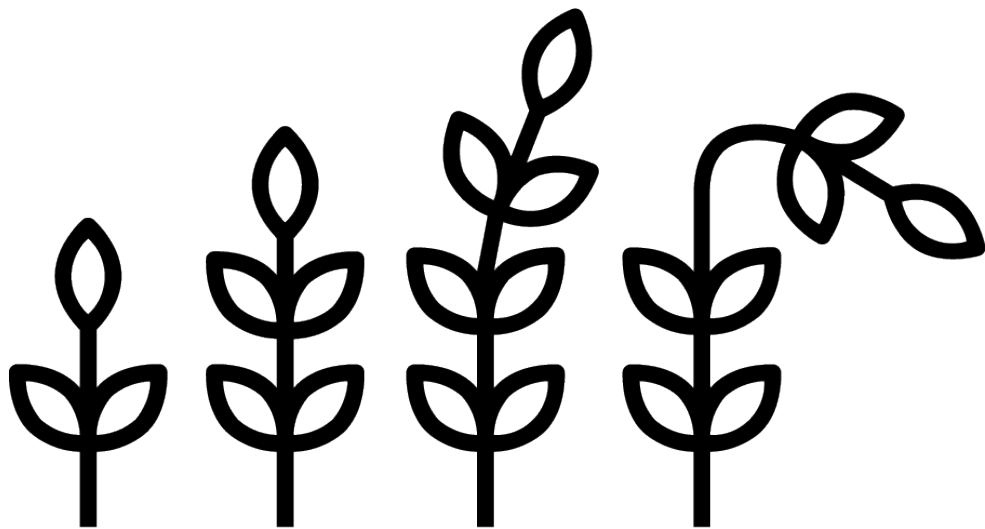


BRAND THINKING FOR CHANGE

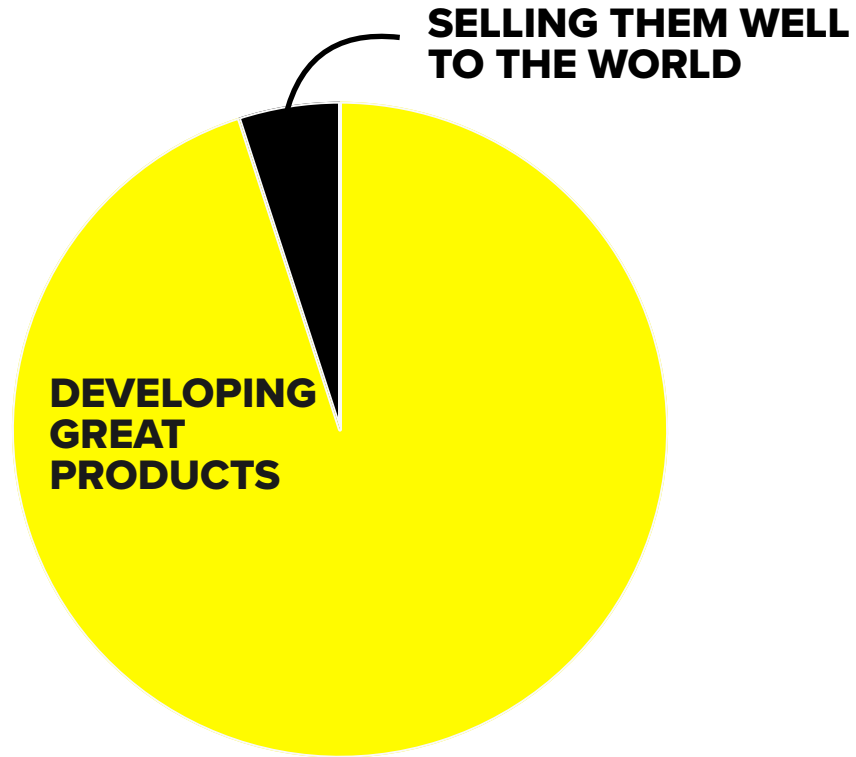
BAD NEWS

GOOD NEWS





**DEVELOPING
GREAT
PRODUCTS**





**WHAT THE WORLD NEEDS
IS STRONGER BRANDS FOR CHANGE**



HEALTH CARE

**RENEWABLE
ENERGY**

JUSTICE

MOBILITY

**21ST CENTRY
EDUCATION**

**ACCESS TO
INFORMATION**

FOOD SECURITY

JOBS

JUSTICE

PEACE

HUMAN RIGHTS

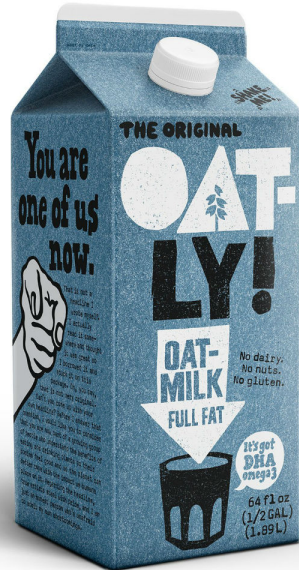
INCLUSION

NATURE THRIVES

**HEALTHY,
SUSTAINABLE
HABITS**

**AS PEOPLE, WE USE OUR
'BRAND THINKING BRAINS'
HUNDREDS OF TIMES EACH DAY**

WHICH MILK WOULD YOU BUY?



WHOSE COOKING ADVICE DO YOU TAKE?



WHICH CANCER CHARITY WOULD YOU SUPPORT?

**WE ARE
MACMILLAN.
CANCER SUPPORT**



WHO WOULD YOU GO TO TO MAKE YOUR WILL?



