

# CULT BRANDING **EXPERT**

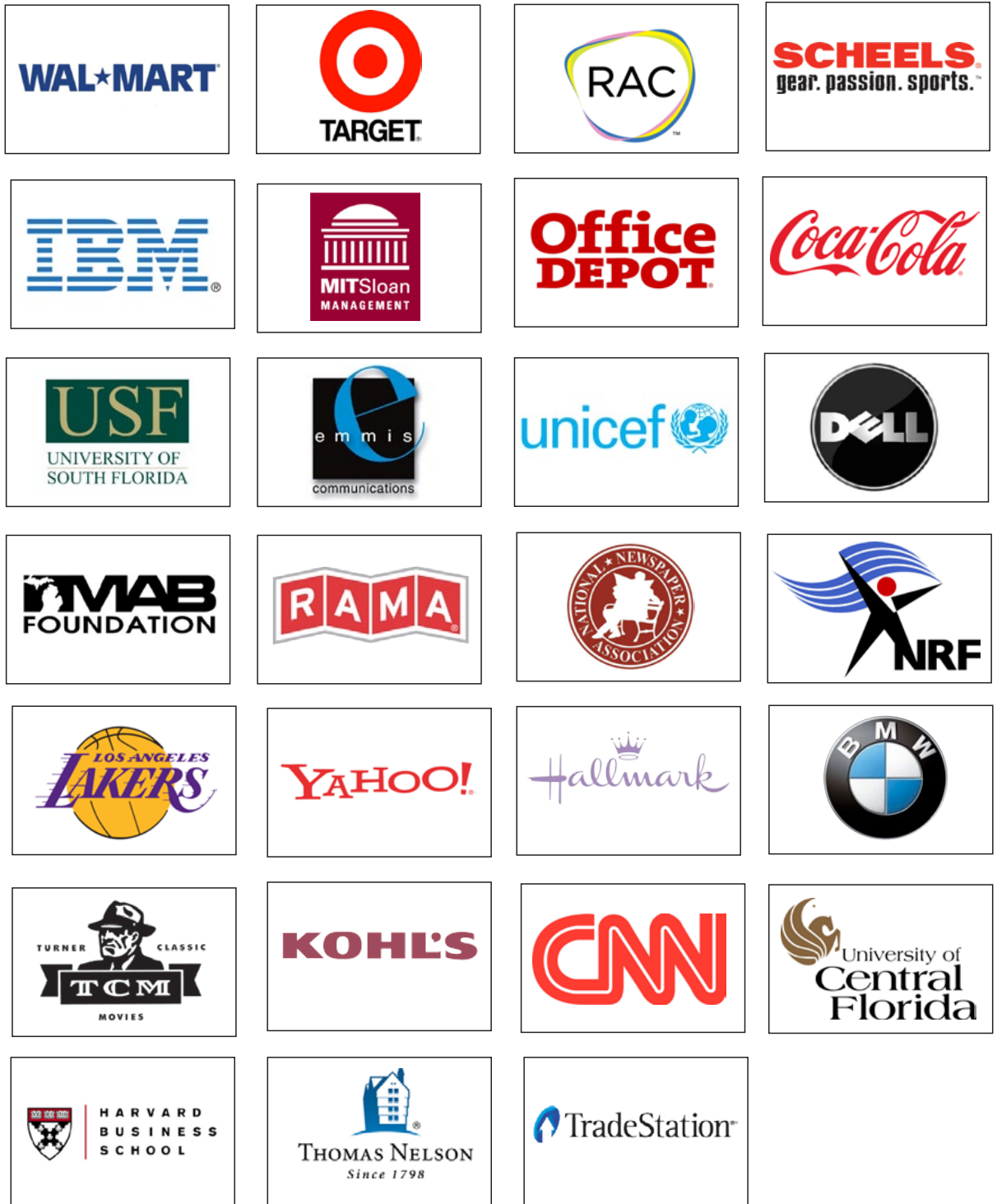


*What if David Ogilvy had been born in 1979? Meet one of the most insightful minds in marketing to come along in 20 years.*

**-Holly Buchanan, Future Now, Inc.**

# PAST SPEAKING ENGAGEMENTS

engagements



# WHY BRING BJ BUENO IN TO TALK TO YOUR TEAM?

Peter Drucker aptly noted that the “purpose of business is to create a customer.” So true. But not all customers are created equal. If your primary objective is to create another sale from your customer, you’re going to attract a type of customer that only buys from you under certain conditions. More importantly, with this strategy, you’ll offer little differentiation between you and your competitors. In time, your marketing efforts become a desperate attempt to lure the next customer away from a competitor. But then what? There’s little reason for this customer to stay with you for the long haul.

