

BRAND EXPERIENCE STRENGTH INDICATORS

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Abstract: This article analyzes the indicators used to evaluate brand experience based on the “Brand Experience Strength Indicators” (BESI) model. The model introduces a new approach of identifying emotional, digital, and cultural interactions between brands and consumers in Uzbekistan. Through the BESI model, it becomes possible to assess a brand’s ability to remain in customer memory, deliver immersive experiences, and offer personalized services. The research has practical implications for improving marketing strategies.

Аннотация: В данной статье анализируются индикаторы оценки брендингового опыта на основе модели «Индикаторы Силы Брендового Опыта» (ИСБО). Модель представляет собой новый подход к определению эмоциональных, цифровых и культурных связей между брендами и клиентами в Узбекистане. С помощью ИСБО определяются такие аспекты, как способность бренда оставаться в памяти клиентов, уровень предоставления иммерсивного опыта и качество персонализированных услуг. Исследование имеет практическое значение для совершенствования маркетинговых стратегий.

Key words: The Brand experience, emotional marketing, BESI model, immersive experience, digital engagement, cultural alignment, individual approach, brand memory.

Ключевые слова: Брендовый опыт, эмоциональный маркетинг, модель ИСБО, иммерсивный опыт, цифровое взаимодействие, культурная совместимость, индивидуальный подход, память о бренде.

In modern marketing, the customer experience is a broader and deeper process than the mere presentation of a product or service. Factors such as how a brand builds relationships with customers, the emotions it evokes, and how it is represented in the digital environment play a crucial role in attracting today’s consumers. Particularly, emotional connection between the brand and the customer, personalized approaches, and cultural alignment are among the key elements that define the strength of the experience. Therefore, in developing marketing strategies, not only product quality but also the impressions and experiences left on the customer are gaining priority.

In recent years, the term “experiential marketing” has gained relevance in the marketing world, emphasizing consumers’ multisensory, emotional, and digital engagement. This is especially pertinent in societies like Uzbekistan, which are undergoing rapid digital transformation, where there is a growing need to thoroughly analyze brand-customer interactions and assess them based on new scientific approaches.

This article arises from such a need and focuses on evaluating brand experience through a new model called the “Brand Experience Strength Indicators (BESI).” This model enables the assessment of how brands interact with customers on emotional, digital, and cultural levels using six core indicators. The article provides a scientific analysis of these indicators, examines their applicability in marketing practices, and identifies which indicators have the most significant impact on strengthening brand experience in the context of Uzbekistan.

In recent years, the concept of brand experience has emerged as a distinct scientific direction within the field of marketing. It encompasses the emotional, cognitive, and memorable experiences that arise from consumers' direct or indirect interactions with a brand (Schmitt, 1999). While traditional approaches primarily focused on the functional aspects of products, modern marketing emphasizes the impressions a brand leaves on consumers, the emotions it evokes, and the formation of associated memories.

Emotional marketing is an approach aimed at fostering long-term loyalty by strengthening the emotional connection between the brand and the consumer. Numerous studies have shown that customers make decisions not solely based on product quality, but also on the emotions they experience (Kotler & Keller, 2016). In particular, when consumers feel valued, understood, or uniquely acknowledged, they are more likely to form an emotional attachment to the brand. One of the key indicators of the BESI model — the *Emotional Connection Level (ECL)* — is designed to measure this specific relationship. With the deep integration of digital technologies into the field of marketing, the interactions between brands and consumers have taken on new forms. Today, consumers primarily engage with brands through social media platforms, websites, and mobile applications, and the quality of these digital interactions has become a vital component of brand experience (Lemon & Verhoef, 2016). The *Digital Engagement Activity (DEA)* indicator within the BESI model provides a framework for evaluating this process. Consumers' attitudes toward brands are often closely tied to their personal values, culture, and life experiences. Therefore, every brand must develop its marketing strategy based on a deep analysis of the cultural characteristics of its target audience. The presence of the *Cultural Compatibility Score (CCS)* indicator in the BESI model serves precisely this purpose — it allows for the evaluation of how well a brand aligns with the cultural values of its audience on visual, linguistic, or emotional levels.

Moreover, modern consumers prefer to see themselves not as "standard buyers," but as unique individuals. Personalization — the provision of individualized services — is becoming one of the primary tools for increasing brand loyalty. The *Personalized Approach Index (PAI)* is designed to measure this aspect by addressing whether the customer feels recognized, valued, and considered worthy of attention by the brand.

