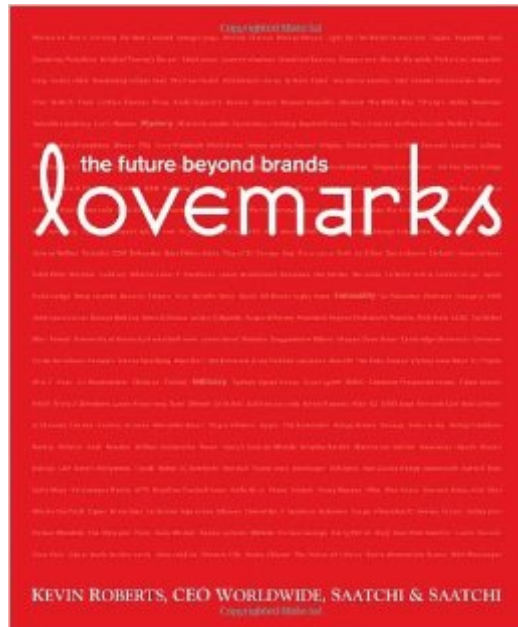


The book was found

# Lovemarks



## Synopsis

"Ideas move mountains, especially in turbulent times. Lovemarks is the product of the fertile-iconoclast mind of Kevin Roberts, CEO Worldwide of Saatchi & Saatchi. Roberts argues vociferously, and with a ton of data to support him, that traditional branding practices have become stultified. Whatâ€™s needed are customer Love affairs. Roberts lays out his grand scheme for mystery, magic, sensuality, and the like in his gloriously designed book Lovemarks.â€•â€• Tom Peters Tom Peters, one of the most influential business thinkers of all time, described the first edition of Lovemarks: the future beyond brands as â€œbrilliant.â€• He also announced it as the â€œBest Business Bookâ€• published in the first five years of this century. Now translated into fourteen languages, with more than 150,000 copies in print, Lovemarks is back in a revised edition featuring a new chapter on the peculiarly human experience of shopping. The new chapter, "Diamonds in the Mine," is an insightful collection of ideas for producers and consumers, for owners of small stores and operators of superstores. So forget making lists! Shopping, says Kevin Roberts, is an emotional event. With this as a starting point, he looks at the history of shopping and how it has changed so dramatically over the last ten years. Using the Lovemark elements of Mystery, Sensuality, and Intimacy, Roberts delves into the secrets of success that can be used to create the ultimate shopping experience.

## Book Information

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## Customer Reviews

I have met Kevin Roberts and had a chance to chat with him about the "Lovemark" concept when he was giving a speech in Istanbul. I think he is a colorful and brilliant individual who has managed

to package some great marketing principles that age back to Bernbach into a great new concept. Though many principles in the book are not fresh to those who are not a novice in marketing literature, I think the term "Lovemark" is brilliant in itself. The design of the book is great with lots of colorful pictures and helpful examples. You sometimes feel that many of the examples are overused and the book is self serving, but it is worth to spend some time with the Lovemark concept. I have seen an interview with Kevin in Ad Age about how they launched this book to recruit new business into their agency. I think it is a great new business tool and brilliant strategy to lure customers to their shop. I personally think "the HOW" part is missing, how are you going to make your brand into a Lovemark remains a question. If you are interested in entering into the hearts of customers not just their wallets, you should definitely lend an ear to Kevin.

Roberts is the CEO of Saatchi & Saatchi, one of the world's largest advertising agencies. Keep that in mind as you read the book because the author uses many of his agency's clients as his examples of brands that evoke emotion. Even with the self-promoting, there are some great messages within this book. The message throughout is that for brands to grow, people need to fall in love with the brands. Not like the brands, LOVE the brands and products. As I write this review, the Chicago White Sox are in the American League Division playoffs. Why do I tell you this? Because no matter what happens with the White Sox, the fact of the matter is that Chicago will always LOVE the Cubs, and they will really, really like the White Sox. And because of this, the Cubs will always draw more fans than the White Sox. Here is one of my favorite take aways from the book; "Human beings are powered by emotion, not by reason." Brands need to generate emotions, and the more the brand is loved, the longer life it will have. Let's face it, a lot of people love Starbucks, but there is no rational reason to spend \$2.00 for a cup of black coffee. It is the emotion that sustains Starbucks.

The book is good but not great. It's not that I had any major disagreement with anything it says, it's just that there is really nothing new in this book, nothing that I have read or lived through a hundred times before. There weren't any "a-ha moments" or breakthrough insights. If you've never read any marketing or branding books before, then you'll probably benefit by reading this. If you're like me, and have read many, many marketing and branding books, you will learn nothing new. When you're the CEO of Saatchi & Saatchi, your book is going to get published; if I had written this book and taken it to a publisher, they would have laughed at me and my incoherent writing style. Some of the concepts in this book, by the way, are also found in the old book "Raving Fans", which I think is more useful. On the positive side, some of the stories are compelling, and the photography and

imaging are really interesting (I own the book, not the Kindle edition). Just don't think for a second that this book will turn you into a marketing or branding guru. It won't.

Very interesting to me but some might feel there are parts that are overthought. Ad agencies can sometimes get stuck in thinking details to death but Kevin reminds us finding emotion and connection is more important than stacks of research that can contradict and confuse.

Finally on page 200 is what I thought the book would entail (and that content ends after just 5 pages). Otherwise, it's a coffee table book you put out to make yourself look like you watch the television show *Mad Men*. The idea of the Lovemark in marketing can be captured in the Wikipedia definition for free online. The book (images and content) already feels dated only a short few years later and was clearly a way to sell Saatchi & Saatchi to win new business (JCPenny resulted). At least marketing an idea (through a book) was an out of the box new biz tactic for them. Kudos. But no need for the book, marketers. Open up your internet browser and have fun.

Love is timeless. This is a classic book which hasn't dated. As inspiring now as it was when first written. I still refer to it often. Kevin Roberts, former CEO Worldwide of advertising agency Saatchi and Saatchi, passionately believes that love is the way forward for business. Meeting people's™ needs, hopes, dreams and desires; or offering something which helps them solve problems for which they™d love a cure is good for people and good for business. • For great brands to survive, they must create Loyalty Beyond Reason, he writes in his book, *Lovemarks: The Future Beyond Brands*. • The secret is the use of Mystery, Sensuality and Intimacy. •

I love love love this book! • Every page is special and filled with gems and nuggets of practical and profound truths. I go back to it often when I want to be inspired and I've given it to several friends.

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