

BRAND

workshop

BRANDchild™

Today's Global Kids and Their Relationships with Brands



THE OBJECTIVE

The objective of this workshop is to establish an in-depth knowledge about kids' communication and branding. Based on the world's largest study ever conducted, Martin Lindstrom takes the workshop participants through ground-breaking data on what to do, and what not to do, when identifying,

building and maintaining brands which either are purchased by kids or brands which kids have a large influence on. This is a very hands-on workshop mixing fascinating statistical data and relevant cases of branding for kids. Throughout the workshop Martin Lindstrom will introduce new tools and kids' communication techniques facilitating participants in the creation of a solid brand communication strategy.

The participants will during this workshop learn:

1. How to reshape your existing marketing and branding platform so it appeals to kids, tweens and teens audiences.
2. How to establish a solid marketing and branding platform which is ready at any time to respond to the ever-changing kids, tweens and teens audiences.
3. How to read signals in the market place to allow you to prepare your brand for changes ahead of your competitors.

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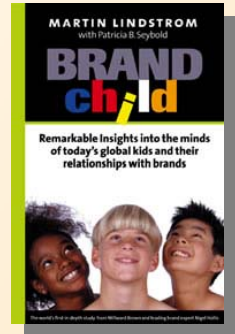
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Pre-work assignments:

Documents the participants needs to read:

- Letter from Martin Lindstrom.
- Instructions and goals for pre-work.
- Workshop expectations (ours and yours).
- Glossary of terms (definition of kids branding & communication).
- Reading selected chapters from *BRANDchild* by Martin Lindstrom and Patricia B. Seybold.



Documents the participants need to prepare:

- Bring examples of admired kids brands and campaigns.
- Bring a selection of brands, which you believe are influenced by kids.

PART 1 Understanding kids

- How to understand kids today and in the future.
- Our definition of a solid kids branding and communication strategy.
- 80% of all brands should appeal to kids as well as adults. How to identify kids as a relevant audience.
- Introduction to Lindstrom's philosophy on kids branding.
- Understand the success criteria and the guidelines.
- Analyse your existing brand portfolio and the potential for future revenue.
- Determine the direction for your kids' branding strategy.



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PART 2: Understanding kids branding & communication

- Kids branding and communication cases presented by Lindstrom.
- Develop a step-by-step strategy for how to identify, establish and maintain future kids-focused strategies.
- Identify all communication elements within your kids strategy.
- Set up matrixes enabling you to evaluate the value of your efforts.
- Development of a benchmark model enabling you to compare your effort with the best in practice.

Individual workshop lines

As BRANDchild is the worlds most comprehensive study ever conducted on kids and their relationship to brands on a global scale - the workshop program offers a menu of individual topics to be selected and covered in the second half of the program. Below is a selection of the main topics:

PART 3: Individual topics menu:

1. The future of product placement
 - What can we expect to see within the next 3 years?
 - How will this affect our revenue platform?
 - How to develop product placement strategies in the future.
 - How to establish and maintain solid Contextual Branding™ messages.
- How to develop a solid revenue stream from product placement.

Length of topic: 2-4 hours

BRANDchild™ *Continued*

2. Gaming

- Which type of gaming concepts can we expect to see in the future?
- Gaming and Branding – the synergies.
- The future of clicks & mortar gaming – what can we expect and how is this most likely to affect your branding strategy?
- How to incorporate branding symbols in your gaming strategy.
- How to establish and maintain character branding in games.

Length of topic: 1-3 hours

3. Peer-to-peer

- How to build a strong peer-to-peer strategy.
- How to integrate a viral element into your peer-to-peer strategy.
- How to optimise a truly viral marketing strategy.
- How to maintain a viral buzz.

Length of topic: 2-5 hours

4. M-branding

- What can we expect from wireless communication within the next 3 years?
- How to integrate a wireless strategy into the overall marketing plan.

Length of topic: 1-3 hours

5. Value change:

- Old versus new values.
- What do tweens believe in?
- What turns them on?
- What trend can we expect to discover over the next 3 years?
- What values should our communication to tweens be based on?

