



«Any damn fool can put on a price reduction but it takes brains and perseverance to create a brand» *David Ogilvy*

So what is a luxury brand? How do you launch a luxury brand in the age of Zuvielisation?

Seminar

- ▶ create a new brand
- ▶ why we buy: brand psychology
- ▶ brand sense: the sensoric of brand perception
- ▶ do not learn the tricks of the trade, learn the trade
- ▶ learn from the greatest brand thinkers in the world like Martin Lindstrom, Captain Crikey, Dave Balter, Tyler Brulé, Pine/Gilmore, Paul McKenna, Zino Davidoff, Paris Hilton.
- ▶ how to create a brand religion: brands, trends, cult.
- ▶ how to create brand ambassadors (wow-factor)

The Creation of a luxury Brand World

4P branding (price, product, place, promotion): How to do your branding homework.

4C branding: The 4Cs of digital Marketing: Community, Co-Creation, Customization & Conversation. By using the 4C your brand will sell better, more and faster.

PR: The key to success is to promise the consumer a benefit like better flavour, whiter wash, a better image of your product, service or person.

Experiential branding: Your customers do not buy a product or a service any more – but a good or a bad experience. Create a brand experience, that will change your customer's life and which is as compelling as a trip to Disney World.

Advertising: Which 50% of your advertising budget are wasted – and which are not?

Storytelling: You cannot bore people into buying your brand, you can only interest them in buying it (AIDA).

«*Loutish behaviour was encouraged and press kept closely informed*»

The Times on Malcolm McLaren's PR tactics.



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