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Branded Interactions: Creating the Digital Experience by

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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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Branded Interactions: Creating the Digital Experience Review . An invaluable source of inspiration for anyone involved with or interested in the design of interactive brands Digital design plays

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a crucial role in how customers experience a brand. However, corporate websites and online shops are only one part of interactive brand identity.

Branded Interactions: Creating the Digital Experience Free ...

The brand-oriented design of interactive applications goes beyond visual design. The challenge of shaping digital touch points fundamentally changes the profession of design. Branded Interactions offers sound and practical advice with case studies and checklists throughout the BlxD process.

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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

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Branded Interactions : Creating the Digital Experience. 4.34 (43 ratings by Goodreads) Hardback. English. By (author) Marco Spies. Share. Digital design plays a crucial role in how customers experience a brand. However, corporate websites and online shops are only one part of interactive brand identity.

Branded Interactions : Creating the Digital Experience

We've been thinking a lot about branded interactions, or interactions that express a brand's values. These can be purely physical (the pop of a Snapple cap); digital (Netflix's one-button unsubscribe); or digital-physical (Tesla's door handle). (See below for more about these examples.)

Our 15 Favorite Branded Interactions | Accelerator Blog

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Branded Interactions: Creating the Digital Experience ...

Another reason it's essential to have a digital-first approach to branding is that consumers expect brands to be responsive on digital platforms. In fact, 60% consider it a bad customer experience if they don't get a response after reaching out to a brand on a social network, and 84% expect a response within 24 hours.

Brand Awareness: Why a Digital First Approach Is Essential ...

Service businesses are doing well, but it's time to get ahead of the changes in consumer behavior and create a purchasing process that limits friction. Related: [5 Ways Brands Can Reinvent Their ...](#)

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