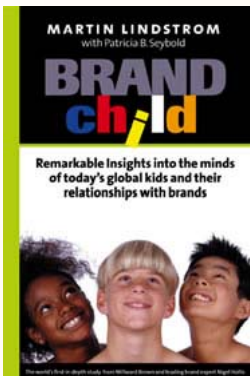


BRAND

keynote

BRANDchild™

Today's Global Kids and Their Relationships with Brands



BRANDchild™ goes inside the minds of today's global kids to understand their unique relationship with brands. In this presentation based on his and Patricia B.

Seybold's recent book; BRANDchild™, hailed by gurus such as Wunderman, Popcorn, Rapp and Kotler, Martin Lindstrom presents breaking data from the worlds largest study ever conducted on kids and their relationship with brands from a global perspective.

His presentation compare kids behaviors across the United States, Europe, South America and Asia.

BRANDchild™ not only summarizes decades of experience drawn from a variety of sources on how to market to kids, but he also looks at trends, changing perspectives and proposes a new way of marketing to this young market. Packed with useful advice on how to create kids' brands, the presentation includes a range of global case studies including Harry Potter, Pepsi, Coke, Disney, Jones Soda, DragonballZ, SONY, Pokemon, Roleerblads, LEGO and Digimon presented it an accessible format.

Martin Lindstrom's speech is designed to empower top executives, marketing and business people of all kinds to understand the value of a market, which is worth more than US\$ 300 billion worldwide and counting. He argues that the future generation of kids is the key for every company to secure unmarked land and future loyalty. Martin Lindstrom lay it all out for you in a presentation that will shake up your perception of today's kids, fill you with ideas, and fill you with encouragement.