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cultivate fanatical customer loyalty. At first glance, companies like Apple and Nike have little in common with organizations like the Hell 's Angels and the Unification Church.

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from brands like JetBlue, Harley-Davidson, and Ben & Jerry's. In each scenario, Atkin shows us how these brands make their customers feel special, important, and part of a unique group, fostering a type of loyalty that most businesses can only dream of.

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Macintosh, Atkin says, is an example of a "cult brand," one that inspires a loyalty as intense as religious devotion by selling an implicit idea, identity, or community along with a product.



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Cult Brand: a brand for which a group of customers exhibit a great devotion or dedication. Its ideology is distinctive and it has a well-defined and committed community. It enjoys exclusive devotion (that is, not shared with another brand in the same

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category), and its members often become voluntary advocates.

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align themselves with a specific segment of the population, how to attract and keep new "members," how to establish a mythology about the company, and how to manage a workforce filled with true believers.

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brand is a mental  
shortcut that is not only  
simple but also, in its  
own way, blissful. More  
important, in categories  
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signals of quality;...

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A cult brand, then is when the group or community is built around a brand. This, of

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course, is not a new idea. Marketers have always tried to get people to love their products with religious devotion.

Turning Customers Into Cultists - The Atlantic  
A cult brand attracts certain customers for a variety of reasons and rewards them in a variety of ways but it is

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important to keep in mind that few brands possess the power to do so. Also, that a cult brand is not necessarily a consumer product nor even a physical object.

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Cult brand: a brand for  
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Turn Your Customers  
into True ...

The Culting of Brands:  
Turn Your Customers  
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first glance, companies  
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the Unification Church.

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