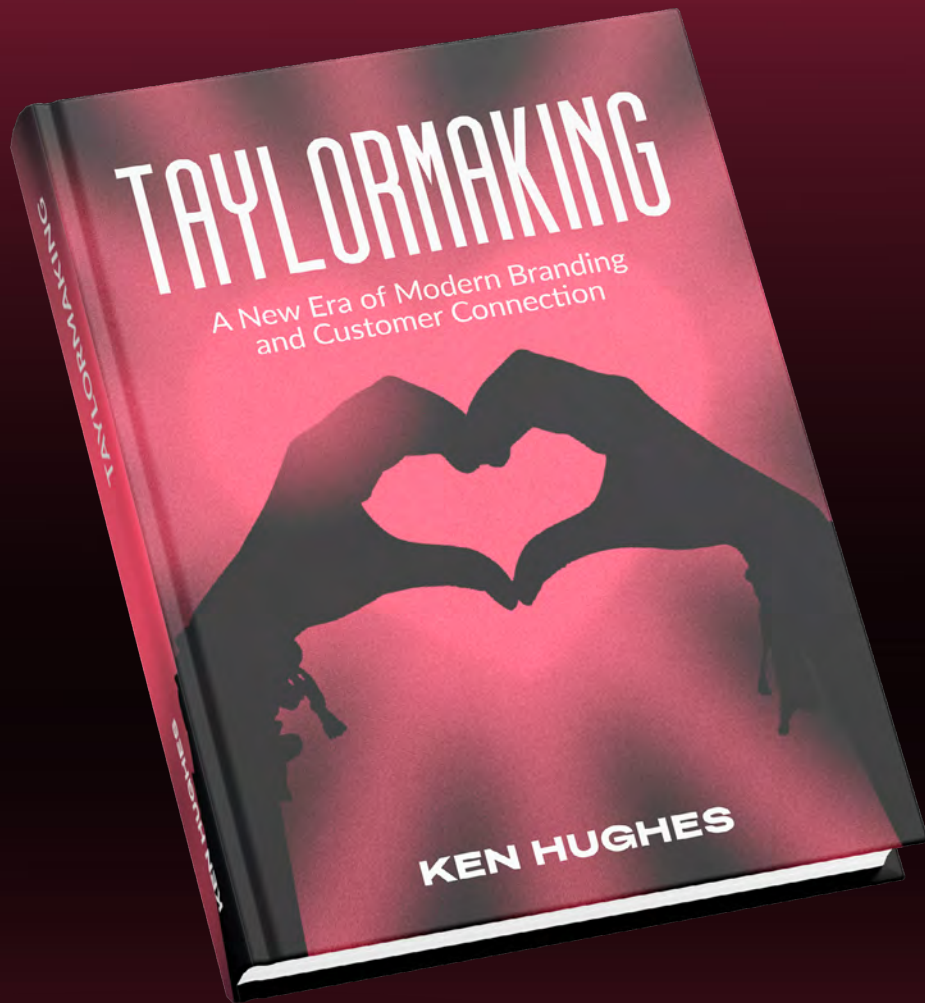


MEDIA KIT

A business playbook inspired by Taylor Swift's tribal fandom



"This book is a masterclass an essential reading for
anyone serious about building brand loyalty and
emotional customer connection"

CHRIS BARTON
FOUNDER OF SHAZAM

LAUNCHED ON
SEPTEMBER 13, 2025

No 1 Customer Service Selling
book on **amazon**

ABOUT THE BOOK

Taylormaking: Your Backstage Pass to Brand Brilliance

“Taylormaking: A New Era of Modern Branding and Customer Connection” reveals how Taylor Swift’s unmatched ability to connect with fans holds powerful lessons for brands everywhere. Blending brand strategy with pop-culture insight, Ken Hughes shows leaders how to move beyond customer service into true emotional connection, tribal belonging, and loyalty.

SUMMARY OF THE BOOK

Discover the CX Strategy Behind the World’s Biggest Fandom

Taylormaking explores what brands can learn from Taylor Swift’s extraordinary ability to build customer loyalty and emotional connection. Using each of her twelve albums as a framework, consumer behaviour expert Ken Hughes unpacks the secrets behind her brand intimacy, fan devotion, and customer experience mastery.

From surprise releases to values-led leadership, and from team empowerment to emotional vulnerability, this book reveals powerful CX lessons hidden in plain sight.

Whether you’re in marketing, leadership, or branding, this is your guide to creating unforgettable experiences that truly connect — all through the lens of the most successful pop brand of our time.

