

BRAND Rant & Raves

Lindstrom on stage:

"We truly enjoyed Martin Lindstrom's brilliant workshop and took away so many good and inspiring ideas."

Casper Bjorner, General Manager, Disney Channel

"Lindstrom did a great job, he was very entertaining and provocative and just a great guy to deal with, no huge ego. Really flexible to our needs. The audience loved him. Really made us all think."

Grace MacArthur, Mattel Worldwide

"Martin's overall performance was excellent, he was inspiring, dynamic and a great discovery. His delivery was fresh and lively, not boring for a second! The audience loved him - he was one of the best speakers we ever had."

Scarlett Van der Meulen, NCR worldwide

"Lindstrom gave a thought provoking, original and witty presentation, which, gave the audience plenty of food for thought. He scored 10 / 10 for content and delivery ..."

Micheala Pittam, Head of IIR United Kingdom

"Based on Lindstrom's learning's from extensive contact with young people and own experiences Martin Lindstrom really understands what drives them and can translate this into recommendations that are very useful in marketing communication with young people. His presentation style is very lively and inspiring."

Cindy Tervoort, Unilever Worldwide

"Lindstrom has year after year done an excellent job as our keynote speaker at our Cannes conferences".

Toon Lowette, EADP European Electronic Directories Conferences

"We have found Martin Lindstrom very knowledgeable and the content of his presentations are spot on. With his informal way of presenting and his encouragements he got our audience to be very interactive. "

Jacinta Rajeo, Group Manager NOKIA

"Very professional, empathetic and sympatric. In short: 10 out of 10!"

Franz-Ferdinand Kress, CEO, Yellow Pages Germany

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Lindstrom's writing:

"Lindstrom's BRANDchild is a must-read book."

PHILIP KOTLER, Distinguished Professor of International Marketing, Northwestern University, Kellogg School of Management

"Martin Lindstrom's fascinating tour-de-force may have you staying awake for 60 hours..."

STAN RAPP, Co-Founder of Rapp Collins and Co-Author of the MaxiMarketing Trilogy

"When someone qualified challenges the conventional thinking, it will result in a fresh perspective and give food for thought about the way children behave. Martin Lindstrom does this in his new book BRANDchild."

KJELD KIRK KRISTIANSEN, Owner, The LEGO Company

"BRAND sense is a landmark work that explains what the world's most successful companies do differently, integrating all five of the senses--touch, taste, smell, sight and sound. The book will transform the way marketers approach the entire concept of branding."

CHARLIE BELL, Former CEO & Chairman, McDonald's Corporation

"Martin Lindstrom, one of branding's most original thinkers, reveals how to break out of the two-dimensional rut of sight and sound, and connect emotionally with all five senses. His book provides data and insights that will surprise even the most savvy brand watcher."

ROBERT A. ECKERT, CEO & Chairman, Mattel, Inc.

"Martin Lindstrom understood the wisdom of the net before most of us. Now he's sharing his best wisdom with you. Don't miss out."

SETH GODIN, Author of Permission Marketing

"Users rule the attention economy: if they don't click, you don't have a business. Lindstrom knows their click streams and tells you what users want. Listen or be doomed as your site suffers death by back-button."

DR. JACOB NIELSEN, web usability guru and author

"BRAND sense breaks new ground with an insightful view of how marketing to all five senses can transform the way you build your brands."

ANDRE LACROIX, Chief Executive Officer & Chairman, Euro Disney

"CLICKS, BRICKS & BRANDS - Innovative and novel approach to 21st century writing – a virtual must read."

GEORGE VRADENBURG, Senior Vice President III Time Warner

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Lindstrom's writing:

"Renowned brand futurist Martin Lindstrom's BRAND sense is a wonderful book, an original to be sure. More important, it is a necessary book! The table has been run on traditional branding practices - and the race is on to re-imagine marketing and branding.

Martin Lindstrom provides us with the Nikes we need to begin the re-imaging sprint."

TOM PETERS, Author of *In Search of Excellence, The Pursuit of Wow & Re-Imagine*

"BRANDchild will be a valuable addition to our industry's literature"

LESTER WUNDERMAN, Co-founder of Wunderman Cato-Johnson

"If you plan on doing any business with tweens anytime in the next ten years, you'd better study BRANDchild today. Gives us deep insight into the community needs of group valuations of this powerful group of kids who deserve our financial respect."

DON PEPPERS & MARTHA ROGERS PhD. Author of *One to One Marketing*

"Lindstrom has collected and analyzed the data from generation one of the online merchandising experience, and built the manual for the next generation leap. A must read!"

DAVID SCOTT CARLICK, Co-Founder of Double-Click

"Martin Lindstrom has a talent for big ideas. In BRAND sense, he brings new ideas to life using real examples from leading companies around the world. BRAND sense introduces new dimensions to the art and science of brand management."

ALEX HUNGATE, Chief Marketing Officer Reuters Group

"Creative, insightful, compelling,...It will help you cut through the mass of commercial clutter and develop a powerful brand."

TORBEN BALLEGAARD SORENSEN, CEO Bang & Olufsen Worldwide

"BRAND sense is a wake-up call for all marketers who still believe that strong brand and demand communications only need appeal to what we see - and not what we hear, smell, taste and touch!"

PETER WEEDFALD, Chief Marketing Officer of Samsung

"A real thought-provoker for marketing and business people. BRANDchild is a wonderful tool."

STAN DAVIS, Author of *Blur and It's Alive*

"The American Advertising Research Foundation congratulates Martin Lindstrom on advancing our cumulative knowledge of successful brand building to a new level - one that is certain to have a major impact on brand marketing in the future."

ROBERT BAROCCI, Chief Executive Officer & President of ARF

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Lindstrom in the press:

"Lindstrom is anything but average. At just 31 he has already made a name for himself in ad-land as a clicks & mortar expert and business author"

Financial Times

"BRAND sense stands out from the crowd of business books for two reasons: it has a foreword by Philip Kotler, in which he says the book "contains a treasury of ideas for bringing new life" to brands. And it has a flash of insight."

The Economist

"A brand builder who really understands how to talk the consumer language"

BBC Panorama

"Lindstrom is one of the worlds primary branding experts at all time"

Richard & Judy Show, Channel 4

"A true consumer expert"

The Independent

"Lindstrom's BRANDchild presents a fascinating portrait of today's kids."

USAToday

"BRAND sense is the business book people are talking about says Fast Company in it's March 2005 edition as the book receives the Peoples Readers Choice Award."

Fast Company

"One of the worlds primary kids-branding experts."

Washington Post

"It is no coincidence Lindstrom has been selected as one of the worlds top 50 marketing & branding experts."

Chartered Institute of Marketing, 2004 survey among global Fortune 500 companies

"Don't you just love the smell of a new car? The thing is it's artificial. A new car actually smells of... well nothing really. These are just some of the fascinating examples of sensory branding found in Martin Lindstrom's excellent new book, BRAND sense. Once again Lindstrom has delivered an outstanding book that provokes and intrigues, and enriches our understanding of how consumers really perceive brands."

Chartered Institute of Marketing: The Marketer March 2005 Issue

"The eyes are the windows to the pockets, marketers have long assumed, and so they emphasize visual cues when packaging and promoting products. But Lindstrom, a consultant, urges companies to appeal to all the senses - especially when targeting younger consumers, who have more sensory acuity than their elders."

Harvard Business Review