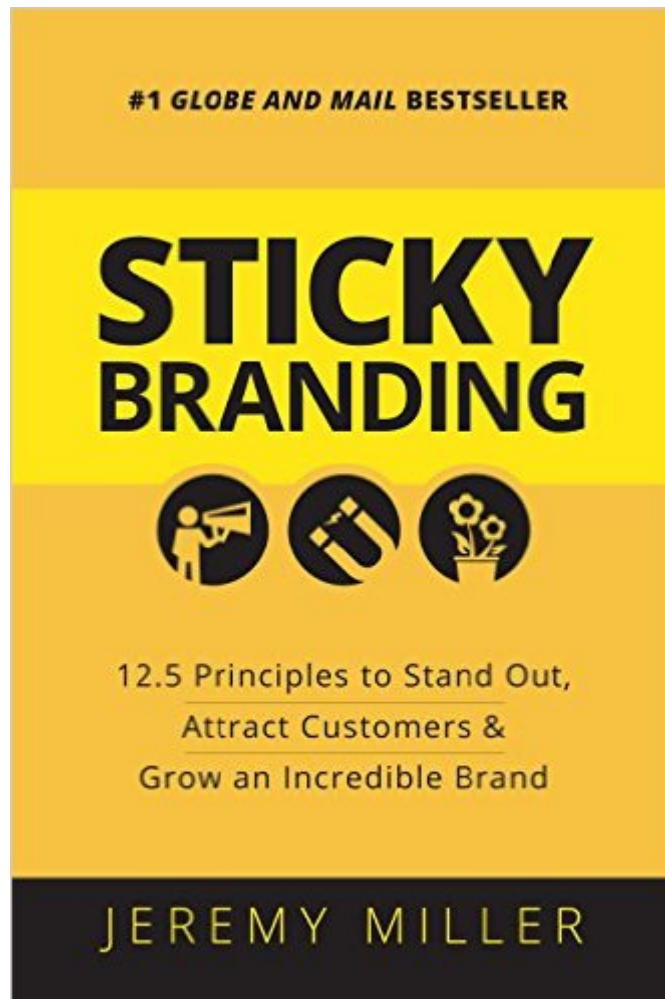


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# Sticky Branding: 12.5 Principles To Stand Out, Attract Customers, And Grow An Incredible Brand



## Synopsis

#1 Globe and Mail Bestseller 2016 Small Business Book Awards "Nominated, Marketing category

Sticky Brands exist in almost every industry. Companies like Apple, Nike, and Starbucks have made themselves as recognizable as they are successful. But large companies are not the only ones who can stand out. Any business willing to challenge industry norms and find innovative ways to serve its customers can grow into a Sticky Brand. Based on a decade of research into what makes companies successful, Sticky Branding is your branding playbook. It provides ideas, stories, and exercises that will make your company stand out, attract customers, and grow into an incredible brand. Sticky Branding's 12.5 guiding principles are drawn from hundreds of interviews with CEOs and business owners who have excelled within their industries.

## Book Information

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## Customer Reviews

Whether occupied with the big brands at Ogilvy & Mather or Wells Rich Greene, or working with smaller and mid-market organizations at the Kullberg Consulting Group, I've always made time to keep up with new branding publications. You can learn a lot about new thinking and new trends, strategies and tactics from books, and various blogs and LinkedIn Groups also help you stay current. One of them, the Sticky Branding Group was started by Jeremy Miller, and has about 37,000 members. I read it daily and frequently contribute because of the insightful dialogue and expertise of its members. So when Jeremy asked me to review his new book, I immediately agreed. Although we've never met in person, I've been so impressed by the wealth of knowledge and

commentary coming out of his community; I jumped at the chance to read an advance copy of the book. Boy, am I glad I did! Here's why. The Pros If you're trying to brand an organization, this is the "how to" book you should read. Regardless of the size and type of your organization – small or midsized, for profit or nonprofit, or even family owned – or stage of branding you're in, this book is chock full of concise, real world, step-by-step information, written in down to earth language. Although larger marketers could easily benefit from this book, it's written with the understanding that most organizations do not possess a multi-million dollar war chest. The author is also very familiar with today's ever expanding marketing communications universe, and its many permutations, as it relates to developing a branding pathway.

This is the point that I kept circling back to as I read through "12.5 Principles to Stand Out, Attract Customers and Grow an Incredible Brand" by Jeremy Miller. It's THE question you need to ask yourself about your own brand. As I was reminded in the book "Branding has shifted from a feel-good marketing activity to an essential part of business". What that means for you and your business is if you are not that orange tree, then you need to pick this book up sooner rather than later. The book lays out a formula for looking at how your brand is now, what you need to do to make it sticky and gives you plenty of examples of others who have succeeded in doing the same. What I really liked was that the author did not rely on just the usual "easy" brand stories like Apple, Starbucks or Nike. Yes, they are all examples to a degree of sticky brands. But how relevant can a company worth over \$700 billion be to your business? You might use their products and love their brands, but you are not likely to ever have their marketing budgets! But that should not stop you aspire to be more like them and aim higher "Sticky Brands punch outside their weight class". Miller has searched out and talked to dozens of small and mid-sized businesses and found concrete examples and especially stories as to how his 12.5 principles applied. It was very evident the passion that these businesses AND their employees had for their brands "Sticky brands take pride in their work and customers and it shows". Many times also he refers back to his own personal experience of taking a diminishing family business and creating and developing their own sticky brand.

From the SmallBizTrends.com Review: Sticky Branding definitely seeks to be a sticky brand with its meme-friendly content. If you are a fan of simple marketing phrases ("Punch Outside Your Weight Class" is an example from the book), this book is full of them. Quite a bit of the advice repeats a lot of branding advice that other branding gurus offer, but there are important parts of the

content that stand out. Those parts feature experience-based advice and recommendations provided by the author. Jeremy Miller goes a little further than most branding books by actually delving into the process, rather than the principle. In an early part of the book, he describes how a logistics company transitioned from a general company to an industry leader in retail and fashion. The process took over 18 months involving lay-offs, turning away paying clients, and seeking to develop relationships with new ones. Most branding books won't tell you that. Miller describes this period of low sales and redefinition as "Sales Purgatory" and describes how to survive it based on this case study. Two additional features of the book that are particularly helpful include the author's use of case studies and end-of-chapter activities. Miller selects a variety of businesses, big and small to demonstrate his principles. The activities provided at the end of each section are tailored for easy (surprisingly simple) implementation. Most involve creating a list or reviewing some aspect of your brand with an eye on a particular attribute. While simple, these activities highlight things most owners overlook when trying to improve their branding. Sticky Branding provides valuable recommendations for businesses of any size who want to re-evaluate their brands.

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