Themes covered

- Emotional connection
- Brand loyalty
- Tribal communities
- Brand storytelling
- Customer experience
- Fandom sub-cultures

Unique features

(A business book like no other)

- Curated Spotify playlists per chapter
- Integrated video bonus content accessed through QR codes
- Over 50+ strategic consultancy questions for self-reflection
- Real-life business case studies beyond the music industry

Detailed Book Summary

Taylor Swift is a global superstar, cultural phenomenon, and musical powerhouse—but she also teaches something else entirely: a masterclass in modern customer connection. In *Taylormaking: A New Era of Modern Branding and Customer Connection*, consumer behaviour expert and self-confessed “unlikely Swiftie” Ken Hughes unpacks how Taylor Swift has built one of the most emotionally connected brands on the planet—and what every business can learn from her playbook.

This isn't a biography or a fan tribute. It's a practical business book that draws on Swift's 20-year career to explore how emotional intelligence, personalisation, fandom, community, and purpose-driven branding are the cornerstones of lasting customer loyalty. Whether it's her surprise album drops, hidden Easter eggs, friendship bracelet rituals, or re-recording her entire back catalogue to reclaim ownership, Swift has repeatedly disrupted her industry—not just musically, but experientially.

Structured around her 12 studio albums, each chapter of the book reflects a different business lesson: from challenging outdated business models (*Fearless*) to exceeding customer expectations (*Speak Now*), building tribal loyalty (*Red*), co-creating with fans (*1989*), and using vulnerability as a branding superpower (*Lover*). The book also examines Swift's commitment to values, including her bold courtroom stand on sexual assault, and her investment in employee experience—from gifting truck drivers six-figure bonuses to spotlighting her dancers on stage. These aren't random gestures—they're deliberate moves that reinforce emotional connection at every level of the customer journey.

Drawing from behavioural psychology, consumer trends, and real-world case studies, *Taylormaking* decodes how Swift's intuitive approach to audience engagement can be replicated in any business, big or small. You'll find insights on designing emotionally intelligent customer experience (CX) strategies, moving from transactional experiences to intimacy, and how to stay relevant in an age of AI-driven hyper-personalisation.

Written in a witty, energetic tone with digestible chapters, curated Spotify playlists, and actionable takeaways, the book is designed for marketers, CX leaders, entrepreneurs, and anyone looking to build a more human-centred brand. It's not just a guide to fandom—it's a roadmap to connection, meaning, and loyalty in the experience economy.

As Hughes writes, Swift didn't just build a brand—she built a bond. And in today's attention-starved, emotionally starved marketplace, that may be the most powerful strategy of all.

Are you ready for it?

ABOUT THE AUTHOR

Ken Hughes



[SHORT BIO]

Ken Hughes, known as ‘The King of Customer Experience’ is a globally renowned keynote speaker, author, and leading authority on consumer and customer experience.

With over two decades of experience advising Fortune 500 companies and global brands, he is celebrated for his engaging blend of behavioural science, storytelling, and real-world strategy. Known as one of the world’s top thought leaders in branding and customer connection, Ken brings fresh insight into how brands can build loyalty in the digital age.

Taylormaking: A New Era of Modern Branding and Customer Connection is his latest work, combining his expertise with the cultural phenomenon of Taylor Swift to inspire businesses to rethink how they connect with their audiences.

[LONG BIO]

Ken Hughes, known as ‘The King of Customer Experience’ is widely regarded as one of the world’s leading authorities on consumer behaviour and customer experience.

For over twenty years, he has advised some of the biggest global brands across retail, tech, finance, and FMCG, helping them understand the psychology of the modern customer and how to deliver experiences that truly connect.

A behavioural scientist by training and a performer at heart, Ken is celebrated for his high-energy keynote speeches, which blend research, humour, and storytelling to inspire audiences in over thirty countries each year.

His work has earned him a reputation as a thought leader at the forefront of digital transformation, loyalty, and the evolving expectations of the next generation of consumers.

Taylormaking: A New Era of Modern Branding and Customer Connection is his latest book, merging his expertise in customer connection with the cultural phenomenon that is Taylor Swift.

By exploring how Swift built one of the most loyal fanbases on the planet, Ken distils powerful lessons for brands, leaders, and entrepreneurs who want to move beyond service to true emotional customer engagement.

With a career dedicated to helping businesses stay relevant in an age of disruption, Ken continues to challenge organisations to think differently about connection, culture, and customer experience.



