How **Exceptional Experiences** Create Iconic Brands

Think about some of the most memorable brands you know. For many people, brands like Nike, Louis Vuitton, Apple, Calvin Klein, Coca-Cola, and Google come to mind. These brands are instantly recognizable. They've been a valuable part of the lives of many consumers. They span industries. And they provide people with something that other brands don't—whether it's a sense of empowerment, confidence, friendship, or fun.

We call these brands iconic. And they provide more than just products. They sell lifestyles and a set of values that match those of their ideal buyers.

83% of consumers ages 18–34 say it's important to **buy from brands that align with their values**.

73% **of consumers ages 35–54 agree** (Source: 5WPR 2020 Consumer Culture Report)

Competing against brands like these in your own industry isn't easy. Cultural movements change quickly, and you need to know how to adapt. In our global world, no customer has to buy from you when there are so many choices. A different brand is just a swipe or click away. If your competition can provide a better experience, their story will spread faster and further, and they'll win over the hearts and minds of your consumers.

With CoreMedia, you can stand out from the competition by creating unique and immersive experiences that entice customers to keep coming back.

To survive in the future, companies must be agile, iconic, and have the capability to act instantly on a global scale. CoreMedia provides brands with the tools that help them tell compelling brand stories across content and commerce, providing dynamic, relevant experiences with every customer interaction."

– CoreMedia CEO Sören Stamer

Challenges

Many brands don't appreciate just how powerful their content can be. While the most impactful brands are pushing the envelope, even they struggle to master content across the huge number of devices and touchpoints that are growing each day.

Some of the biggest challenges brands face include:

Rigid processes and interfaces: Most enterprise software platforms (ERPs, CRMs, and marketing and commerce platforms) are built to scale standardized back-end processes, while front-end experiences are restricted by cookie-cutter interfaces. Because marketers and merchandisers need more control over the customer experience, they have to be creative with content—like an artist with a paintbrush. Standardization prevents this creativity.

Siloed content: In many cases, enterprises store content and data in multiple systems—including product data in a PIM or eCommerce system, customer data in a CRM or marketing cloud, and videos on YouTube or another streaming service. CoreMedia brings it all together, integrating content and data into our user interface without the need to duplicate or copy into the content management repository.

Growing demand for content: For years, teams have struggled to deliver enough content to keep up with consumer demand, and the pace of this demand is accelerating. Not only do people want more content from brands, but they expect it to be contextually relevant, frequently updated, and responsive to quickly-evolving industry trends.

Why Being Iconic Matters

Iconic brands enjoy many advantages that their competitors don't. Here are some ways iconic brands always stay one step ahead:

Stand out in a crowded market: Differentiate from the competition and increase loyalty by providing experiences that are contextually and personally relevant to every consumer.

Respond quickly to cultural changes: From social movements to new trends, spin up experiences faster than ever before, and deliver across every channel to keep your brand top of mind.

