



I have a much closer relationship with my navigation lady than I have with my car.

Brands are defined by design, and design is defined by the relationship. In many products technical performance is at parity. The difference becomes the the experience. Mobile phones for example have become blank screens, physical differences are minimal. The interface becomes our strongest interaction.

How long before this affects larger items – can a car become less important than it's operating system? It's happening already. Meanwhile, Karen and I (my Australian-accented GPS lady) are getting along great.

There is little difference between a desirable person and a desirable brand.

Humans are not prewired to be attracted to inanimate objects. Like other species, we are attracted to each other. The qualities we look for in a product, service or brand are identical to the qualities we look for in people – a girlfriend, boyfriend, spouse or close friend.

Such as: dependable, easy-to-get-along-with, caring, anticipates my needs, forgives my mistakes and many others. Like a person-to-person relationship, every touch point counts.

Brand relationships are no longer defined from the top down – they are up to us.

The media used to be controlled by large corporations. Television and print ads directed us towards what to buy – and buy into.

The media is now controlled by us. As a result, communication in our brand relationships has improved significantly. We now have a much more influential voice in how, or if, this relationship will continue.

Caring is critical.

An underlying theme in any relationship is caring. Corporations, for the most part, continue to be untrusted entities. The companies we don't like are the ones that don't care about us. The ones we like care.

Caring is critical. A common trend we see between celebrity chefs, hosts of home improvement shows, charitable organizations, close friends, trusted advisors, well known bloggers, and people we don't know who leave reviews on Amazon, is that they all seem to care. About us.