

Brand Love = Brand Gravity **4E**

65% of audiences would like brands to wow them.

They're **2x** more likely to buy when wowed

70% don't remember their last brand wow

That's low-to-no **Brand Gravity.**

And that's
heartbreaking.

CUE THE **G.R.A.V.I.T.Y. Index™**

Discover & On-Board • Organize Thinking & Focus Efforts • Measure & Track • Improve the Experience & the Program

Growth	G. Personal & professional development.
Relationships	R. Feeling part of a community.
Awareness	A. Creating reach & understanding.
Value	V. Ensuring return on experience.
Interaction	I. Actively & uniquely engaging.
Trust	T. Transparency & sharing ownership.
Yes-ness	Y. Converting attendees to brand champions.

Experience
Brand
Gravity™
Bonding Brand & Customer.

ask us how