Scale your brand story: Provide consistent, unified, immersive experiences across regions, content, products, images, and messaging—no matter how consumers choose to interact with your brand.
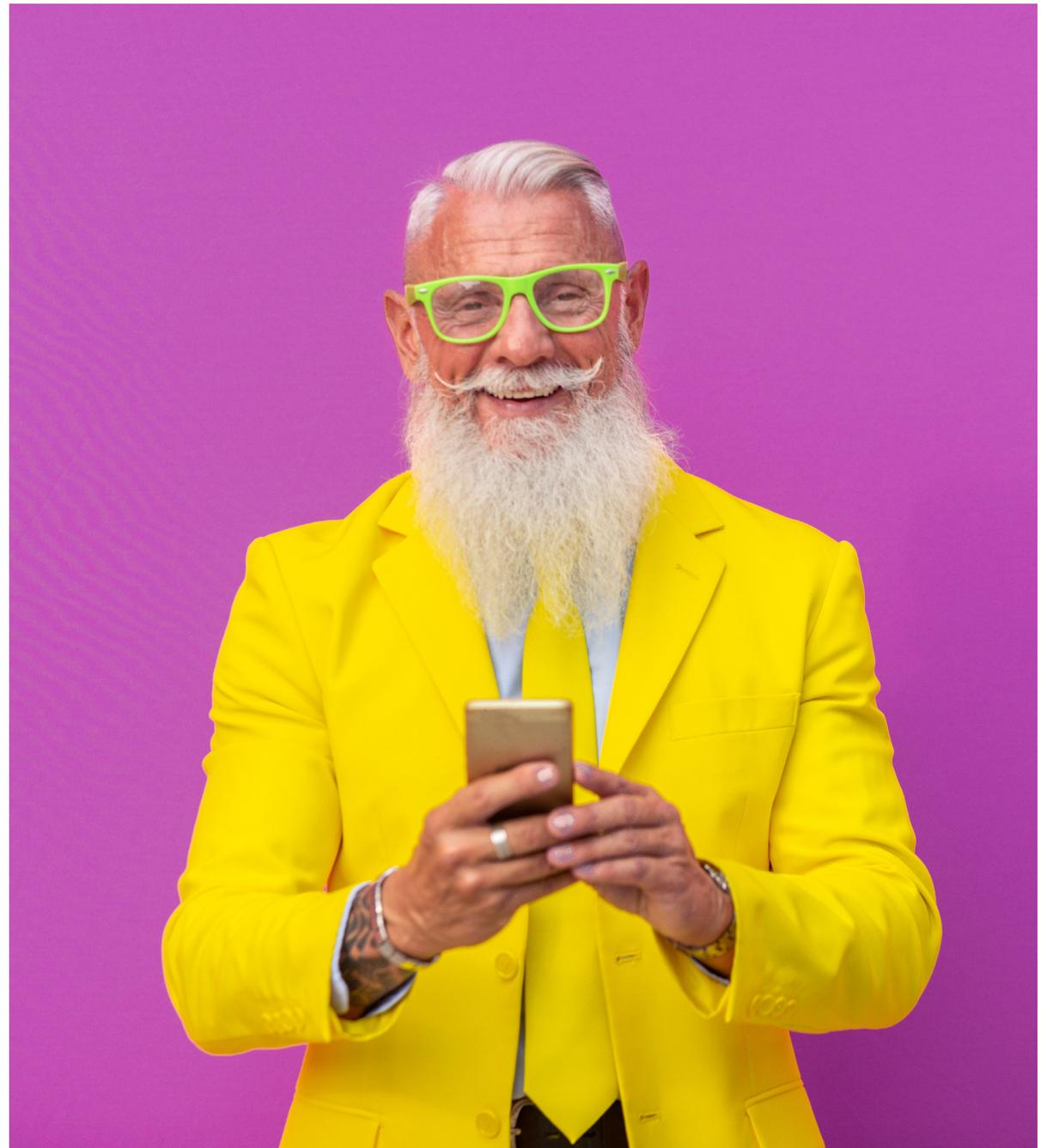
What Makes Up Iconic Customer Experiences

Creating iconic experiences isn't about flashy campaigns and trendy social gimmicks. It means bringing together the right balance of content, commerce, and contextual data.

Content: Without a compelling story, companies fade away and products become commodities. Whether you're a B2C or B2B company, you'll need to provide more and better content in order to be found, to educate, and to convince.

Commerce: Having a commerce platform isn't enough to be iconic. You need to be able to create frictionless commerce experiences that are deeply integrated with content. That means having the ability to easily incorporate real–time product information and assets into your editorial pages so you can tell a consistent story that inspires visitors to make a purchase.

Contextual Data: Contextual data is key to reaching consumers before your competitors do. To personalize experiences for every customer, you need to know who they are, where they are, which device they're using, their preferred language, browsing history, and buying intent. Then it's up to your system to select the right content in the right language, with the proper crops and device resolution—all in milliseconds.

How to Become an Iconic Brand

Build personalized micro-experiences

Personalization is key to becoming an iconic brand. Memorable experiences start with knowing your customer—not only who they are and what they expect, but also what's going on in their lives at this very moment. From the device they're using to the weather in their area, this contextual data helps you provide personalized offers and messaging that speak to consumers right when they need you, across every touchpoint.

Consider this:

It's a cold, snowy day and a consumer is approaching your store. As she gets closer, she receives your mobile offer for 20% off the red winter coat she saw yesterday on your website. She enters the store, offer in hand, ready to make a purchase.

How it works:

Micro-experiences are brand interactions that happen across all digital channels, including email, web, mobile web, push notifications, and more. They're channel-agnostic, which means every interaction across every channel is a meaningful brand experience. Content Cloud uses modular content to make these experiences happen. With its flexible architecture, configurable business logic, and event-based APIs, you can build business layers tied to events, allowing you to quickly adapt your content to a customer's context, from location to weather.

Shape immersive interactions

For today's consumers, physical and digital lines no longer exist. From mobile phones and airport kiosks to digital billboards and interactive signage, these smart screens respond to our actions, making the digital and physical worlds one in the same. CoreMedia helps you cover all of these different scenarios by making it easy for you to dynamically deliver the right experience for the right customer at the right time.

Here's an example:

A customer uses his phone to discover and select personalized products online. When he visits the store, he sees his pre-selected products displayed on digital screens, with text in his preferred language. It's as if the store were set up just for him. Other customers enjoy the same type of personalized experience, as the languages and images change dynamically depending on the shopper's country of origin and previously selected language preference.