WHICH MOVEMENT DO YOU JOIN TO TAKE ACTION ON CLIMATE CHANGE?

GREENPEACE



**WHEN IT COMES TO
BUILDING **OUR OWN BRANDS**,
THAT KNOWLEDGE
GETS US ONLY SO FAR.**

BUT...

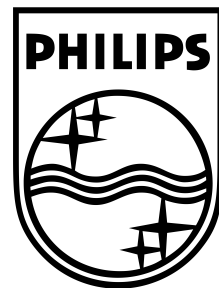
**WE BELIEVE
THINKING LIKE A BRAND STRATEGIST
CAN BE TAUGHT**

MY STORY

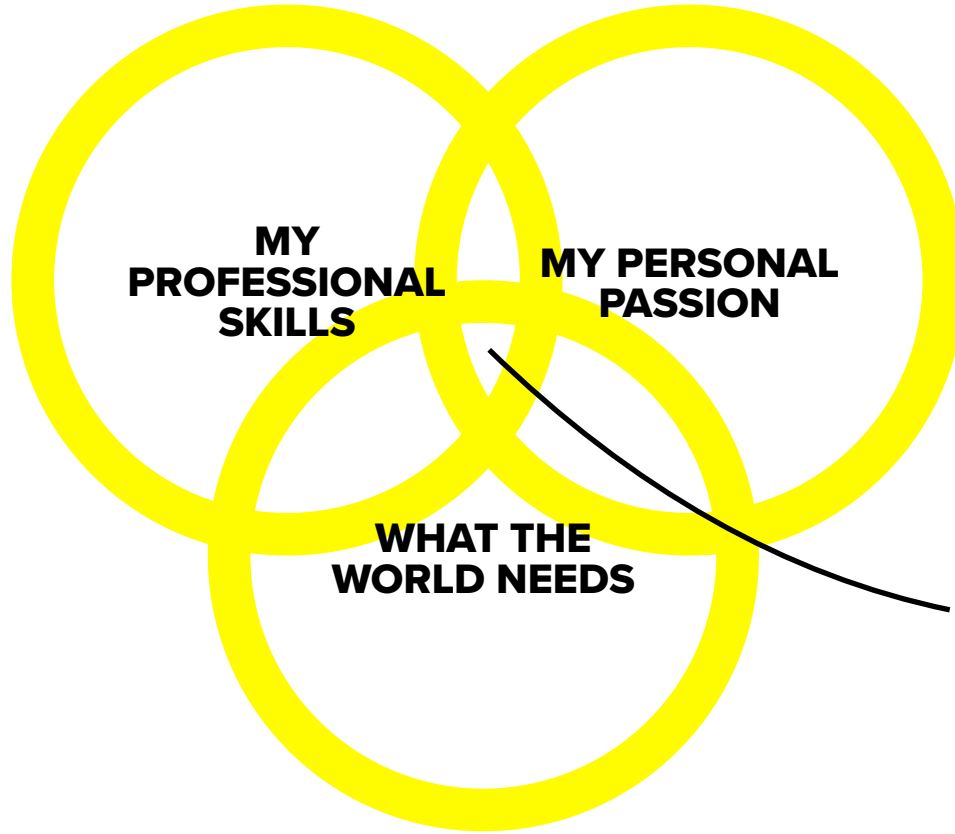


ANNE MILTENBURG









**BRANDING
FOR SOCIAL
CHANGE**

**HOW CAN I HELP CREATE A WORLD
WHERE A FAMILY STARTING
A FAIRTRADE LEMONADE BRAND
CAN RIVAL COCA COLA?**

**IF YOU WANT YOUR
IDEA/PRODUCT/SERVICE TO GROW,
YOU NEED LOTS OF DIFFERENT PEOPLE
TO BUY INTO IT**

**TRAIN THEM TO
THINK LIKE
BRAND STRATEGISTS!**

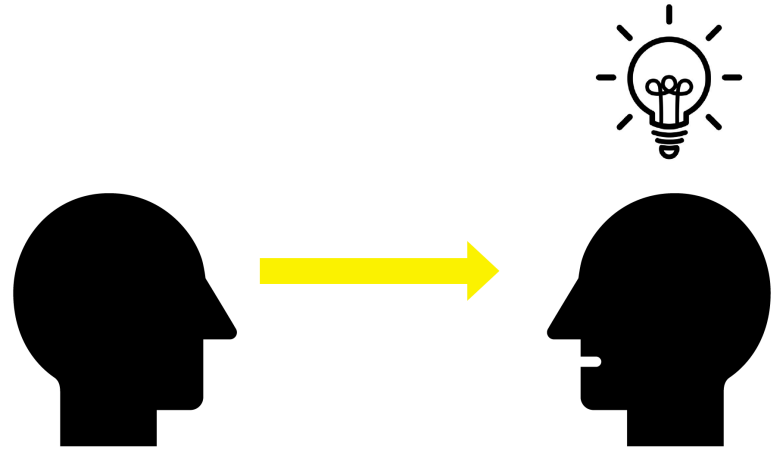
THINKING LIKE A BRAND STRATEGIST

7 USEFUL WAYS IN WHICH BRAND STRATEGISTS THINK

1. PUT THE AUDIENCE FIRST



2. ACTIVELY DIRECT HOW OTHERS THINK AND FEEL ABOUT YOU



I NEED A BANK!
WHICH BANKS
DO I KNOW?



I NEED A BANK!
WHICH BANKS
DO I KNOW?



