eaton Vance. Prior to joining Cibo, Alder spent nearly 5 years as a director at SapientNitro in Tokyo and San Francisco, and 9 years running HYDRANT, a customer experience design firm he founded with our Chief Design Officer, Bob.

Icebreaker

When I'm not designing brand experiences I run the world's leading wine blog, where I've written about wine daily for 12 years and become minorly famous as a wine writer and critic. Vinography.com

Think Like A Journalist Quote

True cultural connection is the Holy Grail for brands if they want to create an enduring emotional relationship with people. –Adam Chmielowski, Flamingo

Success Tip

Ruin your customers provide them with experience is so good, helpful, and meaningful so that when they look around nothing else compares to what your brand offers.

Career Highlight

Alder started a web design company after college. Designing the website, customer experience, and operations of celebrity businessman, George Zimmer's online tuxedo rental business.

When It Didn't Work!

cutout...blip and frankly....[12:57]...

[11:48]...The low lights ...i just can't satisfy the ...they don't like the website...W

The Value Of Brand Experience

The experience is the brand. Your brand is what your customers say it is. The sum total of your customers' experiences interacting with you.

1. Who are your customers? What do they value? What do they care about?
2. What is your brand touchstone: why does your brand exist?
3. Use experience mapping.
4. How can you create a long-term customer relationship of value?
5. Are you producing customer pleasure or customer pain?
6. Subaru Asia "Unpark Your Life"

Multimedia Resource

Laptop

Book

Rainbows End, Vernor Vigne

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Thanks For Listening