

CBC'S EXPERIENTIAL BRAND DEVELOPMENT PROCESS

A powerful brand is one that can be more than just seen—it can also be smelled, tasted, touched and heard, and is expressed at every touch point. An experiential brand creates a much deeper level of engagement because it creates a complete experience that envelops its audience.

Find the Story

Define the experience: gain laser-like clarity about what your brand stands for

- Brand Discovery
- Brand Strategy
- Positioning and Differentiation
- Brand Messaging



Tell the Story

Articulate the experience: communicate it clearly and with focus

- Marketing Strategy and Plan
- Brand Identity
- Marketing Campaigns and Promotions
- Website
- Printed Collateral
- Word of Mouth Marketing
- Branch Design



Prove the Story

Bring the experience to life in all five senses: demonstrate it with actions, not just words

- Touch Point Audit
- Signature Touches
- Human Interactions
- Multi-Sensory Marketing
- Business Process Innovation
- Product and Service Development
- Internal Branding and Culture
- Training

sight 

smell 

sound 

taste 

touch 