

20 Emblematic Touchpoint Types

What is an Emblematic Touchpoint?

An emblematic touch point is a specific type of story narrative that symbolizes the whole or a component of the company brand in a way that is memorable, easy to recall, and easy to share with others through story (in fact by sharing the story, your client looks good by using it as social currency).

Example: The DoubleTree hotel chain's warm lobby cookies are an emblematic touch point, frequently mentioned in their social media posts. This memorable gesture has significantly impacted the brand's perception, with over a third of online reviews highlighting the cookies.

1. **"-est"** - Emphasizes an extreme quality (e.g., longest, biggest, funniest), setting the brand apart by highlighting a superlative aspect.
2. **"Cherry on top"** - Adds a delightful finishing touch to the standard service or product, enhancing customer satisfaction with something unexpectedly pleasant.
3. **Secret/hidden message or feature** - Incorporates elements that are not immediately apparent, inviting customers to discover something unique about the service or product.
4. **Exclusive/VIP** - Offers premium services or products that are available to a select group, enhancing the feeling of exclusivity and prestige.
5. **Personalization** - Tailors the experience or product to individual customer preferences, making it feel specially made for them.
6. **"...forget something?"** - Introduces a playful or helpful reminder or feature that addresses common oversights or needs, often in a thoughtful way.
7. **Quirky** - Involves unconventional or unexpected features that are memorable and distinctively different, adding character to the brand.
8. **Unexpected opposite** - Delivers a service or product in a way that is contrary to industry norms, creating a memorable contrast.
9. **"The competition would never"** - Features bold or unconventional offerings that set the brand apart from what competitors are willing to do.

10. **Oversimplify options** - Simplifies the decision-making process by reducing choices, making the experience easier and more straightforward for the customer.
11. **Over expanded or detailed options** - Provides an extensive array of choices or details, catering to customers who appreciate comprehensive options.
12. **Replacement** - Offers a new take or improvement on traditional services or products, providing a better alternative.
13. **Extension of use or value** - Enhances the functionality or longevity of a product or service, offering more utility or continued value.
14. **Call back to value** - Reaffirms the core values or the fundamental promise of the brand, reinforcing what customers value about the brand.
15. **Call forward to value** - Anticipates future needs or values, positioning the brand as forward-thinking and proactive.
16. **Celebrate or commemorate** - Marks special occasions or milestones with celebrations or acknowledgments that create lasting memories.
17. **Gamify experience** - Introduces elements of play or competition, making interactions more engaging and enjoyable.
18. **Shared experience** - Fosters a sense of community or collective participation, encouraging group involvement and discussion.
19. **Emotional tug** - Connects with customers on an emotional level, eliciting feelings like joy, nostalgia, or empathy.
20. **Sensory activate** - Engages one or more senses in an unusual or intensified way, enhancing the perceptual experience of the brand.