

Module 4

Consumer Choice and Brand Engagement



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What does it take to
engage consumers?



What does engagement
look like?





“**Engagement** is the level of involvement, interaction, intimacy, and influence an individual has *with a brand over time.*”

Forester Research



“**Brand Engagement:** the process of forming an attachment (emotional and rational) between a person and a brand.

What makes **brand engagement** so complex is that it is partly created by institutions and organizations, but is equally created by the perceptions, attitudes, beliefs and behaviors of those with whom these institutions and organizations are communicating or engaging.” *Wikipedia*

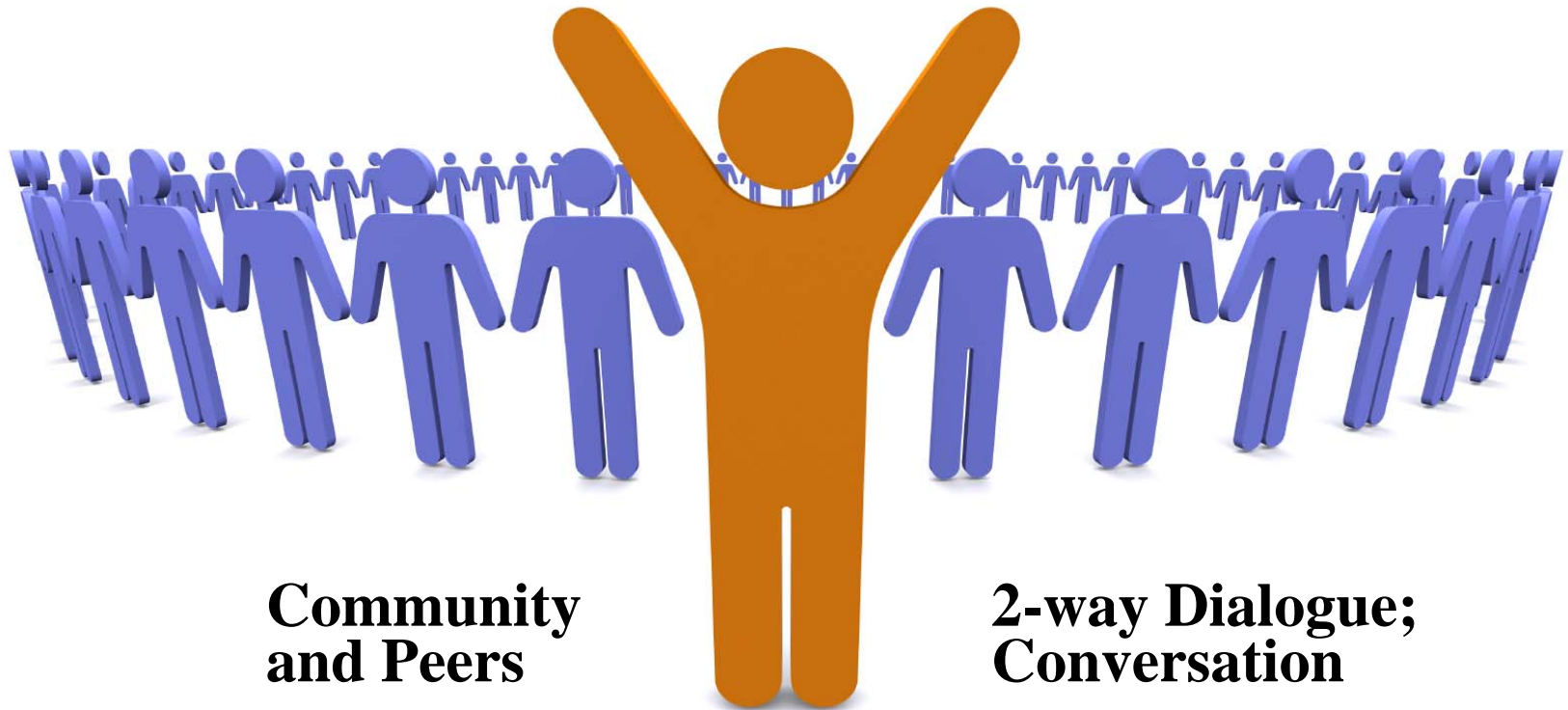


Achieving **Brand Engagement**

**Authenticity
and Trust**

**Consumers Feel
Understood**

**Personalization;
Relevance**



**Community
and Peers**

**2-way Dialogue;
Conversation**