Length of topic: 2-6 hours

BRANDchild™ *Continued*

6. How to create and maintain hype

- How to create the hype.
- How to maintain the hype.
- How to secure your brand from becoming a fad.

Length of topic: 1-2 hours

7. The future marketing department

- The brand war room.
- How to create a milestone-driven marketing plan.
- How to run 24/7 campaigns?
- *How to monitor the progress of your campaign.*

Length of topic: 2-5 hours

8. Creating attention:

- The art of fish streaming.
- How to base your campaign on the concept of fish streaming.
- How to *maintain a dialogue with tweens without losing their attention.*

Length of topic: 2-4 hours

9. Cross-the-border marketing approach

- How to leverage tweens' international admiration.
- How to start, establish, and maintain the right buzz from an international perspective.

Length of topic: 1-2 hours

10. Purchase influence

- Understanding the true influence of tweens on adults purchasing behaviour.
- Plugging into the right aspect of the purchase cycle.
- Understanding parents' influence on their kids'

Length of topic: 1-4 hours

BRANDchild™ *Continued*

11. Privacy

- Understanding tweens definition of privacy.
- Establishing the right framework for tween privacy statements.
- Following the unspoken rules.

Length of topic: 1- 1 ½ hours

12. Sponsorship

- The future of tween sponsorships.
- How to leverage the next generation of sponsorships.
- How to build solid sponsorship campaigns.
- How to measure the effect and keep the momentum.

Length of topic: 2-4 hours

13. BrandMe!

- Understanding why tweens are about to become brands.
- Using tweens to communicate to tweens about tweens.
- Leveraging on the tween generation's internal communication network.

Length of topic: 1-2 hours

14. Creativity

- Understanding the disappearance of creativity among tweens.
- Designing programs taking "lost creativity" into consideration.
- How to integrate "pre-programmed" creativity and fantasy into future marketing and product programs.

Length of topic: 1-3 hours

15. Domino channel management

- The art of creating a truly integrated media strategy.
- How to create a solid domino effect across medias.
- The techniques required to optimise synergies from media channel to media channel.

Length of topic: 1-3 hours

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16. Media behaviour

- How the irrelevance of the term “information overload” will affect your launch strategy.
- What media channels are we most likely to discover soon – and what channels should you avoid in the future?

Length of topic: 1-1 ½ hours

17. Story telling

- How to build in a story into your concept.
- How to maintain a story line across media channels.
- How to build a version-based marketing and product program.
- How to build and maintain a successful version-based product strategy.

Length of topic: 1-3 hours

18. 24/7 generation

- Understanding the daily lifecycles of tweens.
- Understanding when, how and where to catch the generation.
- How to build and maintain 24/7 brands.

Length of topic: 1-2 hours

19. Tween speak

- Understanding the new language that’s begun to emerge.
- Integrating the new language into your communication platform.
- How to be on the forefront of this new language development.
- How to build a branded icon language.

Length of topic: 2-4 hours

20. The next generation of product development

- How to detect the new need for products and brands.
- How to develop new brands – and secure an optimal market match.
- How to establish tools enabling you to be one step ahead of your competitors in terms of product development.

Length of topic: 1-3 hours

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21. Launch strategy

- The next generation of product and brand launches.
- Establishing a solid launch strategy on a low budget.
- The technique of constantly optimising the launch effect.

Length of topic: 1-4 hours

22. Contextual branding

- Understanding the value of contextual branding.
- How to build a truly contextual branding strategy.
- How to plug into contextual branding elements without leveraging on the latest technologies.

Length of topic: 2-4 hours

23. Double personality

- Understanding the aspect of double tween personalities.
- How to build marketing plans taking this trend into consideration.
- How to measure the effect of your marketing approach.
- How to secure a constant adaptation of your message.

Length of topic: 1-2 hours

24. Religious branding

- Understanding the tween generation's new perception of religious messages.
- How to build brands based on new religious trends.
- Understanding how to optimise the affect of religious inspired branding techniques.

Length of topic: 1-2 hours

25. Building and maintaining loyalty

- How to build a "future proofs" loyalty program.
- How to integrate your database across all channels.
- How to adapt your brand to a disloyal audience.
- How to appeal to the instant generation – without losing the momentum.

Length of topic: 1-3 hours

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