



# BRAND

## keynote

### **B2Branding™**

#### ***Ensure Growth Through Solid B2B Branding***

In this presentation Martin Lindstrom asks: Why must business-to-business (B2B) branding be as boring as the companies they represent? Why is B2B considered second-tier branding, requiring cursory, dubious management? Companies are recognizing that their value doesn't lie only in turnover, assets, and new products, but also on the strength of their brands. They're responding to this realization by dedicating energy to annual reports and press releases. But are annual reports and press releases the alpha and omega of brand exposure?

For some reason, most companies still favor these over the extensive menu of branding tools that are available. Lindstrom argues that a pure "business" person no longer exists. He states that we -- you and I -- are all private people with emotions and feelings that allow us to be just as affected by branding when we're at home as when we're at work. If you have a bad experience with a company at home or hear something negative about it when talking to your neighbor, would you forget the information as soon as you got to work? We're all subject to information intake across a range of social strata and within countless emotional contexts. This human factor opens the door for B2B branding. This presentation will change your view on what B2Branding is all about. Lindstrom's astonishing 85% repeat-booking rate is solid testimony to his ability to his insights to make an extraordinary difference.