



# BRAND workshop

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## **B2Branding™ Workshop** *Ensure Growth Through Solid B2B Branding*

### **THE OBJECTIVE**

The objective with this workshop is to help and guide the participants to build a world-class B2B branding strategy. This is a very hands-on workshop mixing world-class brand cases as well as local B2B (Small to Medium Sized businesses) cases with practical assignments. Throughout the workshop Martin Lindstrom will introduce new tools and branding techniques facilitating the participants to create a solid B2B branding strategy on a local, national or international level.

### **THE WORKSHOP AGENDA**

#### **Pre-Work Materials**

Documents the participants needs to read:

- Letter from Martin Lindstrom
- Instructions and Goals for Prewrite
- Workshop Expectations (ours and yours)
- Glossary of terms (Definition of a B2B Branding Strategy)
- Reading selected B2B branding articles written by Martin Lindstrom, Don Peppers, Martha Rogers and Patricia B. Seybold.

Documents the participants needs to prepare:

- Bring existing branding elements, strategy outlines and executions for the workshop leader to evaluate.

#### **PART 1: B2B Brand Distinction**

- Our definition of a solid B2B brand strategy and the future purpose of B2B brand building
- Introduction to Martin Lindstrom's philosophy on B2B brand building.
- Understand the success criteria and the guidelines
- Analyse your existing branding potential.
- Determine the future direction for your brand.

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

### **PART 2: B2B Branding Synergy**

- Local, National, Regional and International brand cases developed with a limited budget but effective budget
- Develop a step-by-step strategy for how to build and/or optimise your brand in the future with B2B in mind.
- Identify your branding touch points
- Set up matrixes enabling you to evaluate the B2B value of your effort
- Development of a benchmark model enabling you to compare your effort with the best branding strategies within your category.

### **PART 3: B2B BRAND Evaluation**

- B2B-test your branding approach
- Measure the effect of your work