



BRAND workshop

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

THE OBJECTIVE

The objective with this workshop is to help and guide the participants to build a world-class ROI branding strategy. This is a very hands-on workshop mixing world-class brand cases as well as local SME (Small to Medium Sized businesses) cases with practical assignments. Throughout the workshop Lindstrom will introduce new tools and branding techniques facilitating the participants to create a solid ROI 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 Pre-work
- Workshop Expectations (ours and yours)
- Glossary of terms (Definition of a ROI Branding Strategy)
- Reading selected ROI 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 ROI Brand Distinction

- Our definition of a solid ROI brand strategy and the future purpose of ROI brand building
- Introduction to MartinLindstrom's philosophy on ROI 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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PART 2: ROI 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 ROI in mind.
- Identify your branding touch points
- Set up matrixes enabling you to evaluate the ROI 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: ROI BRAND Evaluation

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