

BRAND

workshop

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Contextual Branding™ *When Brands Turn Intelligent!*

THE OBJECTIVE

The objective with this workshop is to guide participants in the integration of Contextual Branding™ in their marketing program.

This is a very hands-on workshop mixing world-class Contextual Branding™ cases with practical assignments. Throughout the workshop Martin Lindstrom will introduce new tools and Contextual Branding techniques, facilitating delegates in the creation of a solid Contextual Branding™ strategy on a local, notational or international level.

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 Contextual Branding™)
- Reading selected Contextual Branding™ articles written by Martin Lindstrom



Documents the delegates needs to prepare:

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

PART 1 Distinction

- Our definition of a solid Contextual Branding™ strategy.
- Introduction to Martin Lindstrom's philosophy Contextual Branding™.
- Understand the success criteria and the guidelines
- Analyze your company's existing Contextual Branding™ potential.
- Determine the future direction for your brand.

BRAND workshop

Contextual Branding™ *Continued*

PART 2 Context & Synergy

- Identify optimal channels, integrate channels and synergize channels in a Contextual Branding™ format.
- Development of a step-by-step strategy for how to build and or optimize your brand in the future with Contextual Branding™ in mind.
- Identify your branding touch points.
- Set up matrixes enabling you to evaluate your Contextual Branding™ efforts.
- Development of a benchmark model enabling you to compare your effort against other market leading brands which currently are based on a Contextual Branding™ strategy.

PART 3 Evaluation

- Knowledge exchange from existing companies based on the concept of Contextual Branding™
- Measurement of the solidness of your conclusions and strategy outline.