

2026 MASB Summer Summit

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Linking Strategy, Marketing, and Operations Together to Deliver Exceptional Brand Experiences

AGENDA

- 01 Intro
- 02 The Vision
- 03 How to Build
- 04 Bring to Life
- 05 Conclusion



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Strategic growth executive, board leader, and angel investor, Lisa has held leadership roles supporting globally recognized brands, including Verizon, Jaguar Land Rover, and Home Box Office (HBO).

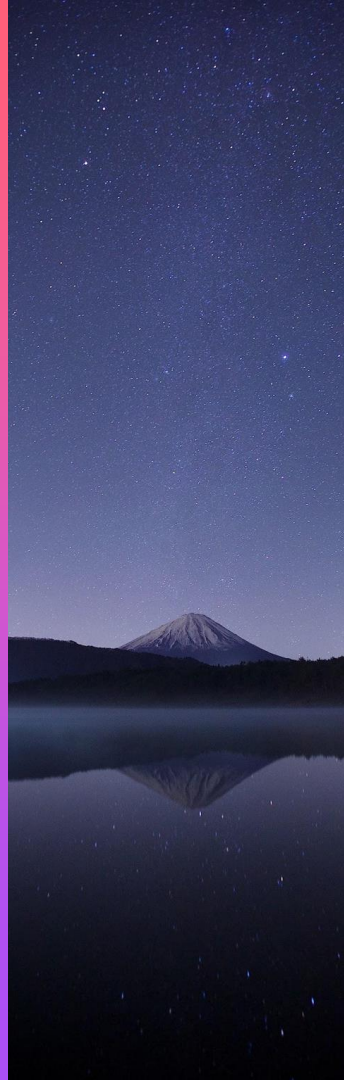
THE VISION

From Brand Promise to Brand Experience:

In today's competitive marketplace, a brand is defined not by what it promises, but by what customers actually experience. While strategy establishes the vision, marketing shapes consumer expectations, and operations deliver on those promises.

THE VISION

High-performing organizations intentionally connect strategy, marketing, and operations to create seamless, consistent brand experiences.



THE VISION



Organizations that successfully integrate strategy, marketing, and operations don't simply build strong brands—they create exceptional brand experiences that customers remember, recommend, and return to.

The Impact: Creating a Cohesive Brand Experience

IDENTIFY KEY BRAND TOUCHPOINTS

- Identify Key Touchpoints Between Your Brand and Your Audience
- Map Out Customer Journey to See All Touchpoints

CORE BRAND ELEMENTS

- Set The Foundation of Your Brand Experience
- A clear mission, vision and set of values
- Create a brand style guide to help maintain consistency

CONNECT ONLINE & OFFLINE EXPERIENCES

- Align your digital and physical presence
- Touchpoints are all points of interaction between a customer and the company
- Your offline experience should mirror any promises made online

How To Build Brand Experiences

01

Define Your Brand Strategy

- Clarify your purpose, mission, and vision.
- Identify your target audience and their needs.
- Establish your value proposition and brand promise.
- Determine the emotions associated with your brand.

02

Understand the Customer Journey

- Map every touchpoint—from awareness down to advocacy.
- Identify "moments that matter" - impact on perception and loyalty.

03

Translate the Strategy Into Experiences

- Design experiences that reinforce your brand promise.
- Ensure messaging, visual identity, service standards, and product experience all tell the same story.
- Consider both digital and physical environments.

04

Align Marketing & Operations

- Marketing sets customer expectations.
- Operations delivers on those expectations.
- Customer service reinforces trust after the sale.

How to Build Brand Experiences, Continued

Brand Activations

Brand Activations: bring a brand to life by encouraging people to interact with it in a memorable way.

- Goals: Build Brand Awareness, Emotional Connection, and Immediate Action
- Examples of Activations: Experiential Events, Festival & Sports Sponsorships, Influencer-Led Activations
- Align All Functions: When Functions Operate Together, Customers Experience One Consistent Brand

Brand Partnerships

Brand Partnerships: strategic collaborations between two or more organizations that combine their strengths, audiences, products, or expertise to create mutual value.

- Strong Partnerships: Shared Values, Complementary Strengths, Audience Alignment
- Examples of Brand Partnerships: Co-Marketing, Co-Branding, Retail, Content, and Cause Partnerships

Online Engagement

Online engagement is one of the most important multipliers for a successful brand activation. Digital engagement extends its reach before, during, and after the experience.

