



For Immediate Release

Revealed: The Secrets Cult Brands Use To Avoid Failure **Six principles marketing departments must embrace today**

January 26, 2015, Calgary, AB – Last February, a handful of leaders from some of the world’s most successful brands met in Banff at a first-of-its-kind summit called The Gathering and shared well-kept secrets they’ve used to build unbreakable brand loyalty and dominate their market categories with an intimate audience of 300.

Next month, The Gathering will take place once again, this time bringing together a more diverse group of “cult brand” leaders, including UFC President, Dana White, Nintendo EVP Marketing, Scott Moffitt and Tim Hortons CMO, Peter Nowlan. The popularity of the inaugural event has attracted the support of Fast Company, and will see a larger audience of over 500 delegates from around the world expected to attend.

“These brands have been wildly successful because they behave differently than others in their category, and invest in things that drive consumer engagement instead of things like mass advertising,” explained Sheldon Lachambre, Managing Director, The Gathering. “They’ve mastered what research shows to be six principles that give them the advantage of fanatical customers who buy them exclusively, pay more when they do, and ignore other brands.”

The six principles referenced by Lachambre provided the criteria for the cult brands being honoured at The Gathering, which provides attendees a rare opportunity to learn how marketers should successfully apply those same principles, as follows:

- 1. Remarkability.** Cult brands deliver extraordinary products, services and experiences that get consumers talking. Marketers must help influence the development of new offerings.
- 2. Credo.** Cult brands are driven by a powerful ethos. Marketers must find ways to bring their higher purpose to life in ways with consumers can feel, see and touch.
- 3. Inspirational.** Cult brands inspire brand fanaticism from within first, before focusing on external audiences. Marketers must make their own organization believe before consumers will.
- 4. Relatability.** Cult brands behave in very human ways, which makes them relatable to consumers. Marketers must make their brand’s values and personality present at every touch point, as humanly as possible.
- 5. Involvement.** Cult brands invite their best customers inside to co-create and share in decision-making. Marketers must create opportunities that empower customers with a sense of ownership over the brand.
- 6. Pervasiveness.** Cult brands embed themselves into consumers’ lives in meaningful

ways. Marketers must find ways for their brand to connect with consumers in new and unexpected ways and places.

Last year's event revealed how brand leaders at Red Bull, GoPro, Urban Outfitters, National Hockey League and Las Vegas embrace responsibilities beyond those of most marketers, including company culture, product development, and customer experience, topics that will be expanded upon at The Gathering 2015. This radical shift in behaviour is quickly transforming the structure and spending of marketing departments among leading brands, leaving laggards mired in mediocrity, or worse.

The Gathering takes place in Banff, Canada against a backdrop of high-profile retail brand failures, including Jacob, Smart Set, Mexx, Bombay, Sony and most notably, Target. "Attendees should come prepared for a bit of a wake up call," remarked Sheldon Lachambre, The Gathering's Executive Director. "It's their one chance to borrow pages from the play-books of brands who aren't just surviving, but thriving amidst changing consumer attitudes and increased competition."

The Gathering takes place February 18 through 20, 2015 at The Fairmont Banff Springs, Banff, Alberta. All-access passes are still available for \$999 each, with group rates available by request. A detailed agenda and further information is available at <http://www.cultgathering.com/>

###

About The Gathering

Founded in 2013, The Gathering is an exclusive summit focused on exposing the principles and practices employed by the world's most successful brands. The conference brings together respected thought leaders and senior executives behind brands who've dominated their industries or categories by winning the irrational loyalty and devotion of customers and fans the world over. The Gathering is supported by its valued sponsors, including Air Canada, Las Vegas Visitors & Convention Authority, and is produced in partnership with e=mc2 Events.

Media Contacts:

Sarah Geddes, Sass Communications
Phone: 403.802.0200
Email: sarah@sasscommunications.com

Sheldon Lachambre, Managing Director
Phone: 403-123-4567
Email: sheldon@cult.ca

Stay Connected:

www.cultgathering.com
Facebook – www.facebook.com/cultgathering
Twitter - @cultgathering
Instagram - @cultgathering