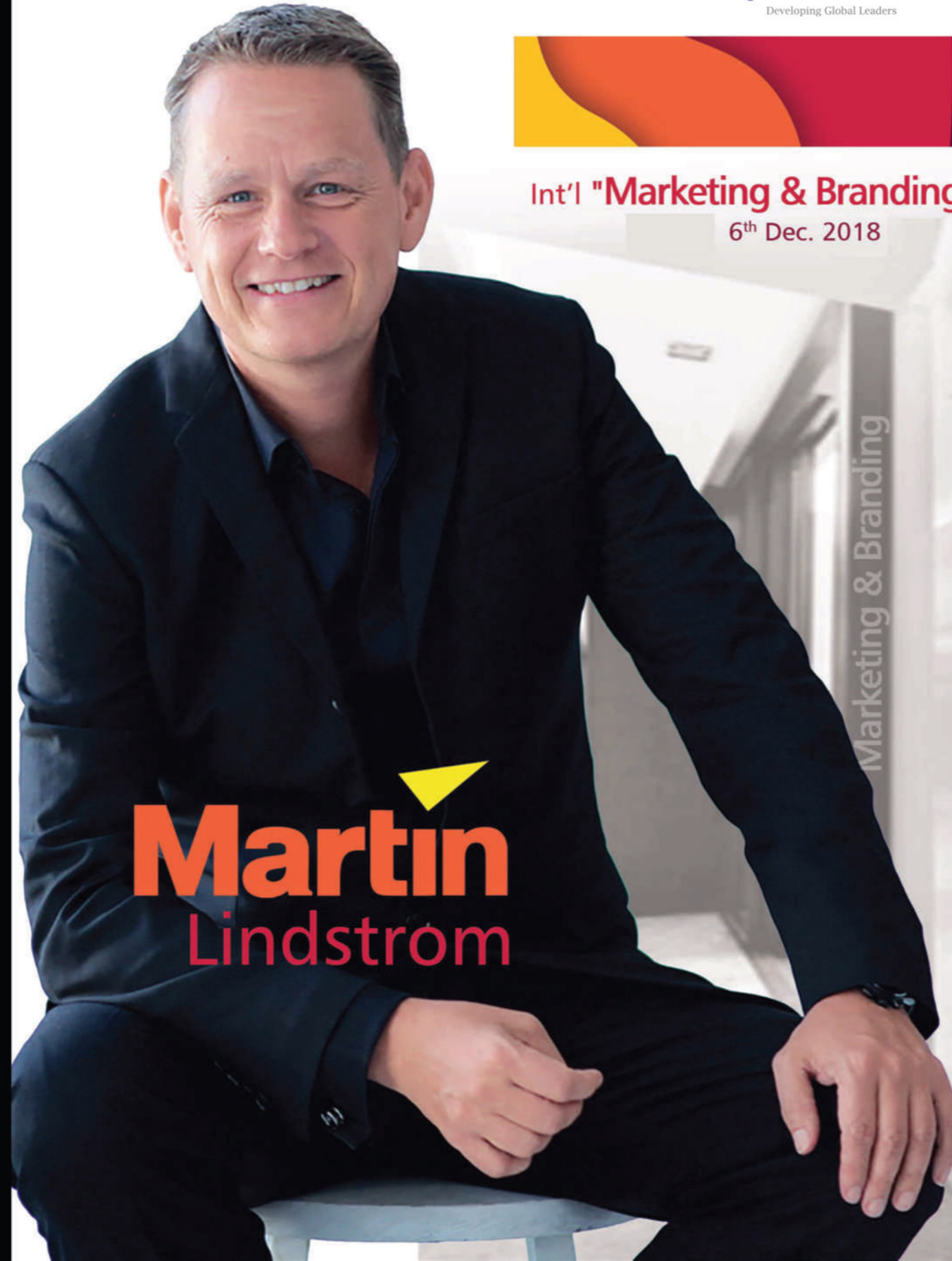




Impacters Global Events  
Developing Global Leaders



Int'l "Marketing & Branding" Forum  
6<sup>th</sup> Dec. 2018



  
**Martin**  
Lindstrom



# lindstrom

BRAND TRANSFORMATION

## Why "Marketing & Branding" Forum?

Strategic and targeted marketing increases customer loyalty, improves image and makes a memorable impression on customers.