ABN AMRO

HSBC

BNP Paribas

ING direct

I NEED A BANK!
WHICH BANKS
DO I KNOW?



ABN AMRO

HSBC

BNP Paribas

ING direct



ARE THEY
RIGHT FOR ME?



I NEED A BANK!
WHICH BANKS
DO I KNOW?



ABN AMRO

HSBC

BNP Paribas

ING direct



ARE THEY
RIGHT FOR ME?



ABN AMRO experts in
investments, not what I'm looking
for right now

HSBC: high-end, out of my
reach

BNP Paribas: large & old
fashioned

ING Direct: online,
easy, for all



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I PREFER ING DIRECT,
WHAT DO I KNOW
ABOUT THEM?



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I PREFER ING DIRECT,
WHAT DO I KNOW
ABOUT THEM?



no negative reviews
found online

wasn't there
a scandal in 2008?
let me check...

sponsor youth soccer in
my old neighbourhood

Judy uses them

billboards in town
recently



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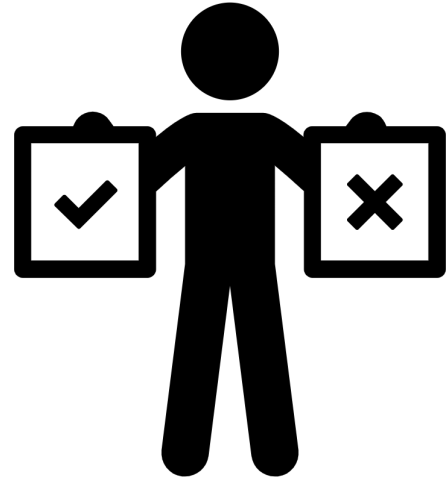
YEP,
LET'S GO FOR
ING DIRECT



3. MAKE COMPLEX THINGS EASY TO UNDERSTAND



4. UNDERSTAND THAT YOU ALWAYS COMPETE WITH SOMEONE FOR SOMETHING



5. KNOW REPUTATION DEPENDS ON ACTION AS WELL AS COMMUNICATION

Action



Communication



BELIEF

Action



Communication

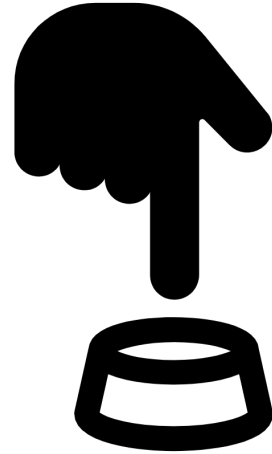


DISBELIEF

6. FOCUS RESOURCES



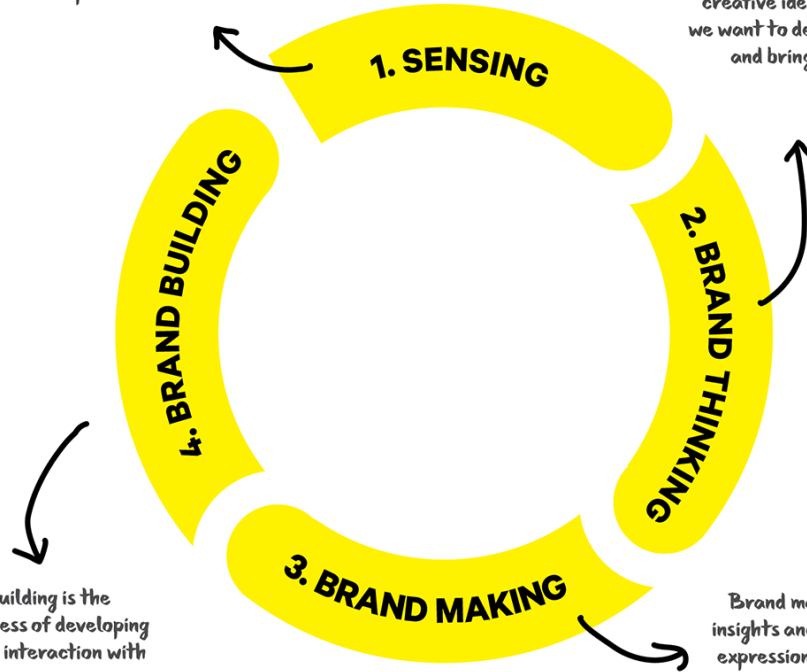
7. ALWAYS HAVE A CALL TO ACTION



HOW WE TEACH BRAND THINKING SKILLS

Sensing is where we gather the information, insights and inspiration we need to develop the brand.

Brand thinking is developing creative ideas about how we want to define our brand and bring it to life.



Brand building is the ongoing process of developing new ways of interaction with your audiences, growing your reputation and catalysing your impact.