Enter Cult Brands. These brands are different. Their loyal following engage these brands as if they were a close friend or family member. These loyalists are so enthusiastic about the brands they love that they’ll travel hundreds of miles to go to new store openings. They’ll volunteer to help educate new potential loyalists. And they’ll tell everyone they know how much they love you.

This genuine relationship does not happen overnight and it rarely happens by accident.

Want to understand what it really takes to cultivate true customer loyalty?



Introducing Cult Branding Expert, BJ Bueno ...

# SPEAKING TOPICS

speaking topics

## #1 How to Get Your Customers to Choose You First

Over 90% of customer behavior is unconscious. Understanding the unconscious psychological motivations of customer behavior is the crucial key to achieving greater market share, improved organizational efficiency, and increased profits. Delving into the nuances of human nature makes it possible to predict, with a high degree of certainty, how customers will react to new products, marketing initiatives, and more. This results in significant organizational efficiency, boosting a company's visibility and market share, and enhancing overall profitability. The ability to predict consumer behavior is what differentiates dominant organizations from the rest of their industry.

Using his company's proprietary research methods and insights into consumer psychology, BJ illuminates the strategic competitive advantage that comes from a comprehensive understanding of your organization's best customers.

**BJ Bueno's message will provide your company with THE ULTIMATE GUIDE TO CULTIVATING LOYAL CUSTOMERS.**



## #2 The Seven Golden Rules of Cult Branding

Cult Brands aren't just companies with products or services to sell. To many of their followers, they are a living, breathing surrogate family filled with like-minded individuals. They are a support group that just happens to sell products and services. Picture a Cult Brand in this context, and you'll have a much better understanding of why brands like Apple, Harley-Davidson, and Southwest Airlines all have such high customer loyalty and devoted followers.

In exploring the foundation from which all Cult Brands are built, BJ decodes the unseen mechanisms that facilitate brand development, the Seven Golden Rules of Cult Branding, and how to break free from the conventions that hold most brands hostage.



## #3 The Psychology of the Customer

Successful brands embrace their customers by anticipating basic and spiritual human needs. With insights into the human psyche that transcend conventional beliefs about marketing and advertising, in this engaging talk you'll learn how to deeply connect with the hearts of your customers.

Using leading edge cognitive research, humanistic psychology, comparative mythology, and common sense, BJ dispels traditional marketing philosophy and gets to the heart of what matters most for your business: your customers. When you understand your customers—their behaviors, dreams, needs and quirks—you can bridge your products and services to your customers' hearts and minds, paving a path to brand loyalty.

## #4 Harnessing the Power of Word-of-Mouth

As business owners and professional marketers we've cast the mold on innovative ways to amplify and cultivate Word-of-Mouth (WOM) advertising among consumers. So why then have our most brilliant marketing strategies failed to produce a winning formula that consistently increases WOM? Why has today's "connected" consumer become virtually mute to many of our messages? Could it be that while we've tried so hard to affect what people talk about to each other, we've overlooked the biological and psychological reasons why they talk in the first place? Have we failed to identify the core need people try to satisfy when they talk?

In this engaging talk, BJ reveals startling truths about the dynamics of human communication that will change the way you look at how you market to your customers. Connecting all the dots to fully understand mankind's need for the spoken word, you'll learn how to utilize this knowledge in marketing, advertising and selling your product and services through the world's most powerful medium: people.

~~THE NEW~~  
WORLD OF  
WORD  
OF  
MOUTH

## #5 Seven Steps to Customer Loyalty

Cult Branding expert BJ Bueno breaks down the seven critical steps necessary to begin cultivating customer loyalty and to put your brand on the road to becoming a Cult Brand. Knowing what questions your organization needs to ask—and in what order to ask them—can make all the difference between a mediocre brand and a magnetic brand.

