

Building meaningful consumer brand-relationships in a platform economy

Building a relationship between brands and people is a concept that has been around for a while. It is a way for marketers to raise brand equity and favourably increase customer engagement, brand differentiation and customer loyalty. However, the way customers interact with brands and how brands themselves create value is changing. Digital platforms have established themselves as digital mediator between customers and brands. Within a platform economy, value is not merely created by the product or services made by the brand, but the network of participants creates it on the platform. Incorporating this changing economy into brand strategy is vital as 75% of the time, only one platform prevails. The exploration within the field of brand relationships and platform business strategy holds great value to maintain a competitive brand positioning.

The thesis aims to answer the following question; How can the use of new insights and knowledge contribute to creating meaningful customer brand relationships within a future platform economy in the Dutch market?



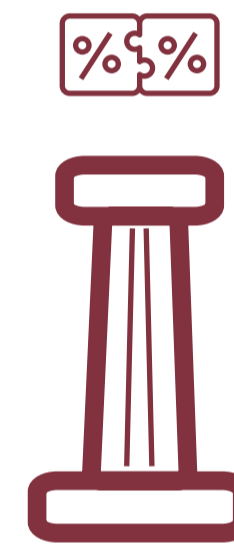
Relationships are not build overnight

Brands should carefully take their time in building their relationship with the customer. Long term strategies need to be made to ensure the intended relationship with the flourishes.



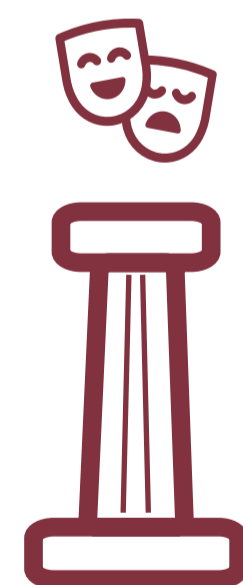
Collaborate or die

Brands need to openly collaborate with their customer as well as other brands that add value to their story. This way, the brands continuously add value to the relationship.



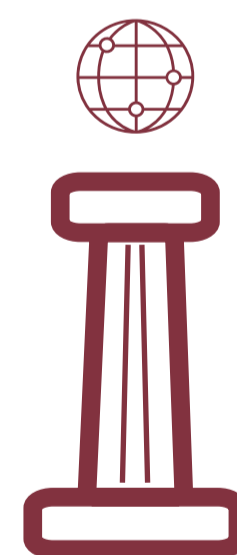
No such thing as a virtual hug

A combination of digital and physical touchpoints need to be part of the overarching brand experience, where different touchpoints add value to the relationship.



Branding is 99% emotion

Brands should put more effort into highlighting the emotional aspect of the relationship, as digital platforms value rationality. However, the power of a brand lies in the ability to form an emotional connection.



Doing good for society is done good for branding

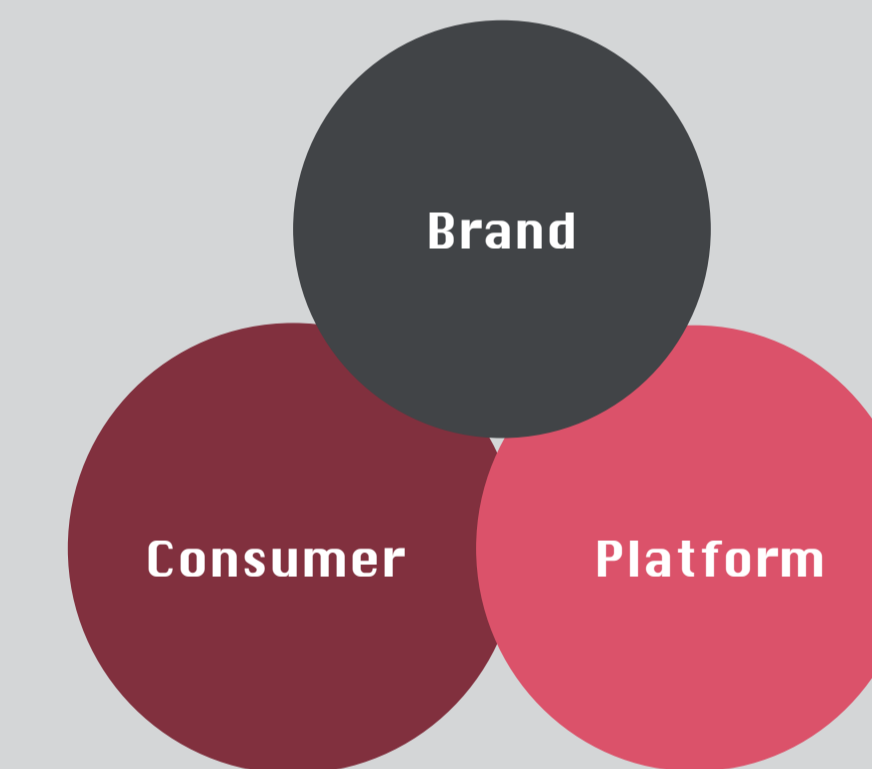
Brands should act on their purposes and walk the talk. To build meaningful relationships with the customer they need to actively contribute to making the context they operate in a better place.



Actually start to listen!

Brands should listen carefully to the cultural context in which it resides, placing more importance on digital culture. Brands should add value to micro and macro cultural relevance.

The interaction between the platform, consumer, and brand should work like a robust ecosystem where all stakeholders live in a symbiotic relationship, each serving their purpose and bringing value to the ecosystem.



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