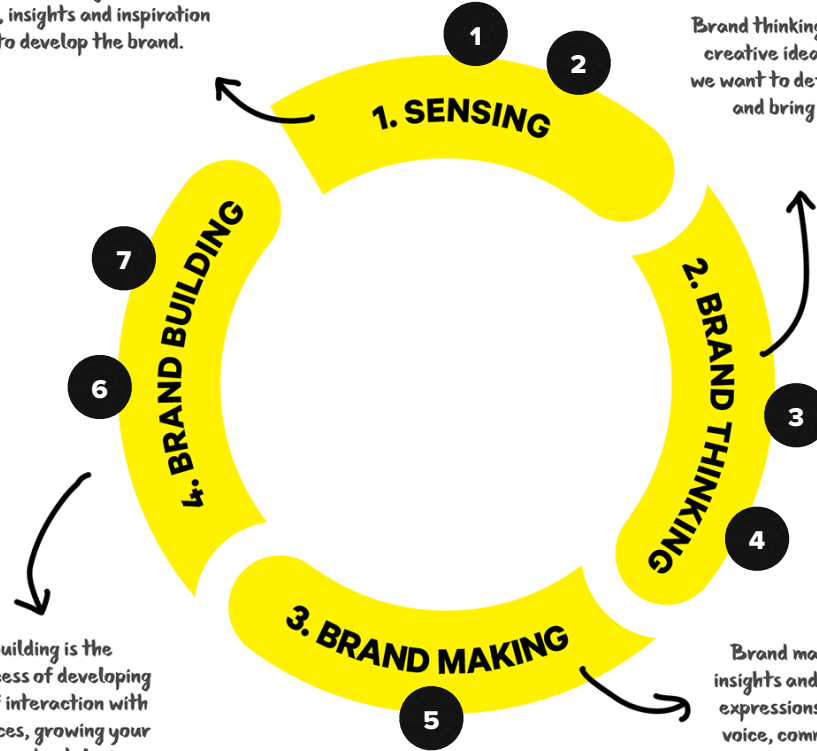
Brand making is turning those insights and ideas into real-world expressions, developing a face, a voice, communication materials, experiences and more in order to have a glorious launch!