In this engaging workshop, BJ guides your team through a process to help you better understand the needs of your customer and how to translate this understanding in your communication and marketing to your customers.



decoding

**BRAND COMMUNITIES**



## #6 Decoding Brand Communities

Apple has Mac User Groups. Harley-Davidson has HOG (Harley Owners Group). Jimmy Buffet has Parrotheads. Great brands harness the power of brand communities to cultivate undying customer loyalty. Customers within a brand community are evangelists for your products and services.

With entertaining examples, BJ breaks down the three attributes all brand communities share. He'll show your organization that brand communities don't just exist in physical space, but in the minds of your customers as well. BJ offers practical strategies for setting up the conditions for your customers to create a sense of community around your brand.

## #7 Archetypal Branding

Successful brands like Apple, Nike, Ikea, and Southwest Airlines enjoy an unusual level of customer loyalty. Why? More than just selling products and services, these brands fulfill their customer's human needs. Drawing on psychological insights from humanistic psychologist Abraham Maslow and psychiatrist Carl Jung, BJ illuminates the power of archetypes—universal mental images and patterns of behavior that all human share.

In this accessible and engaging talk, BJ explains how powerful brands use an understanding of archetypes to help foster unprecedented customer loyalty.

# Archetypal Branding:

Cult Branding 2.0





# CULT BRANDING INTENSIVE

## A WORKSHOP TO GET TO THE HEART OF YOUR CUSTOMER

### workshop

Cult Branding Intensive is especially for companies who want to make a commitment to **EMBRACING THEIR BEST CUSTOMERS**. If you understand that your Brand Lovers are the driving force of your business, this workshop will help you and your team discover how to identify them, speak to them, and inspire undying loyalty. **IT'S TIME TO UNVEIL THE MYSTERY.**

Now you can immerse your leadership team in a customer-loyalty tour de force. Join BJ Bueno for an exhilarating, educational, and enlightening marketing boot camp to learn what it takes to cultivate a Cult Brand. In this hands-on, private workshop you and your team will...

### **LEARN HOW TO:**

- **CREATE LOYAL CUSTOMERS**
- **REINFORCE CULT BRANDING STRATEGIES INSIDE THE ORGANIZATION**
- **INVEST BRANDING DOLLARS WISELY FOR HIGHER ROI**
- **CREATIVELY COMMUNICATE TO YOUR BEST CUSTOMERS**

### **AND DISCOVER:**

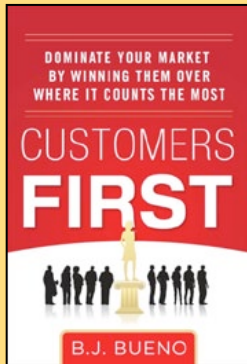
- **THE MECHANICS OF YOUR EXISTING BRAND**
- **THE "BRAND LOVER" AT THE HEART OF YOUR BUSINESS**
- **WHAT CREATES A DISTINCT CUSTOMER EXPERIENCE**
- **THE INTERNAL IMAGE OF YOUR BEST CUSTOMER**
- **HOW TO BREAK FREE FROM THE CONVENTIONS THAT HOLD MOST BRANDS HOSTAGE**

Executives from Walgreens, Miller Brewing Company, WalMart, Kohl's Department Stores, Coca-Cola, the Retail Advertising and Marketing Association, and other brands big and small have found BJ's teaching about what it takes for a brand to win the positioning battle in today's crowded marketplace to be a rare gift. Using leading edge cognitive and consciousness research, neurology, humanistic psychology, mythology, and common sense, BJ will dispel traditional marketing philosophy and get to the heart of what matters most for your business: **YOUR CUSTOMERS**.

BJ will show you how to create enduring customer experiences that persuade consumers to line up, devoted hearts in hand. This workshop will challenge your organization's own level of commitment internally in creating a Cult Brand and offer amazing insight to capture, once and for all, **THE HEART AND SOUL OF YOUR CUSTOMER**.

