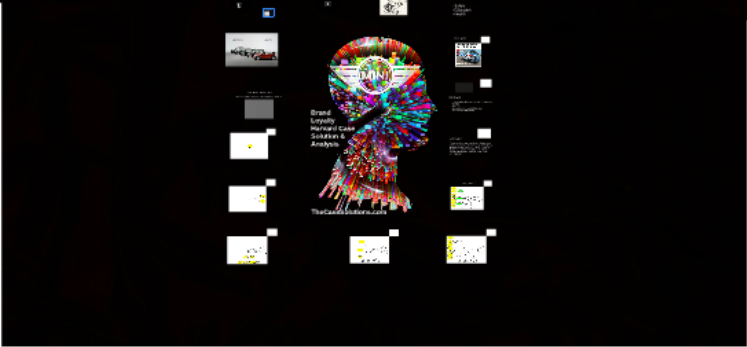




CONCLUSION



-----> Loyalty



Reisingerich & Park, 2013

model of consumer-brand relationships



Brand Loyalty Harvard Case Solution & Analysis

TheCaseSolutions.com



Enriching (2)



Enriching (1)

- "Fun, cheeky, stylish, self-confident, reliable and exciting."
- Birthdays
- Special occasions and get togethers
- Helps you do what you like



Assignment (2)

"Imagine that you are very rich and that you want to launch a new car. Halfway through the designing phase you start thinking about the importance of brand attachment. How would you try to increase customer brand attachment with 'tools' in box (your number)?"

Assignment (1)



Attachment -----> Loyalty



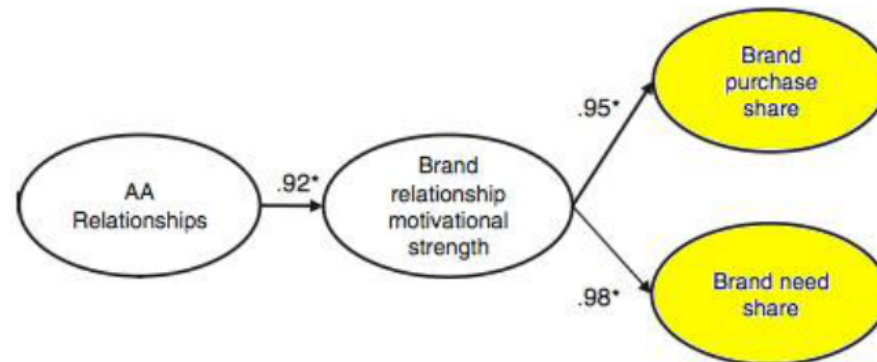
Park, Eisingerich & Park, 2013

Attachment-version (AA) model of consumer-brand relationships





A





Assignment (2)

"Imagine that you are very rich and that you want to launch a new car. Halfway through the designing phase you start thinking about the importance of brand attachment. How would you try to increase customer brand attachment with 'tools' in box (your number)?"

Enriching (2)



Premium small Car of the Year 2015: MINI Cooper



30 Jun, 2015 11:00pm



Enticing (1)

"There are tangible product benefits as well, concentrating on design, shape, feature, technical characteristics etc."