- One of the world’s top 50 Customer Experience (CX) influencers (2025)
- Known as “The King of Customer Experience”
- Advises Fortune 500 brands
- Over 80 global keynotes annually
- Best Selling Author

Sample Interview Questions

Why does the world seem gripped by Taylormania?

It was one of the first things that attracted me to study her brand as a phenomenon - the scale and depth of the engagement beyond the usual fan hysteria. We have always had hysterical fandom - in the 60s we had it with Beatlemania, in the 70s we had Jaggermania, and in the 80s with Jacksonmania. But this is something different.

Taylor Swift has built a brand with many layers of consumption and community. You can just listen to the music or watch her videos, or you can fall down the rabbit hole of numerology, hidden clues, into the community and choose to belong.

I also think there is a fascination and respect for her across so many areas - as a singer/songwriter, musician, entertainer, producer, director, fashion icon, and as a savvy entrepreneur. There is a reason her net worth is twice that of Madonna or Beyoncé.

What inspired you to connect Taylor Swift's fandom to business strategy?

She is an outlier, something of a unicorn. In the music industry it is unusual to have the longevity of success she has had - growing consistently in popularity and reach over 20 years.

The depth of emotive loyalty she has built with her 'Swiftie Army' is one of the best cases studies we have today on Tribal Belonging. There is a religiosity to the community, a deep emotive belonging and loyalty every commercial brand seeks. So I set out to look behind the show curtain and see how it was done, and then wrote the playbook so every brand can do the same.

What's the biggest mistake brands make in trying to build loyalty?

They focus on transactional frequency and not the relationship. 'Buy 9 cups of coffee, get your 10th free' is not a loyalty programme - it is entrapment.

When we focus on relationship we become curious as to what we can give, not what we get. Most brands focus on the capitalist and commercial side of the equation. They

talk about 'customer centricity' but their key focus is on sales volumes, profit margin, and market share.

When you focus on investing in the customer relationship beyond the product, when you reach into customer's lives and truly make a difference, when you start with 'how will this make my customers feel', then you lay down the foundations for Customer Lifetime Value.

Loyalty is emotive, not transactional.

What can small businesses learn from pop culture?

Every artist starts off playing the small gigs. They all dream of playing the arenas, the roar of 60,000 fans. The reality is that most artists yearn for the days of the smaller, more intimate rooms. The space where you can truly connect with the fans, feel and enjoy the experience together.

That is the advantage the SME sector has over large global corporations. Building community belonging, customer connection and loyalty is inherently easier for small businesses. They have natural agility and a closeness to their customer base that is difficult to retain when scaled.

Taylormaking is a playbook that shows the SME sector how to leverage their unique position and step into an 'excite & delight' space - going beyond customer expectations and building local fandom. The book is written as a playbook, an action-plan for customer connection success.

Why is emotional connection more powerful than traditional marketing?

Because it is all that matters.

In our digitally immersive world, a world about to get even deeper with AI, Quantum Computing and Humanoid Robotics, human and emotive connection is everything.

Traditional marketing approaches were based on a PUSH strategy - convince customers they needed the product, shout loud, advertise, sponsor, promote. The new consumer is smarter than that.



Today if we want consumers to invite us into their lives as brands, we need to earn that invitation. Consumers want to buy and consumer brands with whom they have shared values. They want a relationship, a belonging, to feel part of something bigger than a 'for profit' transaction.

Emotional connection builds loyalty. Investing in emotional customer connection is how we build tribal fandom, for any brand.

What specifically has Swift done differently to build such tribal belonging?

Well there are 12 chapters in the book, each chapter modelled on one of her Eras, her twelve studio albums. Each chapter takes a core value she has brought to life with her 'customers' to build the level of engagement she has attained.

Let's take 'Surprise & Delight' - the idea of going beyond customer expectations at every opportunity. Whether it is turning up at fans' homes or weddings, inviting them into her home, sending them personalised gifts, she has consistently invested in 'excite & delight' for over 20 years.

Then there is the gamification strategy she has embedded in the product. The Easter Eggs (hidden clues) that are buried in song lyrics, album notes, in videos, and podcasts. A blend of numerology and escape room problem solving, there is a global game at play. It all ties together - the album launches, the next show, the next release, the colours. It is all there to be decoded, and Swifties earn their belonging in the community by levelling up.