# CUSTOMERS FIRST

DOMINATE YOUR MARKET BY WINNING THEM OVER  
WHERE IT COUNTS THE MOST



*In Customers First, BJ makes a compelling case not only for Brand Modeling, but the best approach to build a model, creating a strong and sustainable compass not only for marketers, but for the entire organization as well.*

—Julie Gardner, former Chief Marketing Officer, Kohls Department Stores

*BJ Bueno and his team at The Cult Branding Company respect and understand what so many strategists miss: before we can be experts on products, sales, or the market, we must first be experts on human nature. They have a proven track record of building healthy, sustainable businesses for some of the best brands in the world—using the very process outlined in this book.*

—Bert Jacobs, chief executive officer, The Life is good Company

*A highly valuable, well-written overview of the customer approach to marketing.*

—Al Reis, bestselling author of War in the Boardroom

*BJ Bueno yet again deftly captures the essence of what is required to build and sustain a great brand. If you want to attract and retain highly profitable “brand lovers” rather than stalk new customers, then carefully read this book. BJ wisely outlines why this is vital and importantly, how to actually do it in today’s marketplace!*

—Darryl “DC” Cobbin, president, Brand Positioning Doctors, and former VP of Marketing, 20th Century Fox

*Understanding the unconscious psychological motivations of customer behavior is the crucial key to achieving greater market share, improved organizational efficiency, and increased profits.*

Two days after Apple released the iPad 3, customers were still lining up to buy one. What motivates that kind of enthusiasm? What lies behind the fanatical customer loyalty that propelled Apple to their dominant position in the tech industry? More importantly, can other companies do the same thing?

They can, and they do, according to Bolivar J. Bueno. The leading brand strategist’s new book, ***Customers First: Dominate Your Market by Winning Them Over Where It Counts the Most*** (McGraw-Hill Professional; April 2012) examines and illuminates the strategic competitive advantage that comes from a complete, comprehensive understanding of a brand’s best customers.

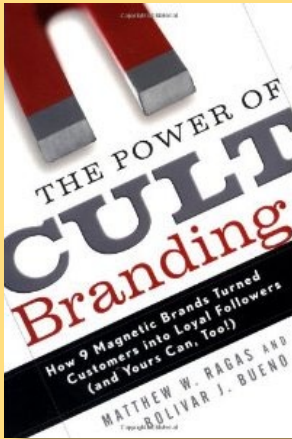
Over 90% of customer behavior is unconscious. Bueno uses his book to explain how delving into the nuances of human nature makes it possible to predict, with a high degree of certainty, how customers will react to new products, marketing initiatives, and more. This results in significant organizational efficiency, boosting a company’s visibility and market share, and enhancing overall profitability.

Readers will learn:

- How the ability to predict consumer behavior is what differentiates dominant organizations from the rest of their industry
- Effective strategies to bring organizational operations into alignment with customer desires
- How to get everyone in the company, from the leadership team to the front line, on board and enthusiastic

***Customers First: Dominate Your Market by Winning Them Over Where It Counts the Most*** is an in-depth examination of what it takes to transform good companies into great companies.

# THE POWER OF CULT BRANDING



Who wants a cult brand? After reading *The Power of Cult Branding*, you are going to want to create one as soon as possible. The logic, the strategies, and the tactics are spelled out for you in comprehensive detail.

—Al Ries, author of *The 22 Immutable Laws of Branding*

Cult brands, while not easy to create, are among the most powerful. This book will show the way.

—Jack Trout, coauthor of *Positioning*

An essential guide for marketing in the 21st century.

—Alan M. Meckler, chairman and CEO, Jupitermedia Corp

Ragas and Bueno have not only demystified branding in their brilliant book but also revealed the heart of how to do it with aplomb. And, at the same time, it's fun to read.

—Jay Conrad Levinson, author of the *Guerrilla Marketing* series

- Like religious cults that attract thousands of devoted disciples, is it possible for company brands to build legions of loyal followers?
- Can certain products with the right combination of positioning and branding take on magnetic characteristics and galvanize die-hard customers who become walking, talking viral marketers? It's a marketer's dream come true.
- Can your company harness the power of cult branding without blowing a fortune on advertising?