Branding prevents confusion and leads to more buying by customers and better bottom line for businesses, especially in times of economic slowdown.

Research shows that it takes 5 to 7 times of advertising and marketing messages to make an impression on the minds of customers for your brand.

Research also shows that revenues of companies that build their brand on continuous basis increase.

Use of special colors in brand-building increases by 80% the chance of immediate identification by customers, and 64% of loyal customers believe that their loyalty is because of their shared values with the brand.

Moreover, 70% of loyal customers believe that educational content in marketing and advertising messages in social media and television are very effective.

Your presence in this forum on marketing and branding and listening to Martin Lindstrom, one of the world's premier branding expert, will help you build an effective and modern branding and marketing strategy.

You will also gain full understanding of the importance of having a strong and clear brand for your success in today's competitive and aggressive markets.

**"When we brand things, our brains perceive them as more special and valuable than they actually are."**

**- Martin Lindstrom -**





## Martin Lindstrom

Time Magazine included Martin Lindstrom among the world's 100 influential people along with Barack Obama and Angela Merkel.

He has also been recognized as the world's leading branding guru for his efforts to promote three brands of Coca Cola, Nestle and Red Bull.

He has authored many books on branding, marketing, and consumer behavior.

Many of his books, including Buyology, Brand Sense and Brand Power have been translated into many languages.

Martin has been speaker in 77 countries for more than one million people on Economic of Brand and Marketing. He has also spoken two times at World Economic Forum in Davos Switzerland alongside prominent economists and world leaders. In 2016, "Thinkers 50" named him for the third year in row among 20 global thinker and leader.

He has published numerous articles in credible journal, including in Harvard Business Review and Time magazine.

Martin was appointed as COO of the largest telecommunication company – British Telecom – and created major changes in building brand and increasing sales and improving relations with customers of British Telecom.



Philip Kotler ★★★★★

Professor Philip Kotler – distinguished professor of marketing and designer of 5p marketing. Martin Lindstrom is undoubtedly leading marketer in today's world.



Kirk Kristiansen ★★★★★

Martin Lindstrom challenges conventional thinking and presents a novel way of looking at behavior of consumers. Former President and CEO of The LEGO Group.



Set Godin ★★★★★

Martin Lindstrom shares with your exceptional wisdom and understanding, never miss his speech. Author of Purple Cow

