

BRAND

keynote

Contextual Branding™ ***When Brands Turn Intelligent!***

To create the future, you must forget what you know. That's the message from Martin Lindstrom's discourse on the future of contextual branding. We all know what classic brand-building is all about. But what happens when it becomes one-to-one driven, twenty-four hours a day, seven days a week? In this compelling seminar Martin Lindstrom argues that branding as we know it is about to change forever.

Through numerous studies and cases drawn from around the world Martin Lindstrom shows how the cellphone, the PDA, chat rooms, the internet and classic media channels are going to work together in a way no-one ever would have dreamt about. He calls the phenomenon contextual branding and results from the approach are evidencing staggering increases in sales and conversion rates. Contextual branding is about creating synergy between off- and online media and making every message so relevant that the consumer simply can't live without the product.

The topics Martin Lindstrom covers include trends, the execution imperative, a love of failure, a relentless pursuit of results, embracing clicks-and-mortar and 360-degree and contextual branding. Let the inimitable Martin Lindstrom spell it all out for you in a presentation that will shake up your thinking, fill you with ideas and charge you with inspiration.