According to BJ in *The Power of Cult Branding* (Crown Business), the answer is “Yes!” In fact, you need not look much further than a Harley-Davidson rally, a Star Trek convention, or a Jimmy Buffett concert to see the cult branding phenomenon at work: **Thousands of passionate, faithful fans spreading the word about your product or service and spending lots of money.**

Not all brands have the dash of edginess, the devoted fan base, or the niche positioning to manifest cult brands. But those that do tend to share similar characteristics (what Bueno has termed the Seven Golden Rules of Cult Branding) that make them successful.

Through meticulous research and scores of interviews, the authors have uncovered the remarkable, untold stories behind nine very **SUCCESSFUL CULT BRANDS**:



These nine brands follow **The Seven Golden Rules** and have millions of fans and billions of dollars in revenue to show for it. Now, you can learn firsthand what these special brands did to set themselves apart and how to apply the Seven Golden Rules to your own marketing strategies.

Written for advertisers, marketers, sales executives, and business owners who want to thrive in an increasingly competitive marketplace, *The Power of Cult Branding* is the ultimate guide to creating a loyal core of repeat customers and winning the positioning battle.

# THE SEVEN GOLDEN RULES

The Power of Cult Branding, BJ identifies **THE SEVEN GOLD RULES** that all Cult Brands share.

Why do people love this brand? Why are they so loyal to it? What does this brand mean to them? Why? Why? Why!

An interesting thing starts happening after you've asked a lot of questions for a long enough period of time. Not only do you start getting some really good answers, but you begin to see patterns and similarities between the responses that you receive.

This was exactly what happened in the dozens of interviews conducted. Clear patterns emerged. Although each of the nine brands was clearly different, their individual formulas for Cult-Branding success shared many of the same core ingredients.

These seven points won't tell you everything there is to know about Cult Branding, but they will give you a nice overview and practical framework to utilize in your own marketing endeavors. Think of this list as your indispensable "Cult Branding Cliff Notes." Here they are. READ THEM. USE THEM!

## **#1 – THE GOLDEN RULE OF SOCIAL GROUPS**

Consumers want to be part of a group that's different.

## **#2 – THE GOLDEN RULE OF COURAGE**

Cult-Brand inventors show daring and determination.

## **#3 – THE GOLDEN RULE OF FUN**

Cult Brands sell lifestyles.

## **#4 – THE GOLDEN RULE OF HUMAN NEEDS**

Listen to the choir and create Cult-Brand evangelists.

## **#5 – THE GOLDEN RULE OF CONTRIBUTION**

Cult Brands always create customer communities.

## **#6 – THE GOLDEN RULE OF OPENNESS**

Cult Brands are inclusive.

## **#7 – THE GOLDEN RULE OF FREEDOM**

Cult Brands promote personal freedom and draw power from their enemies.



# WHAT OTHERS ARE SAYING

endorsements

*His message is irreverent, passionate, ironic, witty, and informative. BJ gets to heart of what matters.*

—Ontario Long Term Care Association

*We promise you, a day spent with B.J. is worth a whole week doing whatever else you're doing.*

—Bill Eisner, Chief Creative Strategist /Managing Partner of Nonbox

*What if David Ogilvy had been born in 1979? Meet one of the most insightful minds in marketing to come along in 20 years. BJ Bueno has amazing insight and contagious passion. Cult Branding will not only inform you, it will inspire you. The book contains only a sliver of the knowledge you'll get from the course.*

—Holly Buchanan, Future Now, Inc

*BJ is to marketing now what Trout and Ries were 20 years ago.*

—Eric Roads, CEO/Publisher, RADIO INK Magazine

*A nice guy.*

—Ozzie Coto, B.J.'s best friend

*A gifted marketing strategist.*

—Roy H. Williams, The Wizard of Ads

*His mind is full of powerful ideas, he told our story with magic of his own.*

—Chris Kenner, David Copperfield Executive Producer



# AS QUOTED IN...

media

**BRANDWEEK**

**USA TODAY**

INVESTOR'S BUSINESS DAILY

**The  
Boston  
Globe**

THE ARIZONA  
REPUBLIC

**TORONTO  
SUN**  
torontosun.com

Hartford  Courant.

