

## Panel Discussion

# WHAT INFLUENCES TRUST IN A BRAND? COMMUNICATIONS V/S CUSTOMER EXPERIENCE

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A black and white portrait of Mark Twain, showing him from the chest up. He has white, wavy hair and a prominent white mustache. He is wearing a light-colored suit jacket over a white shirt and a dark vest. The background is dark, making his face and hair stand out.

NEVER LET THE TRUTH GET IN THE WAY  
OF A GOOD STORY

mark twain

YOU'VE GOT TO START WITH THE  
CUSTOMER EXPERIENCE AND WORK  
BACK TOWARD THE TECHNOLOGY

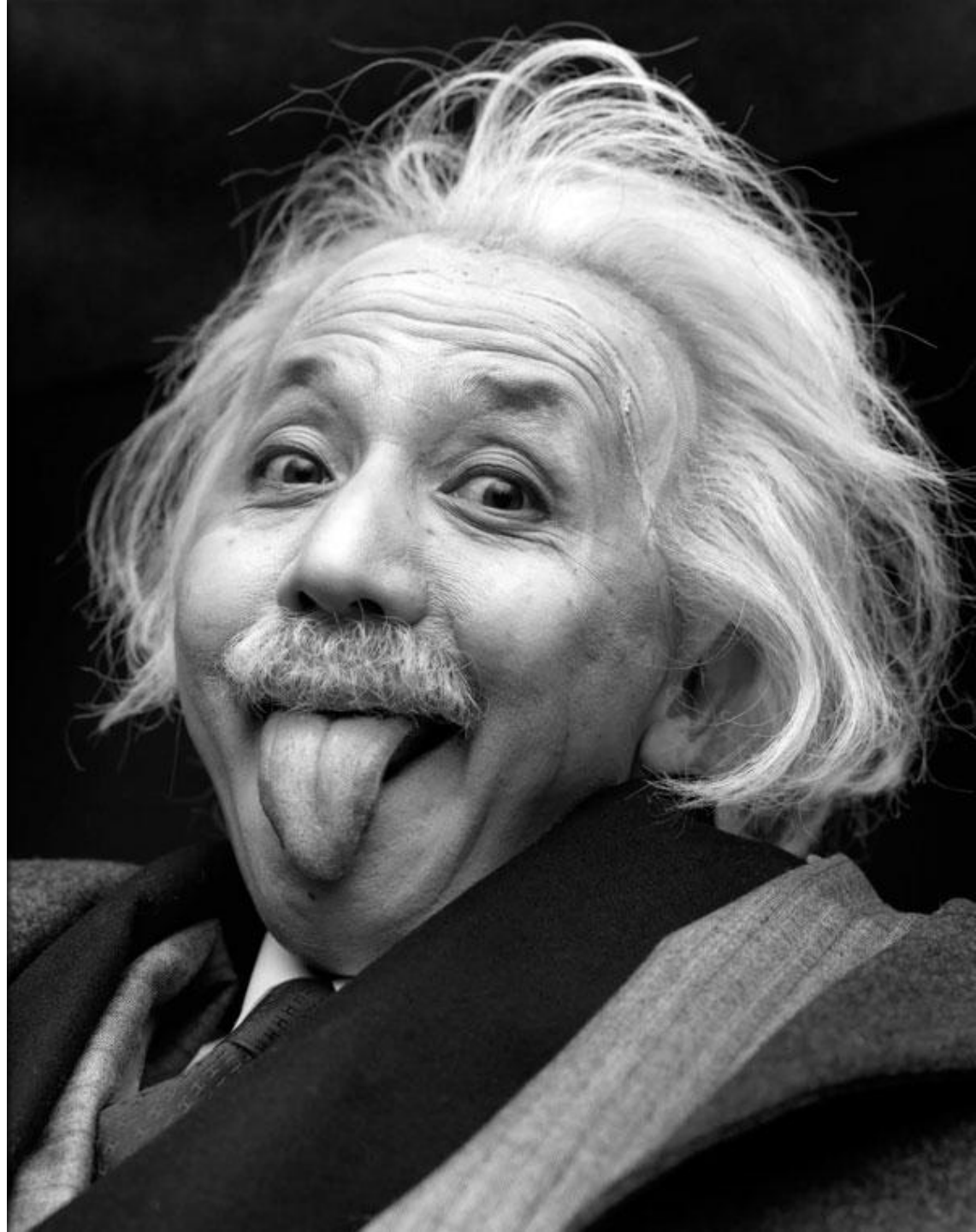
