

WHAT IS A BRAND?



WHAT MAKES FOR A GOOD BRAND?



WHAT VALUE DO BRANDS HOLD FOR BUSINESSES AND CONSUMERS?



CULT BRANDS



"Cult: a group or movement exhibiting a great devotion or dedication to some person, idea, or thing. Its ideology is distinctive and it has a well-defined and committed community. It enjoys exclusive devotion (that is, not shared with another group), and its members often become voluntary advocates."

– Douglas Atkin,
The Culting of Brands



"Cult Brand: a brand for which a group of customers exhibit a great devotion or dedication. Its ideology is distinctive and it has a well-defined and committed community. It enjoys exclusive devotion (that is, not shared with another brand in the same category), and its members often become voluntary advocates."

– Douglas Atkin,
The Culting of Brands



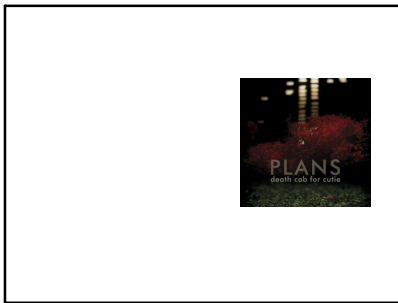
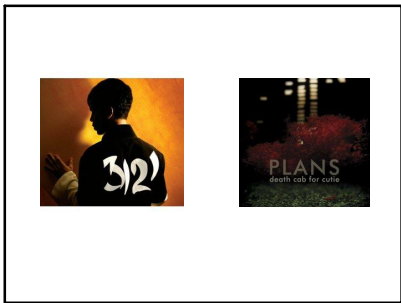
NAME A CULT BRAND AND WHY YOU THINK IT IS ONE.



EXPERIMENT: HOSTING A PARTY









**BRANDS AS
MARKERS OF IDENTITY**

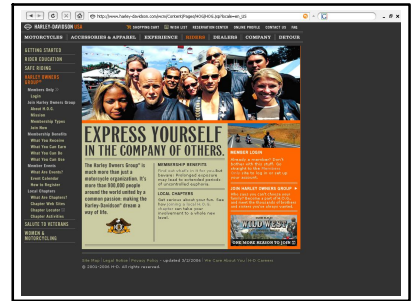
The BMW logo is partially visible at the bottom right of the slide, showing the letters 'B', 'M', and 'W' on a circular background.

**BRANDS AS
COMMUNITY**


The Harley-Davidson logo is partially visible at the bottom right of the slide, showing the words 'MOTOR' and 'HARLEY-DAVIDSON'.

“Marketing is reaching its maturity in terms of shrewdness and artfulness. Billions are being spent on gratifying a discriminating audience with complex and subtly crafted brands...Alongside alternative religions, brands are now serious contenders for belief and community.”

– Douglas Atkin,
The Culting of Brands

The Harley-Davidson logo is partially visible at the bottom right of the slide, showing the words 'MOTOR' and 'HARLEY-DAVIDSON'.

CHRISTIANITY

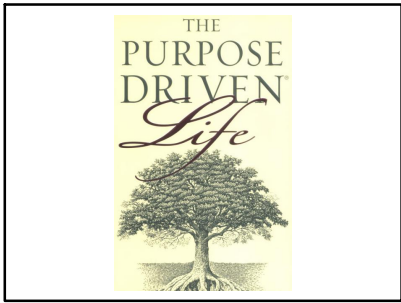
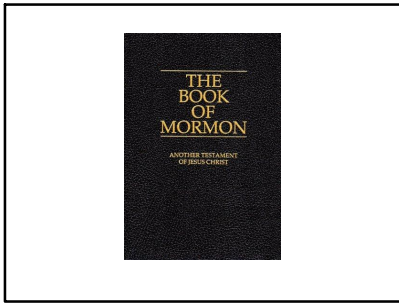
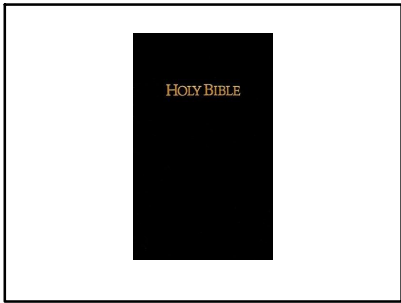
A cartoon illustration of Jesus with a beard and long hair, wearing a yellow robe and a brown sash. He is smiling and has his hands raised in a gesture of blessing or teaching.

WHAT IS A CHURCH?

A cartoon illustration of Jesus with a beard and long hair, wearing a yellow robe and a brown sash. He is smiling and has his hands raised in a gesture of blessing or teaching.

**WHAT MAKES FOR A
GOOD CHURCH?**

A cartoon illustration of Jesus with a beard and long hair, wearing a yellow robe and a brown sash. He is smiling and has his hands raised in a gesture of blessing or teaching.



“ The sacred and profane are being bound by the essential desires of human nature, which seeks satisfaction wherever it can... As the world becomes more consumerist, so do the institutions that supply community, meaning, and identity.”

– Douglas Atkin,
The Culling of Brands



“ 1. Invent stuff worth talking about.
2. Tell stories about what you've invented.”

– Seth Godin,
All Marketers are Liars



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www.ryantorma.com