Forbes

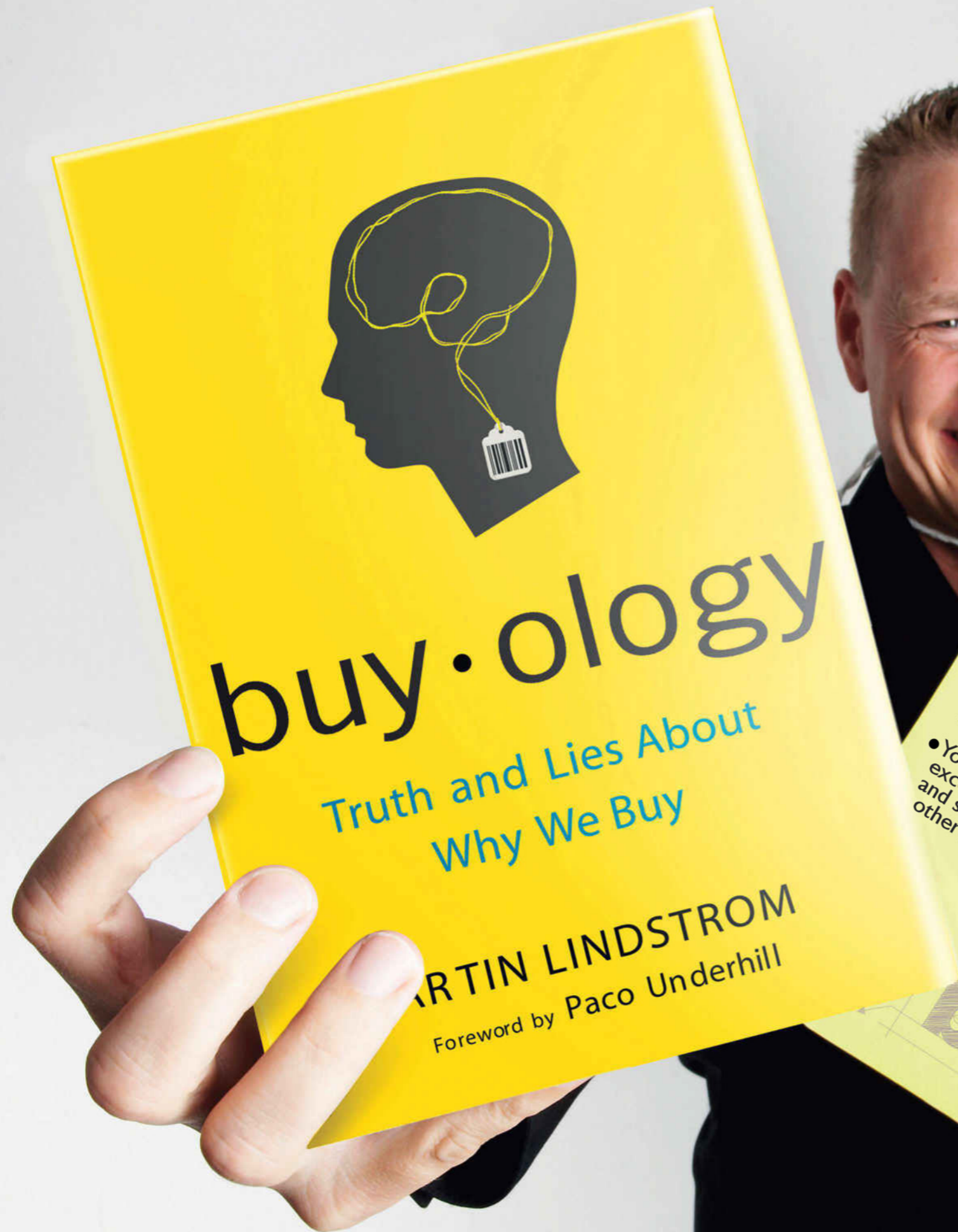
Martin is one of the leaders in branding industry and consumer culture in today's world.

THE WALL STREET JOURNAL  
WSJ

Buyology is one of the five important marketing books written to this day. Wall street Journal



TESTIMONIAL



# buy·ology

Truth and Lies About  
Why We Buy

MARTIN LINDSTROM

Foreword by Paco Underhill

- When you genuinely maintain your beliefs and values and stand by your brand, you have built your genuine and real brand in the market.
- Most powerful brands establish sentimental and emotional relations with their target audience and this sentimental attachment is built on trust.
- Your brand should present an exceptional and extraordinary promise and should be an emotional experience, otherwise it will not succeed.

