

SOME ASPECTS OF IDENTIFYING AND CREATING LOVEMARKS

Brands are becoming outdated. More and more people in the world are in expectation of great performance from products and services. And as a rule, they get what they want. But what makes some brands loved by people, while others are just bought by them? The answer is: Lovemarks: the future beyond brands.

Lovemark is a marketing concept that is aimed at replacing the idea of brands.

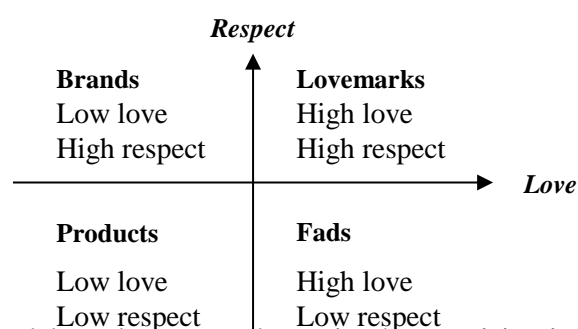
This concept was first widely highlighted in the book of the same name written by Kevin Roberts. He believes that the only thing that can save brands is love.

Rooted in Roberts' descriptions of the term "Lovemark", a definition of this idea could be: "Lovemarks are powerful emotional interrelations or connections between brands and customers that are built on great performance and which are identified, owned, loved, protected, supported and forgiven by customers".

Each of the lovemarks has some features for its identification:

- Lovemark is based on love and respect.

This statement can be explained through a simple schema including respect and love.



The low respect and low love quadrant is the positioning of typical products. This is not really what people want, but it is cheap.

The low respect and high love is the land of fads, trends and infatuations. This is fun, but people don't really need it.

The high respect and low love quadrant is the place of the most major brands. This is a good value, but people can live without it if they have to.

The high love and high respect quadrant is a territory of lovemark. Only here

deep emotional connections are made. This is not only needed, but also desired by people. They will make sacrifices before they give this up.

➤ Lovemark inspires loyalty beyond reason.

It is beyond ones hopes for great performance. Like great brands, lovemarks have a good value, but as opposed to brands lovemarks reach customer's heart, creating an intimate, emotional connection that he (she) just can't live without.

Take a brand away and people will find an alternative. Take a Lovemark away and people will protest the lack of it. Lovemarks are a relationships, not a mere transactions. People don't just buy Lovemarks, they choose them passionately.

➤ Lovemark is owned by the people who love it, not by companies or marketers.

When brand is owned by companies, lovemark is owned by customers, because only customers can decide lovemark's status.

There are some key ingredients which can be used to create lovemarks: mystery, sensuality and intimacy.

Mystery combines together past-present-future, great stories, dreams, myths, icons and inspiration. Mystery contributes to the complexity of relationships and experiences because people are drawn to what they don't know. Eventually, if we knew everything, there would be nothing left to learn or to wonder at.

Sensuality is a way how people experience the world through the five senses: sight, hearing, smell, touch, taste. Our senses work together to alert us, lift us, excite us. When they are stimulated at the same time, the results are amazing.

Intimacy means empathy, commitment and passion. The close connections of thinking and feeling create intense loyalty. These are often remembered long after functions and benefits have faded away. Without Intimacy people cannot feel they own a brand, and without that conviction a brand can never become a Lovemark.

Thus, lovemark is a concept that makes brands inspirational and loved by people. It also build loyalty beyond reason, so the companies can use this idea to create really successful brand, which will be in great favour among all of the customers.

References:

1. <http://www.allaboutbranding.com/index.lasso?article=336>
2. <http://www.lovemarks.com/>
3. <http://en.wikipedia.org/wiki/Lovemark>

