

# BRAND

## keynote

### **Return On Investment Branding: *Why isn't my brand working?***

Why isn't my brand working? We live in exciting, if uncertain, times. For decades communication agencies have been doing their best to avoid the most critical of questions: What is the return on their marketing investments? But the world has changed and branding ROI is now mandatory in any marketing plan.

Why the avoidance? Because it has been almost impossible to measure the results of long-term branding campaigns that are often run over several years and across multiple channels, handled by multiple agencies and managed by multiple departments.

Now that digital media has become more focused not only on monitoring consumers' online behavior but also on accurately predicting behavior, we're closer than we've ever been to being able to answer the ROI questions we dared not ask just five years ago.

In this compelling presentation Martin Lindstrom outlines how you measure your online and offline brand. He presents innovative branding techniques that offer the audience concrete tools to not only build effect full branding campaign but to measure the effect of the investment. Using mind-opening, real-life examples of groundbreaking strategies and cases, Martin Lindstrom provides the practical steps needed for establishing and nurturing a brand when ROI is more than just a nice phrase to know of.