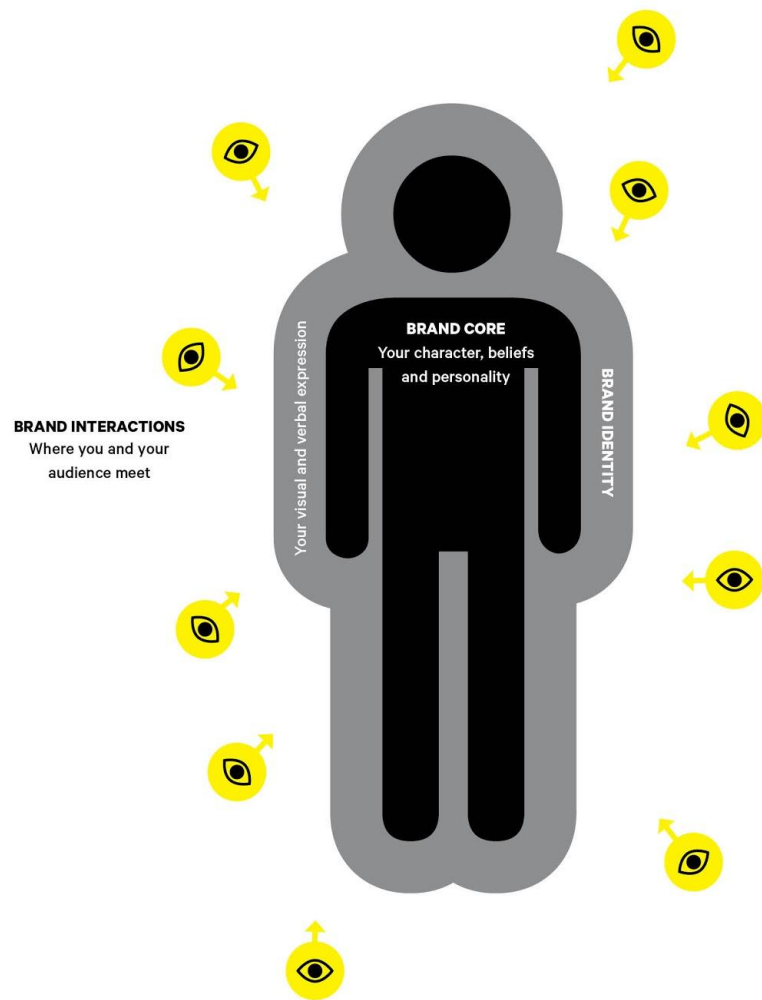
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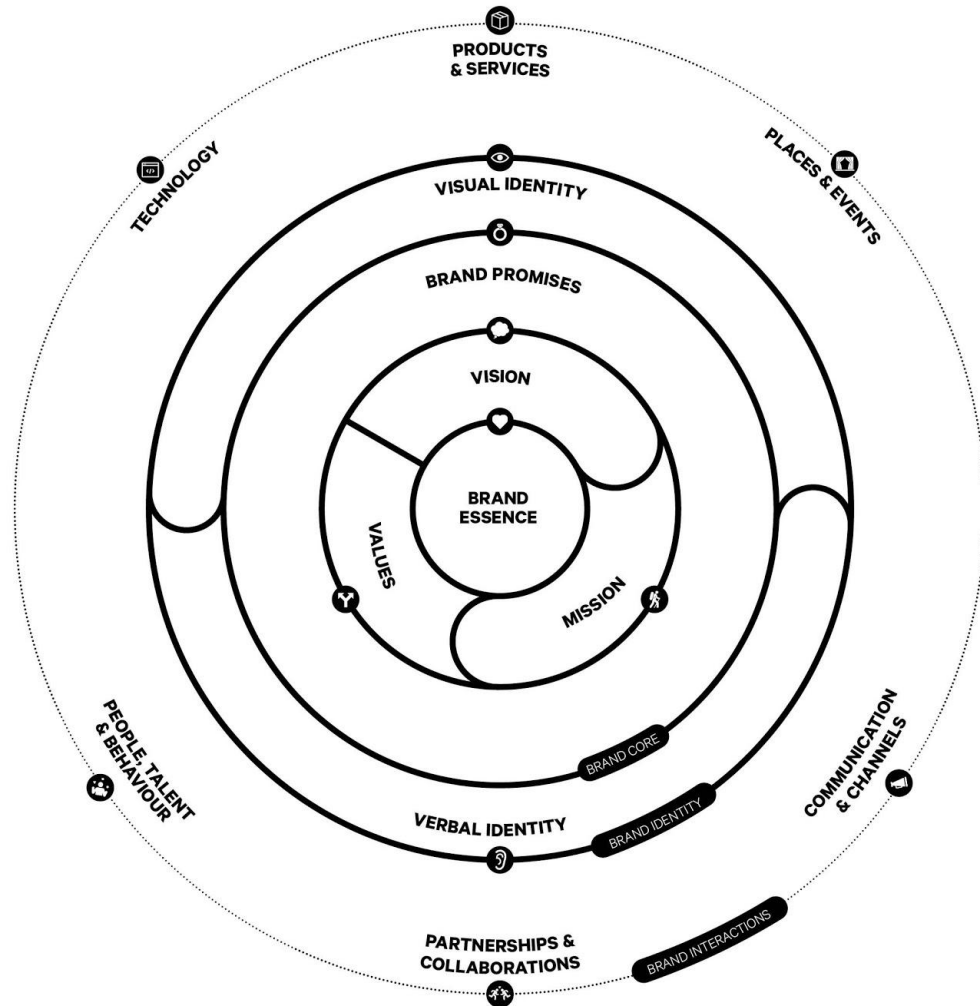
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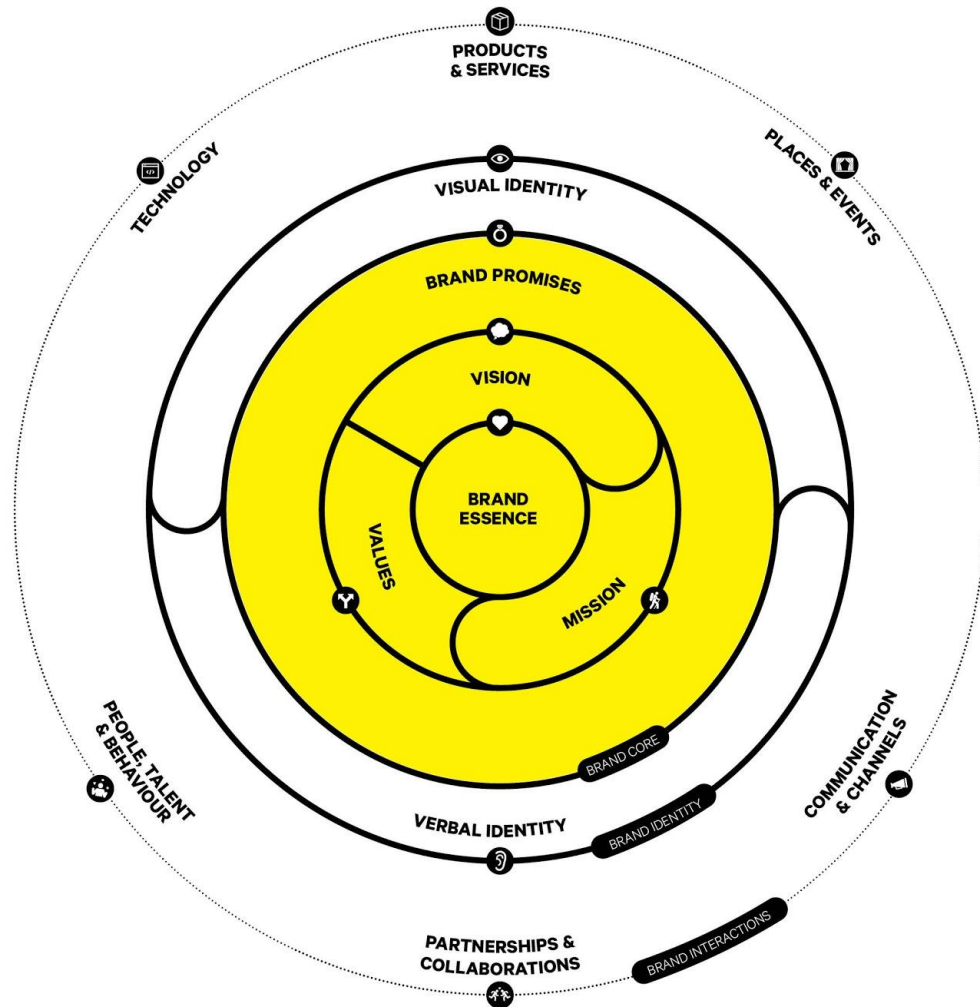
