

found two distinct clusters, which we have categorized as purchase brands and usage brands: Purchase brands focus on creating demand to buy the product, while usage brands focus on creating demand for the use of the product. Purchase brands emphasize promotion; usage brands emphasize advocacy. Vail Resorts remade their entire marketing strategy with a program called EpicMix. Most other ski resorts focus on promoting their snow-making abilities and giving discounts on lift tickets. By contrast, Sephora and Ulta provide instruction, community, and services to help people feel confident in being able to use the makeup themselves when they get home.