And despite her stratospheric fame (she has what is known as 'Bob Dylan' fame - that even famous people now change their behaviour when she walks into a room), she holds on to her authenticity, intimacy and vulnerability. These values are core to who she is, as a person and as a brand. The community respects that and it is that respect that fans the flames of fandom.

If I'm not a Taylor Swift fan, is this book for me?

Absolutely - in fact it's probably mostly for you.

The book is written as a playbook for brand success. Yes, I use the Swift case as a metaphor throughout, but the themes of customer connection, brand loyalty, emotional brand resonance and tribal belonging are all explored through other brand case studies, in tandem with Swift's artistry.

In fact, even if you dislike her music (and it often divides opinion), on finishing the book you will be impressed at

her strategy, her ability to curate tribal belonging and her entrepreneurial spirit.

Her success is unquestionable and in a fickle industry, far surpasses luck. She has built one of the most globally successful and recognised personal brands of our time, and so the book is less about Taylor Swift but about brand building.

But be warned - by the end of it, you may indeed be a Swiftie. Wearing the orange glitter hotpants is optional.

The book is very well researched and you write about her with such insight. I assume you have met Taylor Swift while writing it?

That is a question I am asked regularly.

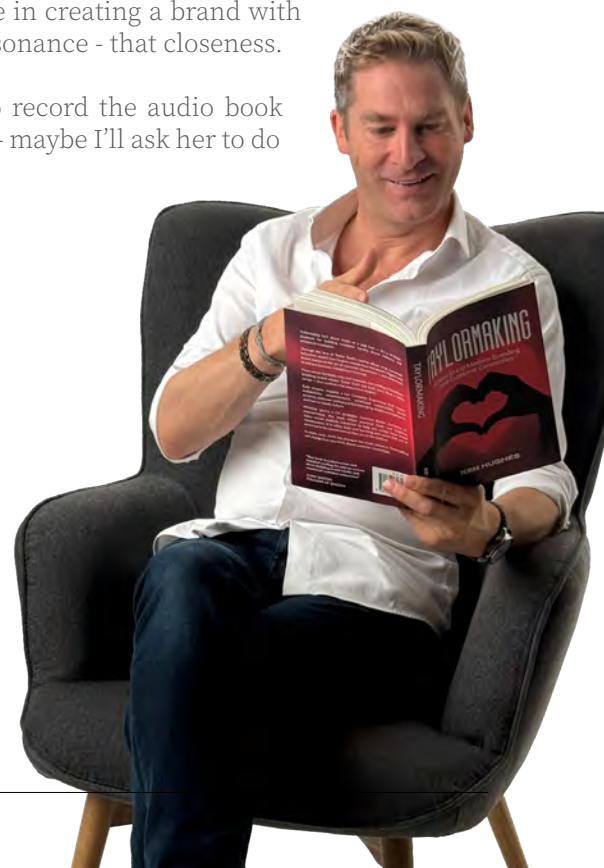
While I like to imagine Taylor and Travis both reading my book in bed, no I am yet to meet Taylor in person.

I attended her Eras Tour concert of course, and have watched all of the interviews, movies, documentaries and social media Swiftie commentary. To be honest, after 2 years of research for the book, my 'for you' social media feed still resembles that of a 14-year old girl - it's wall-to-wall TayTay.

But the closeness you refer to is the magic of her brand. That feeling that you know her and she knows you, that parasocial relationship she has carefully curated is key to her brand intimacy. Not only is she America's Sweetheart, she is also the girl-next-door, your favourite older sister, your cool aunt, your best-friend.

Beyoncé, Pink, Lady GaGa or Billie Eilish are none of those things. Talented, yes. But that is the difference in creating a brand with emotional resonance - that closeness.

But I need to record the audio book version soon - maybe I'll ask her to do that for me.



Downloadable Media Assets

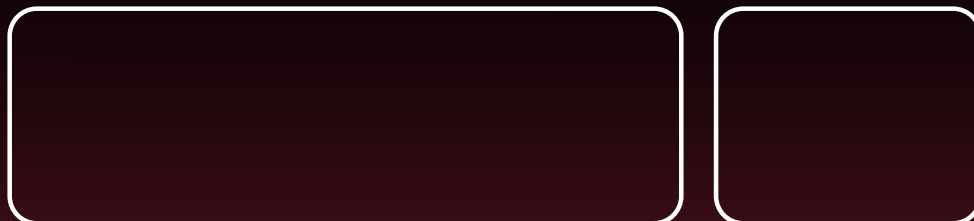
Book Cover



Author photos



Soundbites



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