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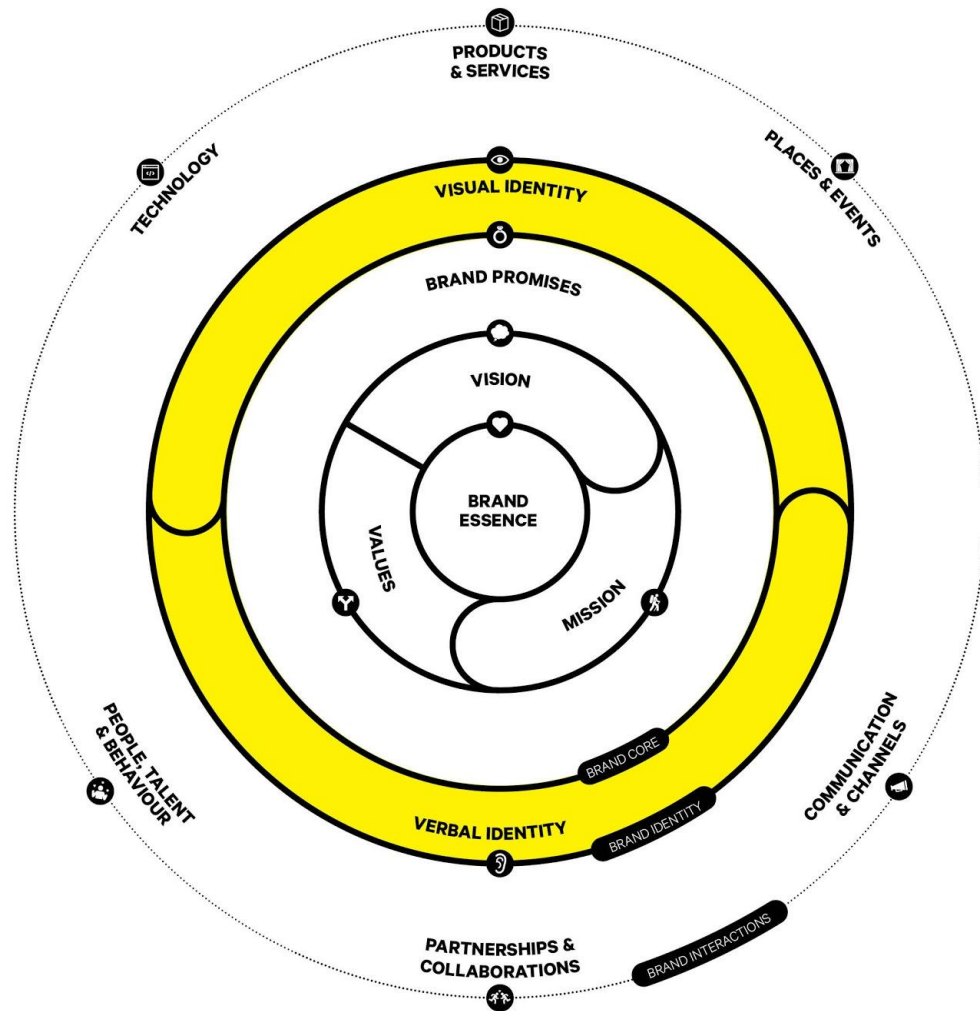
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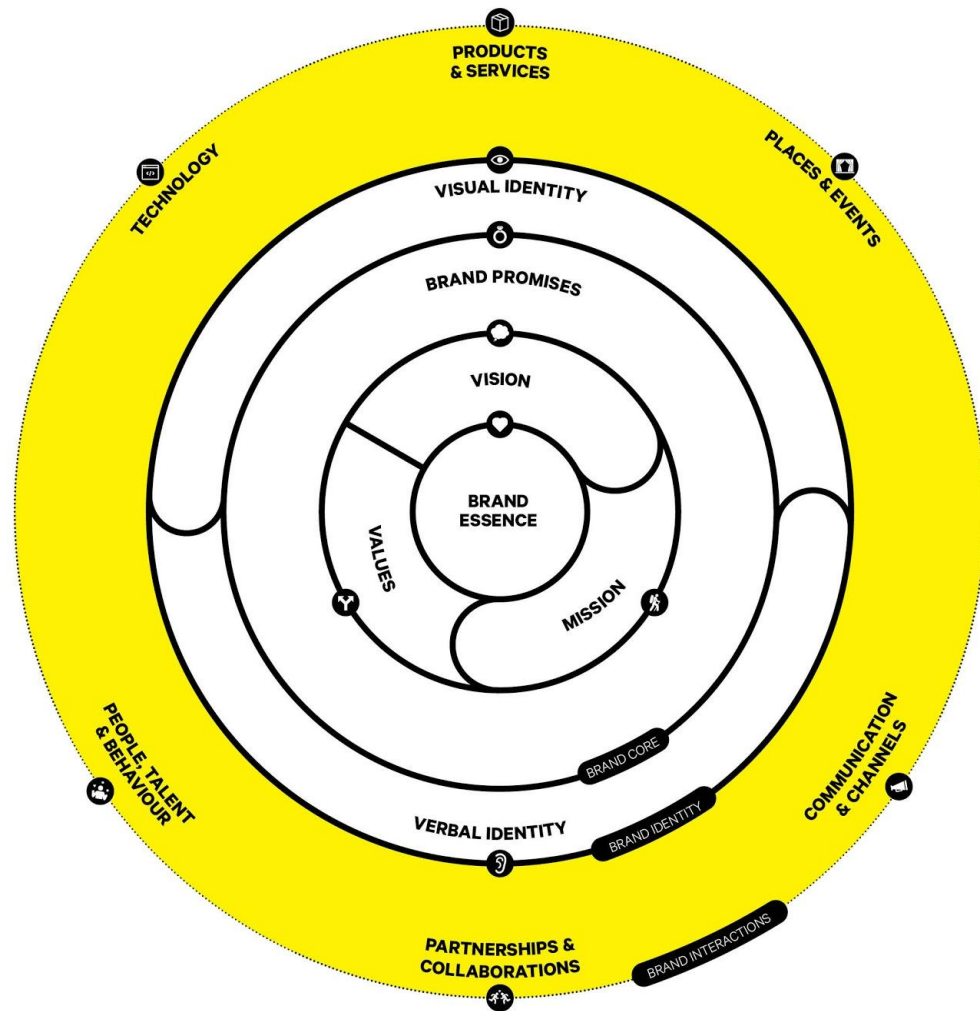