steve jobs

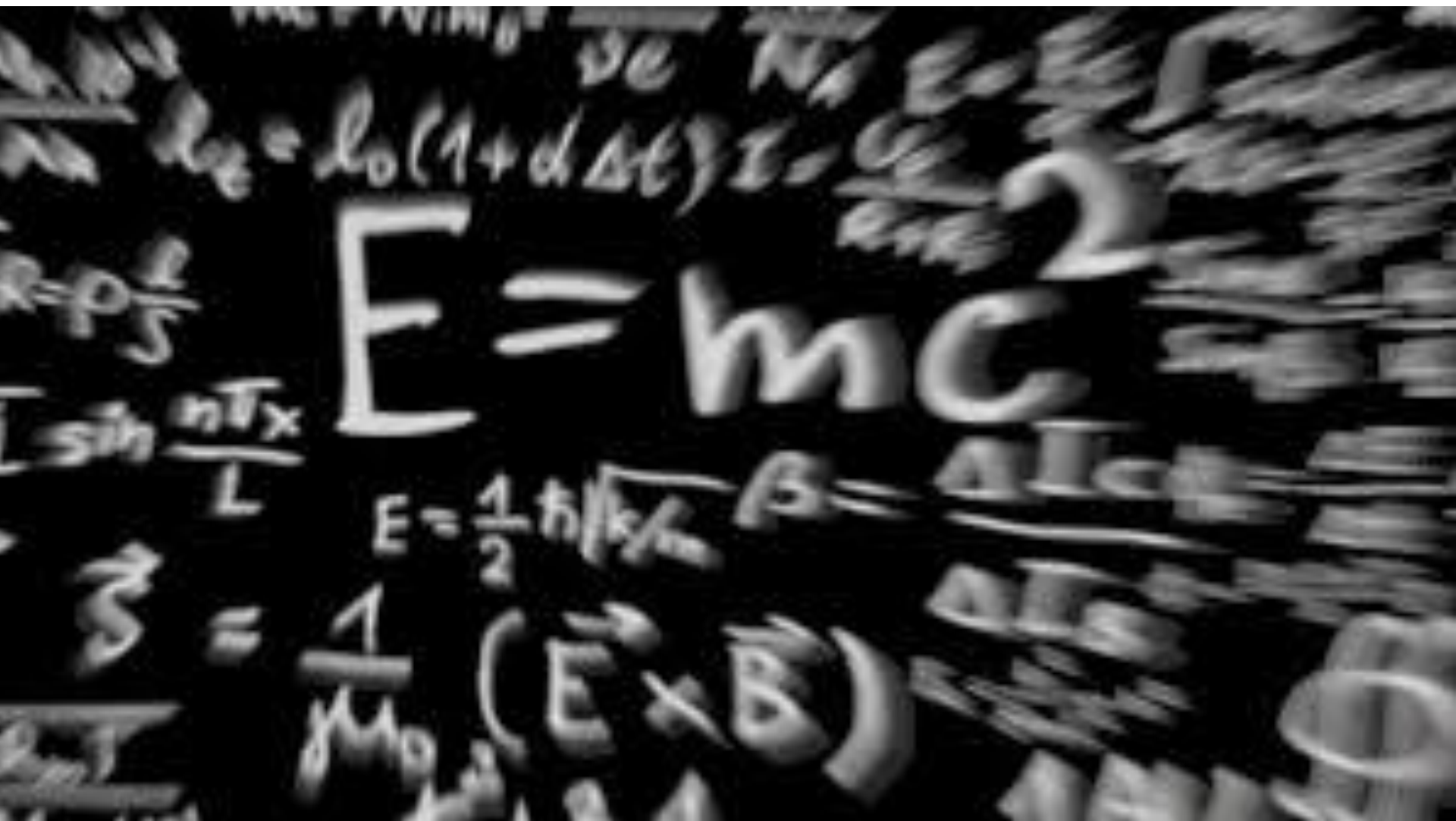


WHAT IS THE WORLD'S MOST FAMOUS  
MATHEMATICAL EQUATION THAT HAS THE  
POWER TO TRANSCEND THE BARRIERS OF  
LANGUAGE AND CULTURE?

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**A QUESTION THAT  
SOMETIMES DRIVES  
ME HAZY: AM I OR  
ARE THE OTHERS  
CRAZY?**





$$E=mc^2$$

e = energy

m= mass

c = speed of light

Albert Einstein published his Special Theory of Relativity in 1905 and in doing so discovered that mass and energy are actually the same thing, with one a tightly compressed manifestation of the other.