This study conducted an applied analysis of brand experience based on the BESI model. A mixed-method approach combining both qualitative and quantitative methodologies was employed. Using data collected through surveys, observations, and content analysis, the activities of two marketing agencies — **We Digital** and **MA'NO Branding Marketing** — were analyzed across six indicators.

We Digital is one of the IECLing digital marketing agencies in Uzbekistan, offering services such as social media management, design, SMM strategy development, and content creation. Their digital interaction with clients is highly interactive and rich in visual elements that reinforce brand memory. Additionally, they actively incorporate emotional marketing components into their advertising videos and content strategies.

MANO Branding Marketing is an agency specializing in branding and marketing strategies, with a strong emphasis on national values, cultural compatibility, and aesthetic design. Their projects often resonate with clients on emotional and cultural levels and are grounded in a personalized approach.

The rationale behind selecting these two agencies was to test how the BESI model performs in the context of brands with differing strategic approaches and to identify how the indicators impact organizations with varying styles.

Using a single approach to analyze brand experience often yields superficial results. That is why the BESI model, through its six key indicators, enables a multifaceted and in-depth analysis of the brand-customer relationship.

The comparative analysis reveals that both agencies prioritize different aspects in shaping brand experience:

- **We Digital** primarily focuses on strengthening the brand through digital engagement and interactive content. This is clearly reflected in their strong performance in digital participation, brand memory, and emotional connection. However, their level of cultural compatibility is somewhat limited — a result likely linked to their design strategy, which aligns more closely with global trends.
- **MA’NO Branding Marketing**, on the other hand, places strong emphasis on aesthetic taste and the integration of cultural values. This has led to higher scores in cultural compatibility, emotional connection, and personalized approach indicators. Nevertheless, they demonstrate relatively lower performance in terms of digital engagement.

The analysis based on **BESI model** shows that each indicator reveals a specific dimension of brand experience. This model serves as an effective scientific and practical tool for thoroughly evaluating the overall brand experience of marketing agencies. In the context of Uzbekistan, marketing agencies can leverage the evaluation of these indicators to better refine their strategies and establish more stable and emotionally resonant relationships with customers.

Analysis Table Based on the BESI Model

Indicator	We Digital	MA’NO Branding Marketing
Emotional Connection Level (Indicator)	High (68%)	Very High (74%)
Digital Engagement Activity (Indicator)	Very High (73%)	Lower (42%)
Immersive Experience Indicator	Moderately High (55%)	Moderately High (61%)
Cultural Compatibility Assessment	Average (49%)	Very High (86%)
Individual Approach Indicator	High (64%)	High (71%)
Brand Memory Level	Strong (65–70%)	Strong (69%)

In the contemporary marketing environment, where relationships between brands and consumers are becoming increasingly complex, traditional advertising tools and strategic approaches alone are no longer sufficient. Especially in an era marked by digital transformation, cultural diversification, and the growing importance of emotional connections, there is a clear need for a model capable of systematically and multifacetedly assessing brand experience. From this perspective, the **Brand Experience Strength Indicators (BESI)** model represents a relevant and valuable tool for both marketing practice and academic research.

This model not only measures the imprint a brand leaves on consumer consciousness but also

identifies its potential to meet consumers' emotional, digital, and cultural needs. Each of the six BESI indicators reflects a distinct dimension of customer experience, making it a deeper, more contextual, and emotionally richer tool compared to other existing assessment models such as the Net Promoter Score or Customer Satisfaction Index.

The application of the BESI model in analyzing the marketing activities of **We Digital** and **MA'NO Branding Marketing** agencies demonstrated how these indicators function in real marketing practice. Despite employing different approaches and styles, each indicator manifested uniquely in the agencies. While **We Digital** excelled in digital engagement and interactivity, **MA'NO** led in cultural compatibility and emotional approach, confirming the model's versatility and adaptability.

The practical significance of the BESI model lies in its applicability beyond branding agencies — it can be used by product manufacturers, service providers, and even non-profit organizations to evaluate their consumer interactions. Additionally, the model can serve as a guiding framework for brand positioning, communication strategy revision, and enhancement of customer experience.

Both theoretical and empirical analyses confirm that this model can be successfully applied as an innovative approach in Uzbekistan's marketing practice. Future prospects include conducting broader surveys based on the BESI model, performing inter-brand comparisons across sectors, and enriching the model with new indicators.

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