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12 Ways To Communicate Your Brand To Customers ... - Forbes
As opposed to digital marketing, branding aims to create connections between consumers and the product or service being delivered so that brand recognition is established in the digital world.

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Branded Interactions is about the intersection of branding and design. Spies describes how a unique and cohesive user experience is vital in order to create a strong brand in today's digital world. My understanding of branding prior to reading this book was of corporate visual identities (including colors, typography, logo).

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In high-traffic areas, use digital devices, such as tablets, to showcase your logo or marketing collateral. For a tech-free approach, turn to clothing and swag. Put your staff in well-branded clothing showcasing your brand colors and logo. Keep your team hydrated with branded mugs and water bottles.

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The importance of mobile apps for smartphones and tablets has grown exponentially in recent years, while interactive touch points and billboards are increasingly found in the real world. The interface is now the brand. Branded Interactions is a practical handbook for professional digital designers and those just starting out.

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Good Practice sections show what successful branded interactions look like. The BlxD process is presented in five phases: Discover, Define, Design, Deliver, Distribute. Good Practice sections show what successful branded interactions look like. About the book; Content; Praise; Branded Interactions Creating the Digital Experience.

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