How it works:

Content Cloud uses a hybrid headless architecture for true omnichannel delivery, in which the creation and presentation layers are separate. That means content authors can create content once, automatically generate variations for language and region, preview how it will display on different devices, and send it out to multiple channels—from shoppable video to in-store experiences.
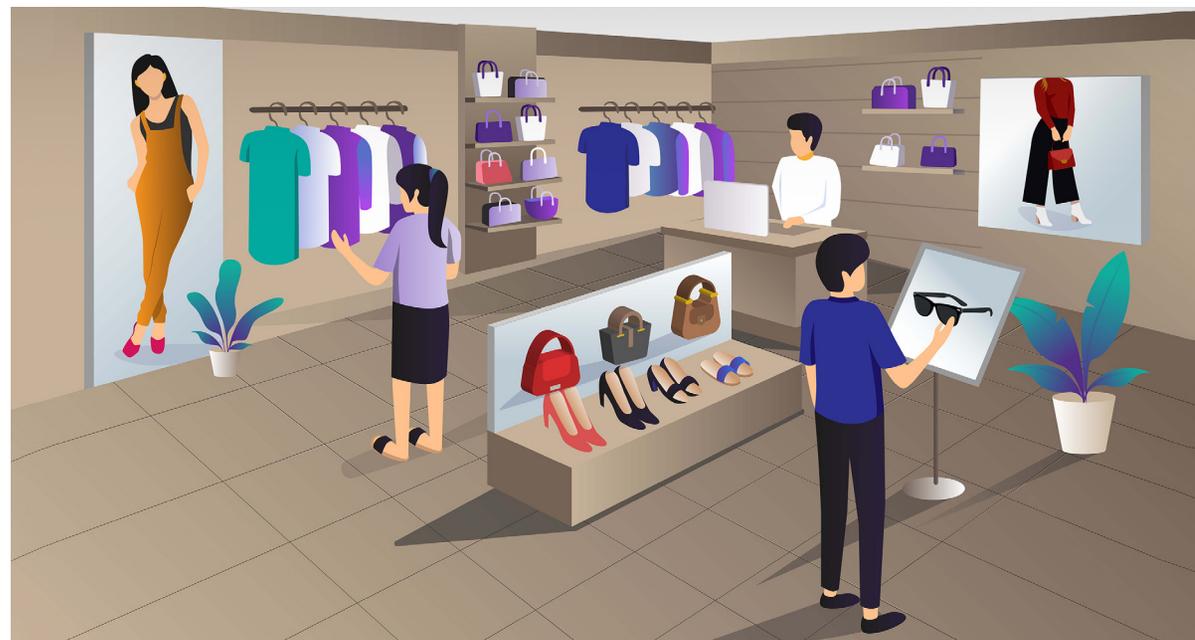
Streamline your tech stack

If you want to create experiences that raise brand visibility, increase engagement, strengthen customer loyalty, and grow revenue, you don't need to replace your existing systems with an inflexible technology monolith. CoreMedia features open APIs and out-of-the-box integrations to help marketers, merchandisers, and developers work collaboratively and efficiently using technologies they already know.

Consider this:
A luxury fashion technology platform needed a way to seamlessly integrate content with their existing commerce system in order to quickly deliver experiences in response to the latest trends. With CoreMedia, they can build, translate, deliver, and update rich content and commerce experiences across multiple regions and languages—all from one platform.

How it works:
Content Cloud is a flexible, composable digital experience platform (DXP) built on an agile content management system (CMS) and advanced digital asset management (DAM) system. A composable DXP is a modular system that connects to your existing tech stack through APIs and integrations, making it easier for you to quickly deliver new features and personalized experiences to any channel at enterprise scale. We take a best-of-breed approach that includes integration hubs for faster time to market, developer-friendly APIs, integrated translation engines, and marketing and eCommerce platform integrations.

Ready to Be Iconic?

When brands consistently deliver authentic, personalized, immersive experiences at just the right moment, customers take notice. These are the brands they come back to again and again. The ones they can recognize in an instant. The iconic brands that become part of their culture.

Powered by our hybrid headless CMS, fully integrated DAM, and multi-experience orchestration engine, CoreMedia Content Cloud gives you the tools you need to build an iconic brand that customers will never forget.

>> Want to learn how you can be iconic? Contact us.

COREMEDIA

Why CoreMedia?

CoreMedia is the digital experience and content management engine behind today's most iconic online brands. CoreMedia Content Cloud is a flexible, composable Digital Experience Platform (DXP) built on an agile CMS and advanced DAM that enables leaders in all industries to orchestrate personalized experiences, then deliver them to any channel – reliably, efficiently, and at enterprise scale. Marketers, merchandisers, and developers can work collaboratively and efficiently on omni-channel experiences that drive engagement, increase loyalty, improve brand visibility, and boost revenue. Leading global B2C companies (Deckers Brands, Under Armour, Luxottica, PVH Corp, Finnair, North Face, Deutsche Telekom) as well as major B2B firms (Continental, Claas, Emerson, DMG Mori) create world-class digital experiences powered by CoreMedia. We are a company of visionaries, trusted advisors, and passionate experts.