**USA**  
RADIO NETWORK 

**Standard-Times**

SMALL BUSINESS  
MARKETING IDEAS

**The Detroit News**  
detnews.com

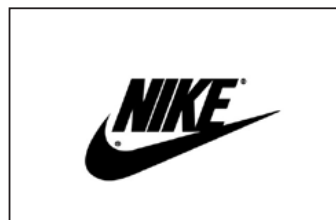
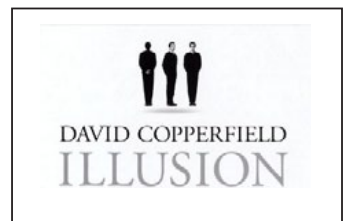
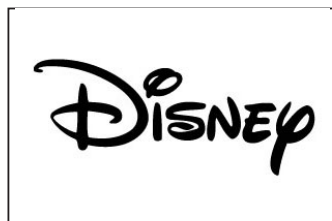
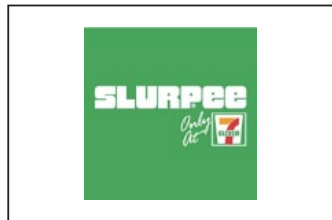
**Pittsburgh  
Post-Gazette**

Detroit Free Press

**The  
Washington  
Post**

# PAST CLIENTS

clients



# ABOUT BJ BUENO



**CONSUMER  
THEORIST**

**CULT BRANDING  
EXPERT**

**CREATIVE MARKETING  
STRATEGIST**

With clients like Kohl's Department Stores, Scheels, CAT, Turner Classic Movies, and LA Lakers, Bolivar J. Bueno is in an elite class of thought leaders. A dynamic young lecturer and creative strategist, Bueno has been interviewed by CNN, USA Today, The New York Times, and CNN en Español.

**BUENO** is the author of *Customers First: Dominate Your Market by Winning Them Over Where It Counts the Most* (McGraw-Hill, 2012) and is the co-author of *The Power of Cult Branding* (Crown Business, 2002), a work that received rave reviews from leading mavens like Jack Trout, Al Ries, Jay Conrad Levinson, and Jeffrey Fox. He is also the author of the handbook *Cult Branding Workbook* as well as *Why We Talk: The Truth Behind Word-of-Mouth*.

**BUENO** has built a reputation based on his insight and expertise into building brands. He founded and operated his own successful advertising agency before becoming a partner in Nonbox, a national agency. In 2006, Bueno founded The Cult Branding Company as the premiere brand loyalty research consultancy, serving major retailers and other national and international brands.

As a board member of the Retail Advertising & Marketing Association (RAMA) and a member of the Chief Marketing Officers board of international retailers, Bueno advises companies like Target, Wal-Mart, Washington Mutual, Toys-R-Us and Kohl's in their retail, advertising and marketing efforts.

**BUENO** was born to a missionary family in Santiago, Dominican Republic, and he grew up in places like Bolivia and Peru. How does a nine-year-old boy pass the time camped in the high peaks of Peru? "Read books and learn magic," Bueno reveals. While others his age were playing baseball and going to school, he was mastering the secrets of the world's greatest magicians and pouring over the work of brilliant minds like Carl Jung, Abraham Maslow, and Joseph Campbell.

**BUENO'S** passion and love for the art of illusion was evident to anyone who saw him perform, and by 17, his exploration of the mysteries of the unknown led him into marketing and advertising. As a perpetual student of the mind, he began exploring new ways of blending the fields of humanistic psychology, comparative mythology, history, religion, and psychiatry into his masterful discipline of consumer marketing and advertising.

By age 23, he had delivered keynote speeches to the Harvard Business School, Fortune 500 companies, and top universities throughout the world. In his lectures, BJ explains that successful marketing is comprised of what we know about life: If it matters, it will sell; if it tastes good, let the customer taste it.

The heart of his message is simple: **NO MATTER WHAT BUSINESS YOU ARE IN, WHETHER YOU HELP FARMERS TILL THE SOIL OR MAKE DREAMS COME TRUE ON STAGE, THERE MUST BE A PRACTICAL SIGNIFICANCE TO YOUR WORK.** BJ says, "What do I know? I know people want to feel free so they dance. They hit the road all weekend long trying to live ... not forget. I know people want to put on their Spock ears and leave this planet. They told me so. The experience of feeling alive, that's what they want. That's what I know."