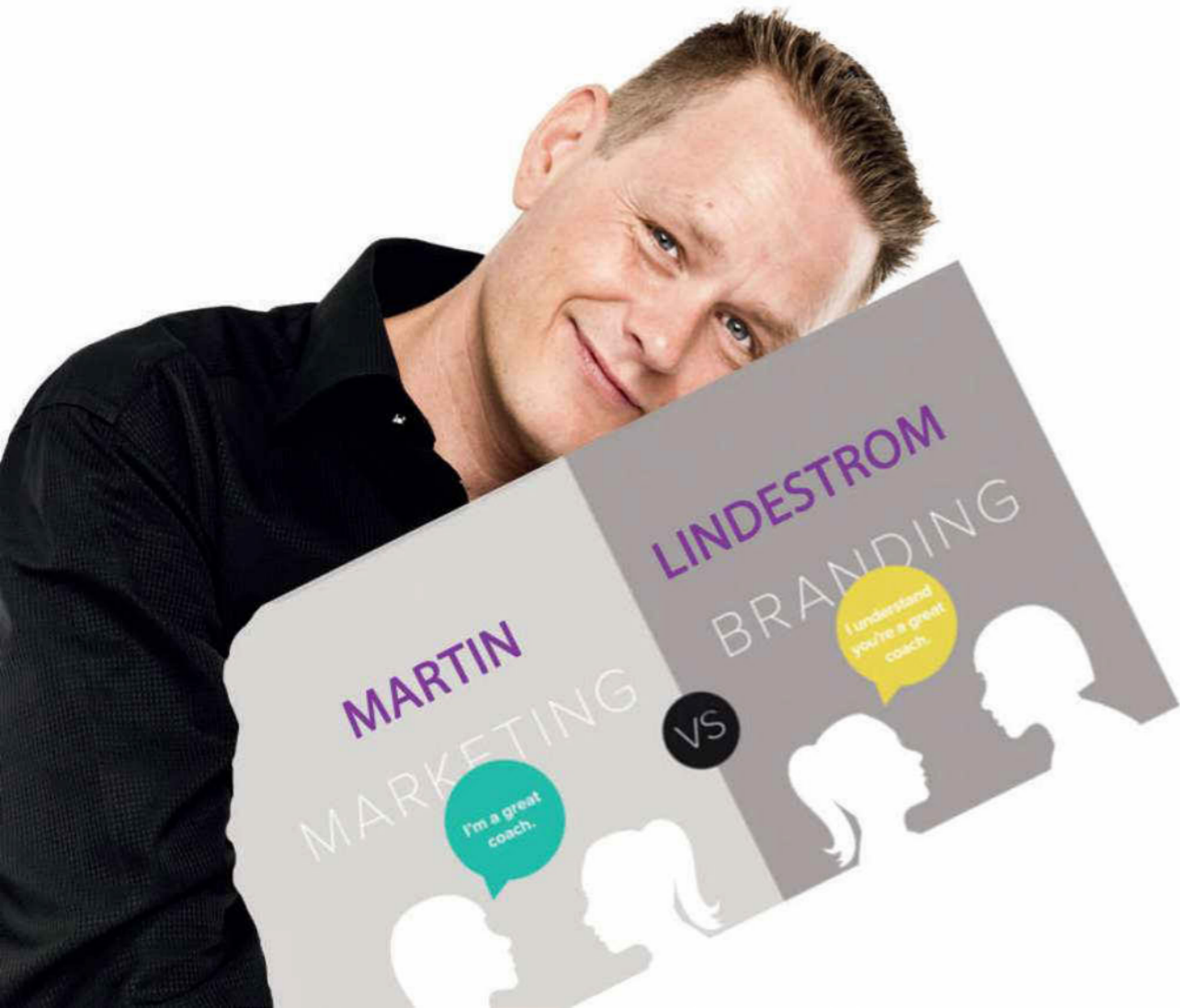
brand

**Some of the subjects to be covered in the four sessions of Marketing and Branding Forum:**

- New movement in shaping modern progressive global brand
- Controlling tools for behavior of customers and factors that impact their perceptions in 2019
- Personality and character identification of customers and factors that impact their choice of brand
- Understanding how future brands are shaped and built by modelling method and finding ways to meet immediate demands of millennium generation
- Formulation and framing of a unique strategy for brand building via social media and leaning ways to protect your brand in virtual world.
- Step-by-step model for building an effective and living brand for newly-established companies and startups.
- Shaping powerful presence of your brand in real and virtual world by understanding consumer trends, behavior, choices available to them and their perceptions.



Time 100 Most Influential People in the World



18<sup>th</sup> Best Thinker in the World



**Impacters Global Events**  
Developing Global Leaders

Unit -608-607 Damac Business Tower  
Marasi Drive - Business Bay  
Dubai - United Arab Emirates  
+97144220567

**[www.impactersevents.com](http://www.impactersevents.com)**