The theory of  
relativity from the  
perspective of a  
***brand crazy***  
strategist



11<sup>th</sup> Mar 2015, World Communication

The brand value is a moving index. The potential of a brand can be transferred to create new brand equity and vice versa. The manifestation of this depends on our ability to interlink and multiply communications and customer experience in a seamless and consistent manner.

$$e=mc^2$$

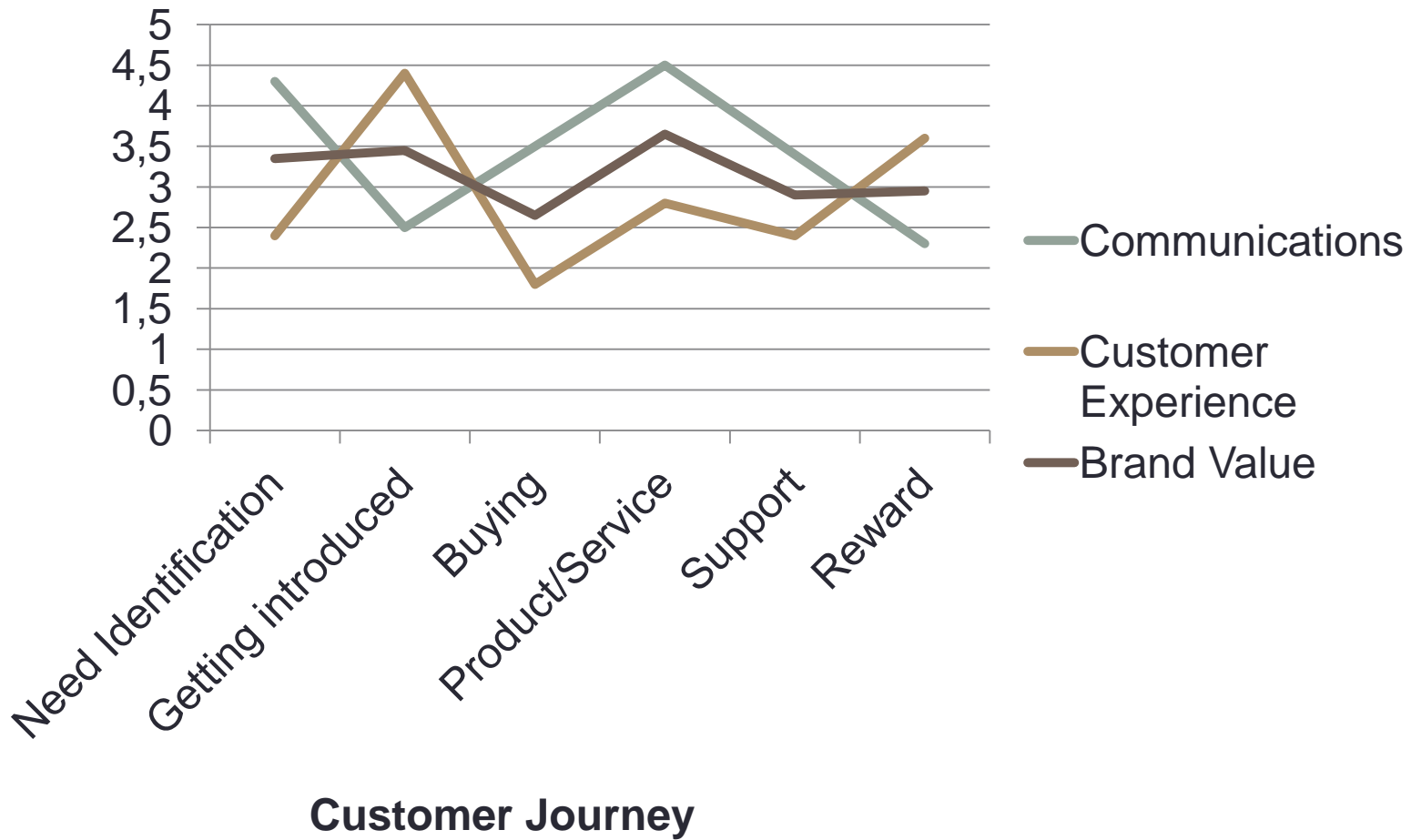
e = equity (or brand equity)

m= mass (the existing weight or potential of your brand)

c = communications

c = customer experience

## The brand value is a moving index.



धन्यवाद

감사합니다 Natick

Grazie Danke Ευχαριστίες Dalu

Thank You Köszönöm

Tack

Спасибо Dank Gracias

谢谢 Merci Seé  
ありがとう

Obbrigado

# THANK YOU

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