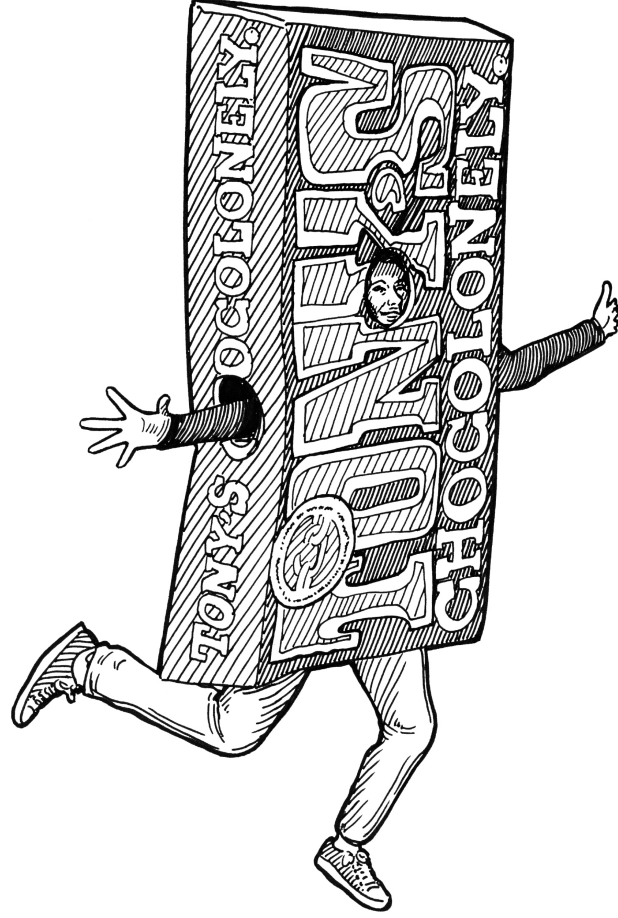








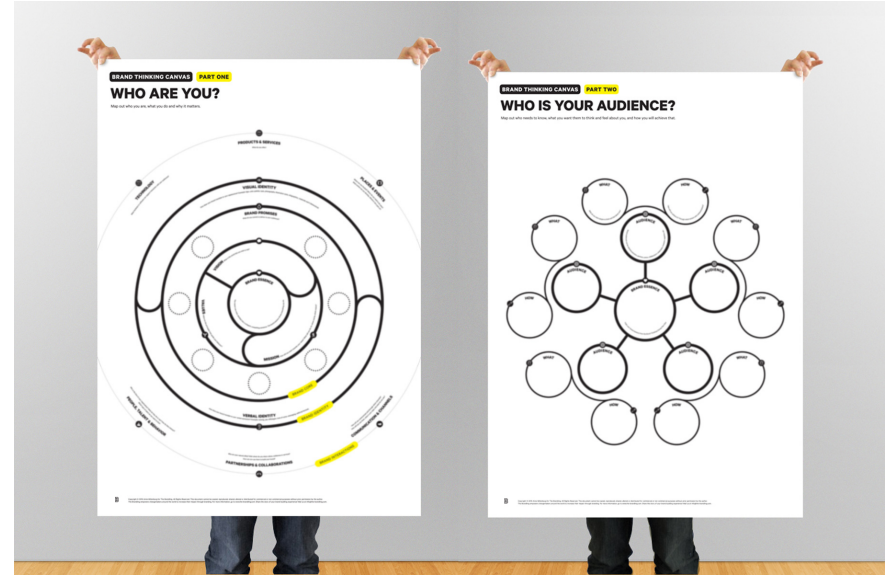




WE'RE SHARING THE TOOL WITH YOU!

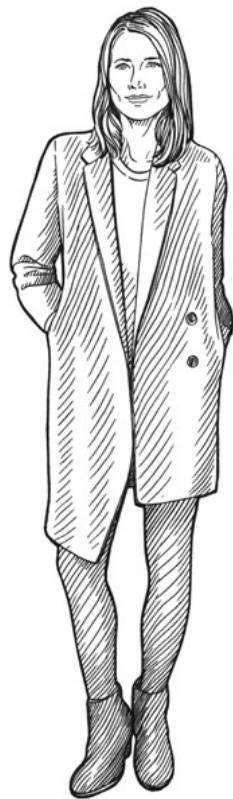
WWW.THE-BRANDLING.COM/brand-thinking-canvas

Discount code: bu-stepup



THE BRANDLING INTRODUCTION

**CAN YOU TEACH PEOPLE
TO THINK LIKE BRAND
STRATEGISTS?**





**AN EDUCATION COMPANY THAT
TRAINS SOCIAL ENTREPRENEURS
TO BUILD STRONGER BRANDS**

**1.
TOOLS**

**2.
TRAINING**

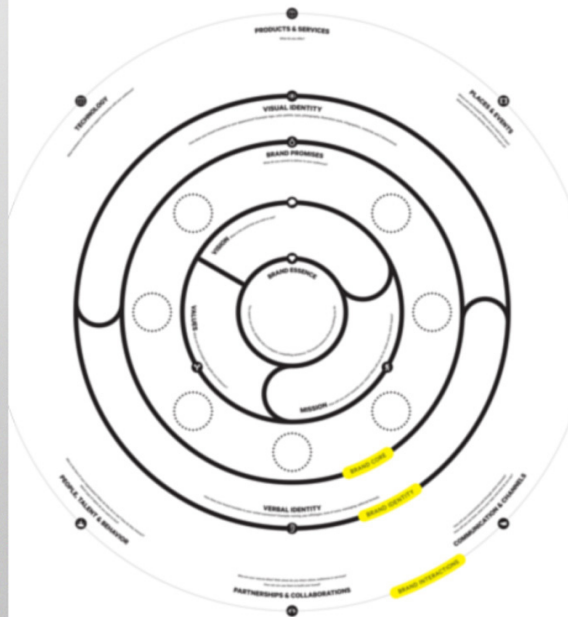
**3.
TRIBE**

1.
HIGH QUALITY, ACCESSIBLE
AND RELEVANT **TOOLS +**
KNOWLEDGE RESOURCES

BRAND THINKING CANVAS **PART ONE**

WHO ARE YOU?

