

BRAND

workshop

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Made in...?

County of Origin as a Branding Statement

THE OBJECTIVE

The objective with this workshop is to guide participants in the integration of leveraging the concept of: "Country of Origin as a Branding Statement".

This is a very hands-on workshop mixing world-class cases from brands such as Louis Vuitton, Mercedes-Benz, Porsche, Swiss Army, Prada, American Express, Disney and Coca-Cola. Throughout the workshop Martin Lindstrom will introduce new tools and branding techniques enabling your company to leverage or optimize your current origin from a branding point of view.

THE WORKSHOP AGENDA

Pre-work Assignment

Documents the delegates need to read:

- Letter from Martin Lindstrom
- Instructions and goals for pre-work
- Workshop expectations (ours and yours).
- Glossary of terms (definition of Country of Origin as a Branding Statement)
- Reading selected articles on the topic written by Martin Lindstrom



Documents the delegates needs to prepare:

- Bring existing examples for brands leveraging their origin when building their brand.

PART 1 Distinction

- Our definition of a solid "Made in...?" strategy
- Introduction to Martin Lindstrom's philosophy when leveraging the origin as a branding statement
- Understand the success criteria and the guidelines
- Analyze your company's existing potential leveraging its origin as part of the branding positioning strategy
- Determine the future direction for your brand.

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PART 2 Context & Synergy

- Identification of branding opportunities related to either your national or regional origin which your brand can or should leverage.
- Development of a step-by-step strategy for how to build and or optimize your brand in the future with your origin in mind.
- Identification of origin related values with an aim to match these with your brand's core values.
- Set up matrixes enabling you to evaluate your origin based branding strategy
- Development of a benchmark model enabling you to compare your effort with the market leading brands leveraging their origin in the branding strategy.

PART 3 Evaluation

- Knowledge exchange from existing brands leveraging their country origin as a branding statement
- Measurement of the solidness of your conclusions and strategy outline.