- Before Activation: Build Anticipation
- During Activation: Encourage Participation
- After Activation: Extend the Experience

Brand Activation Framework:

Step 1

BRAND PROMISE & BUSINESS OBJECTIVES

- Define how you want customers to think and feel after interacting with your brand
- Determine what success looks like: launch a new product, generate quality leads, build community, improve loyalty

Step 2

DESIGN THE EXPERIENCE & CONNECT EVERY CUSTOMER TOUCHPOINT

- Ask the question: what type of experience would make customers believe our brand promise?
- An activation extends beyond the event itself: use tactics before, during, after

Step 3

ALIGN THE ORGANIZATION & MEASURE SUCCESS

- Activations require internal alignment
- Strategy defines objectives, Marketing creates awareness and engagement, Operations delivers the experience
- Track both marketing and business outcomes

Brand Partnerships Framework:

Step 1

BEST PRACTICES

- Customers: receive better, more memorable experiences
- Partners: achieve measurable business outcomes
- Employees: gain clarity and enable consistent execution

Step 2

DECIDE ON WHAT TYPE OF PARTNERSHIP & BUSINESS BENEFITS

- Effective Partnerships: Access to New Customer Segments, Increased Brand Awareness, Enhanced Credibility, Expanded Market Reach
- Types of Partnerships: Co-Marketing, Product Collaborations, Experiential, Technology, Cause or Purpose

Step 3

CONNECT THE PARTNERSHIP ACROSS BUSINESS FUNCTIONS

- Strategy: identify opportunities and partners
- Marketing: develop joint messaging, build integrated campaigns
- Operations: coordinate executions, deliver seamless experiences, evaluate operational performance

Online Engagement Framework:

Step 1

BUILD COMMUNITIES (NOT JUST AUDIENCES)

- Strong brands cultivate communities where customers engage with each other
- Types of Communities: Loyalty communities, Brand ambassador programs, Customer spotlight stories, User-generated content

Step 2

INTEGRATE PHYSICAL & DIGITAL EXPERIENCES

- Connect online & offline interactions
- Mobile apps, QR codes, Social Media hashtags, Live streaming, Post-event follow up content
- Each interaction extends the experience

Step 3

ENCOURAGE USER-GENERATED CONTENT

- Customers trust other customers instead of traditional marketing
- Authentic content expands reach
- Types of user-generated content: create videos, share pictures, share testimonials, participate in challenges



Verizon Brand Activations

How Verizon Brings its Brand to Life:

Verizon has shifted its brand marketing from network reliability to creating immersive experiences.

These brand experiences connect their customers with music, entertainment, artist meet-and-greets, sports, tech and gaming.

Music & Entertainment:

Verizon's Loyalty Platform, Verizon Up (now Verizon Access), transformed into a consumer-based loyalty program opposed to a transactional commodity. Verizon Up Super Tickets & Pre-Sales.

→ Live Nation Partnership & Artist Meet-and-Greets

Sports:

NFL & NHL Partnerships, Super Bowl (House of Verizon)

→ Fan Engagement Zones with Interactive Technology

→ Mobile Experiences Showcasing 5G Capabilities

Community and Small Business Programs:

Verizon Up's goal was to create a community for our customers and form emotional loyalty.

→ "Pay It Forward" Verizon Up partnership with VISA



Jaguar Brand Activations

How Jaguar Brings its Brand to Life:

Jaguar has used brand activations to create immersive experiences that connect customers emotionally to the Jaguar brand.

The emotions attached to the Jaguar brand are: performance, innovation and design.

Experiential Driving Events:

Jaguar showcases their vehicles beyond the showroom. Customers experience the Jaguar vehicles firsthand through:

→ High performance track events, Art of Performance Tour, VIP customer weekends

Lifestyle Partnerships:

Jaguar extends its brand through partnerships that reinforce its positioning:

→ Formula E Racing, Wired Magazine, Art Basel, SXSW

Technology Activations:

Jaguar has positioned itself as an innovator by creating experiences around:

→ Electric vehicles, Interactive displays, Digital configurators, Immersive product launches



BioOx Brand Activations

How BioOx Brings its Brand to Life:

BioOx has used brand activations to create immersive experiences that connect customers emotionally to the BioOx brand.

BioOx's mission is centered on biological technologies that improve environmental health through air purification, water treatment, soil restoration, and related innovations.

The company positions itself around measurable scientific performance and sustainability.

Clean Air Pop Up Lounges:

Create branded wellness spaces at sustainability, healthcare, or technology events where attendees can experience BioOx technology while learning about the underlying science.

Agriculture Demonstration Farms:

Partner with farms and universities to showcase improvements in soil health and crop performance:

→ Host field days where growers can compare treated and untreated plots.

Conclusion: How To Build Brand Experiences

01

High-performing organizations intentionally design **brand experiences** that align **strategy, marketing, and operations** to deliver consistent value at every customer touchpoint. A brand is not simply what an organization says—it is what customers experience.

02

Brand experience is a business strategy. It differentiates organizations by creating meaningful, memorable interactions that build trust and long-term loyalty.

03

Every interaction matters. From digital channels and sales to customer service, products, employees, and post-purchase support, every touchpoint shapes brand perception.

04

Measurement drives improvement. Organizations should track customer satisfaction, loyalty, engagement, operational performance, and business outcomes to refine experiences over time.

THANK YOU

Any questions?