Map out who you are, what you do and why it matters.

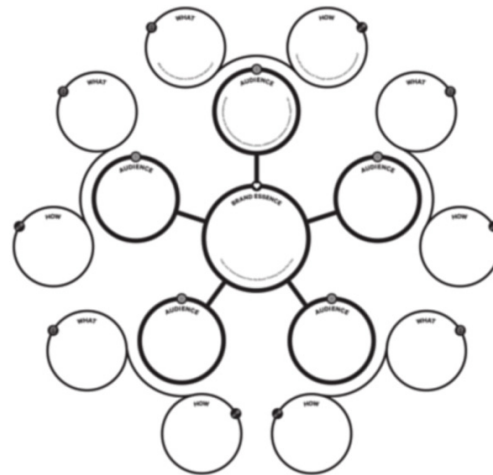


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BRAND THINKING CANVAS **PART TWO**

WHO IS YOUR AUDIENCE?

Map out who needs to know, what you want them to think and feel about you, and how you will achieve that.



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2.
SKILL BUILDING:
TRAINING + COURSES





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Group 2

Group 3

WHO IS YOUR AUDIENCE?

WHO ARE YOU?

WHO IS YOUR AUDIENCE?

WHO ARE YOU?

WHO IS YOUR AUDIENCE?

WHO ARE YOU?

Group 2 participants: Anja Umehar, Guest Designer, Siddharth Pandit, Guest, Sonie.

Group 3 participants: Nizar Sulebi, Vaisankar Pradev, Sarah Hayes, Wanjiru Gethanga, Wanjiru Olunga, Aroun Dupuis, Janica Solis, Noeline Kirabo, Patricia.

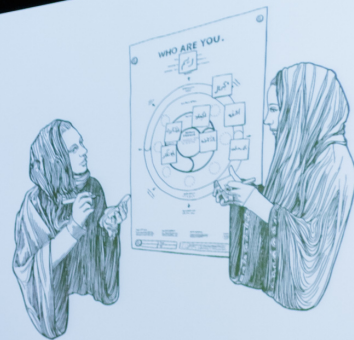
Group 3 participants: Chandapiwa Olesego Sisila, Debora Komukal, Guest, Patricia.

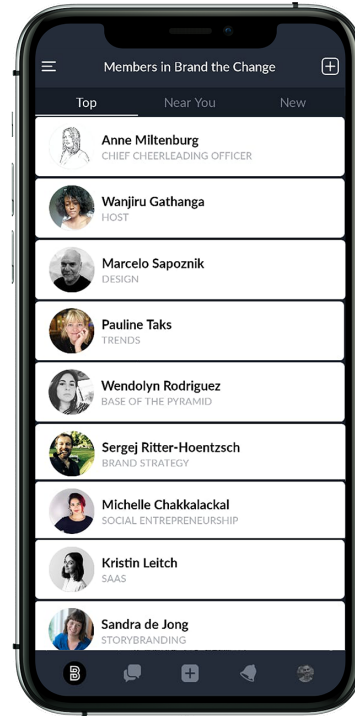
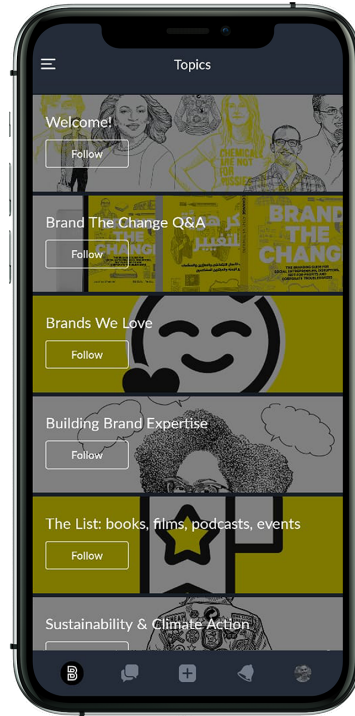
3. A **TRIBE** OF SUPPORT



BRAND THE CHANGE

#BrandTheChange @TheBrandling @De_Zwijger @Bispublishers







2,500 ENTREPRENEURS TRAINED
10,000+ PEOPLE USING OUR TOOLS & COURSES
38 CERTIFIED TRAINERS ACROSS 4 CONTINENTS





YOU'RE INVITED

UPCOMING EVENTS



LISBON MEETUP

Join the Lisbon community to help a local brand grow its audience



PERSONAL BRANDING MASTERMIND GROUP

Group of community members who support each other in building their personal brands



BRAND THE CHANGE ACADEMY

8 week online brand building programme to build your brand with Anne



BRAND THINKING CANVAS FACILITATION COURSE

On demand course for brand professionals who want to run their own inspiring and effective brand workshops





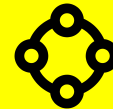
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