

An example of this might be a middle-aged consumer who has driven cars since they turned 16 and now continues to drive various Toyota models. The goal for Nonlinear Marketing communications here is to encourage repeat brand purchase and develop long term loyalty so that the customer does not consider leaving the product category or the Toyota brand for as long as possible. These customers have both high levels of product and brand involvement and are able to perceive differences between brands because of their extensive usage. Over time, this customer will have developed brand experiences that have solidified the meaning of the Toyota brand.