

The background of the cover features a dynamic splash of water in white and grey against a black background. In the upper right corner, there is a pattern of blue dots of varying sizes, some of which are arranged to form a faint outline of a world map.

TEO CORREIA

THE FLUID CONSUMER

**NEXT GENERATION GROWTH
AND BRANDING IN THE DIGITAL AGE**

*Advance
Excerpt from
Forthcoming
Book*

REDLINE | VERLAG

The logo consists of three white triangles arranged in a larger triangular shape, with the top triangle pointing upwards and the two bottom triangles pointing downwards.

KoganPage

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Decision makers have their hands full trying to develop and execute on brand-growth strategies to please today's digitally driven Fluid Consumers.

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To serve these increasingly demanding consumers, brand managers need to embrace the concept of *curating* for them – rolling bundles of products into services, or creating optimal experiences.

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All brands, regardless of where they reside on the Experience-Utility spectrum, should be establishing digital brand platforms.

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Studying scenarios in which Fluid Consumers interact with and “consume” brands on various points on the Experience-Utility spectrum can help brand decision makers brainstorm effectively.

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Ten behaviors of forward-thinking retailers offer opportunities for (and threats to) brand growth.

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Designing the right brand journey isn't enough. Companies must follow through with effective channel strategies, strong innovation arms, and sufficient funding.

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**Targeting Growth in Emerging and
Fragmented Markets 125**

Digital technologies are presenting exciting ways to tap the tremendous growth opportunities in fragmented markets such as those in Asia and Brazil.

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Separating "renovation" from "total experience innovation" offers a way for organizations to maintain stability and act like disruptive startups at the same time.

Chapter Eight:

The “New Normal” Marketing Framework:
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Different parts of an organization may be in very different places with regard to embracing and using digital technologies. It may therefore help to prioritize the development of a digitally empowered marketing model that purposefully connects marketing, sales, IT, and global business services.

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What we’re seeing now provides clues to how companies will create, position, and market their brands, and how those brand will interact with consumers, over the long term. The future looks pretty spectacular.

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