

# BRAND

## keynote

### **Made in...?**

### ***County of Origin as a Branding Statement***

Hailed by top executives as "amazing", Martin Lindstrom's painstakingly customized presentations on how to build and maintain brands based on your company's origin have earned perfect scores from over 96% of people attending his worldwide presentations, and they've prompted one executive to say, "you told our people things about our business that they didn't even know!"

What value do companies gain from building the brand on its origin? How do you leverage the right values and avoid the downsides?

As Martin Lindstrom outlines in his speech, the brands build on local country values represent some of the most powerful brands in the world – however this strategy requires a carefully handcrafted marketing and brand plan. In this presentation Martin Lindstrom focuses on how to formulate a key message, how to secure brand versus country consistency, how to leverage on the brands origin the best possible way and how to ensure that a country's downfall doesn't necessary have to affect the perception of the brand.

In County of Origin as a Branding Statement Lindstrom not only summarizes decades of experience in marketing on how companies in a successful way has managed to build their brands based on their origin, but also proposes a new way of leveraging this concept further when building and maintaining global brands in the future.

Packed with useful advice on how to leverage the brands origin in every marketing channel, the presentation includes a range of global case studies including Mercedes-Benz, Swiss Army, Louis Vuitton, Versace, IKEA, AUDI, Fosters, Qantas, Harley Davison, Singapore Airlines, Gucci, Coke and Perrier.

Martin Lindstrom's speech is designed to empower top executives, marketing, sales and business people of all kinds with an understanding of the value of this strategy. A hugely entertaining speaker who inspires and excites his audience, Lindstrom's presentations are like no others'.