# CULT BRANDING CONSULTING

## Services

**BASED ON OUR PROPRIETARY RESEARCH METHODS AND BRANDING PROCESSES, OUR CONSULTING SERVICES HELP YOU CREATE WHAT WE CALL BRAND LOVERS (PROFITABLE CUSTOMERS WHO LOVE YOU) AS WELL AS TO FOSTER HEALTHY, SUSTAINABLE BRANDS.**

### **TAKING THE SEVEN STEPS TO CULTIVATING A CULT BRAND**

**CULT BRANDING** expert BJ Bueno will guide your leadership team through an engaging workshop that covers the essential elements for establishing a Cult Brand, including articulating your customers human needs and wants; the look, say, and feel of your brand; and selling-in to your entire organization.

### **APPLYING THE PRINCIPLES OF CULT BRANDING TO YOUR BUSINESS**

In BJ Bueno's research on **CULT BRANDS (SEE THE POWER OF CULT BRANDING)**, he highlighted seven principles that characterize magnetic brands with unflinching customer loyalty. With its proprietary research, the Cult Branding team can help you apply these principles to your business to increase customer retention, word of mouth, and likelihood of purchase.

### **USING THE POWER OF THE UNCONSCIOUS TO INCREASE SALES**

It's estimated that 90% of consumer behavior is **UNCONSCIOUS**. Understanding the unconscious motivations of your customers can help you attract new customers, strengthen your brand positioning, and increase purchasing potential.

### **CRAFTING A COMPELLING BRAND VISION**

A compelling **BRAND VISION** is perhaps the most important tool for inspiring and leading your organization to future success: it captures your customers' primary characteristics, the core values of your business, and the role you play in your customers' lives. Crafted with your best customers in mind, the Brand Vision is the ultimate tool for making decisions that affect your business.

### **DEVELOPING A POWERFUL BRAND IDENTITY**

A **POWERFUL BRAND IDENTITY** captures the sensory expressions of your brand that are meaningful to your customers. Using proprietary research methods, the Cult Branding team can unearth the images, colors, sounds, and textures that your customers associate with your brand. These insights can improve your marketing and advertising efforts while strengthening your overall brand in the eyes of your customers.

## ABOUT THE CULT BRANDING COMPANY

For over a decade, **THE CULT BRANDING COMPANY** has dedicated itself to studying what makes brands like Apple, Harley-Davidson, Southwest Airlines, and IKEA so successful and how they build undeniable customer loyalty and cult-like followings while their competitors flounder.

Although not every business can develop into a CULT BRAND, every business has **BRAND LOVERS**—loyal, profitable customers that buy from a brand with greater frequency and provide positive word of mouth, and customer retention.

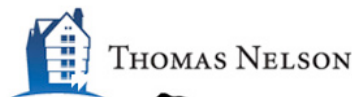
Led by Bolivar J. Bueno, the Cult Branding team has been developing and refining a process to uncover and decode a brand's best customers. Using depth analysis, humanistic psychology, and comparative mythology, they have innovated a means of unveiling the psychological and behavioral drivers behind customer motivation.

Using these customer insights, generated through proprietary psychological assessments, in-depth interviews, and sophisticated competitive study, the Cult Branding team deploys rigorous statistical analysis to develop comprehensive models for some of today's most successful brands.

## PROVEN RESULTS

**THE CULT BRANDING COMPANY** has the privilege of helping a diverse range of clients understand their best customers and learn to serve them better than anyone else.

### OUR CLIENTS INCLUDE:



## WHAT THE CULT BRANDING COMPANY CAN DO FOR YOU

**THE CULT BRANDING COMPANY** can help any large corporation discover their best customers. If you have grown your business mainly by increasing your advertising budget or expanding to new locations, we can show you how to grow your ROI exponentially, increase your market share, and retain your most profitable customers—within your current budget.

Uncover the key drivers of growth for your business with the **BRAND MODEL 3.0®**.

If you have any questions, contact Scott Jeffrey at [scott@cultbranding.com](mailto:scott@cultbranding.com) or CALL (888) 584-3767.

**LEARN MORE AT [CULTBRANDING.COM](http://CULTBRANDING.COM)**