

Branding & Marketing Strategy for market access to Europe

Doron Verstraelen Consultancy.



Doron Verstraelen

Make places better for everyone.



Talk about branding & marketing

“Talk about branding and market your product in the Netherlands and the EU is as if you were cooking a delicious meal”

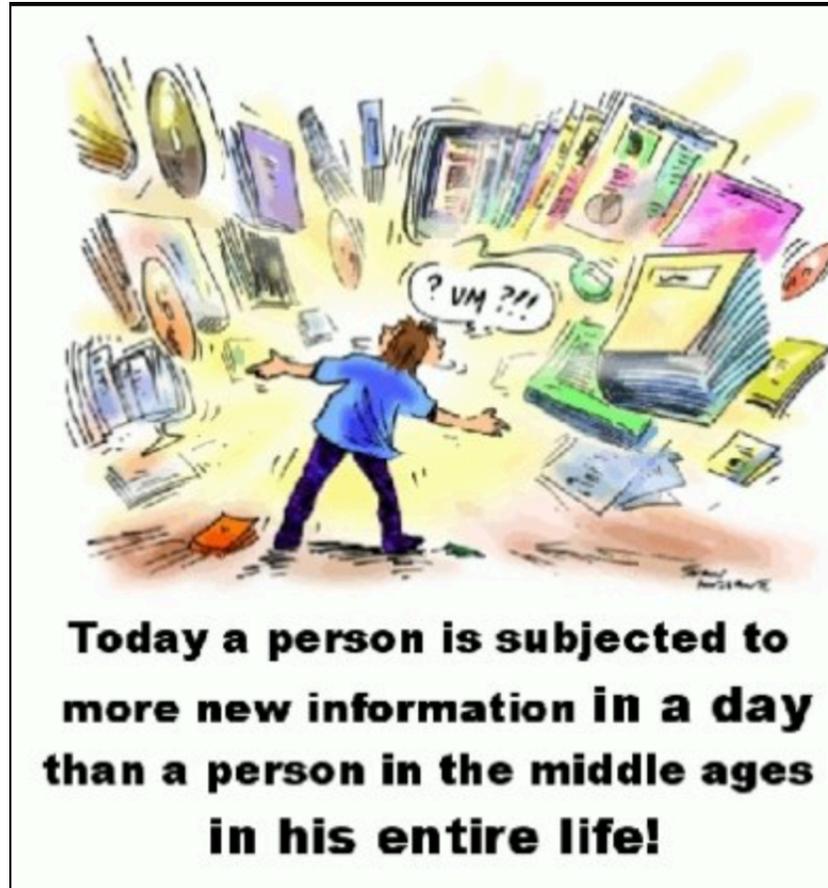
Doron Verstraelen

Branding expert.

Creator of the Utrecht Region placebrand

Age of Information Overload

Context



Facts & Figures

- Dutch people receive on average 1500 ads a day.
- Next to mails, phonecalls, whatsapp etc etc.
- At the same time research states that 33% to 50% of employees receive information at work that is not essential to being able to do their job.

“So how to stand out from the crowd and the noise?”

Branding

Learn Why Branding is Important in Marketing

Clearly delivers the message



Emotionally connects your target prospects with your product

Creates user loyalty



Confirms your credibility



Motivates the buyer to buy

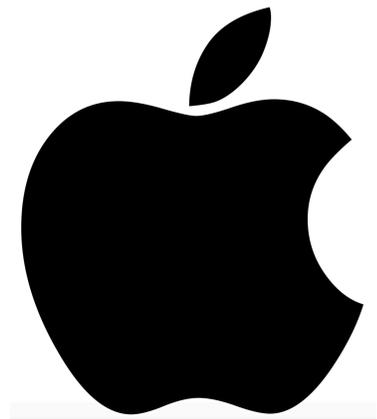
 the balance



The ingredients

- Have a clear purpose, mission and vision.
- Know who you are. Your identity
- Customer Insights. Know your clients
- Brand promise
- Living and be the brand

Know who you are!



I'm a PC.



I'm a Mac.



Customer insights

The Dutch

1. Be polite but informal in **Dutch business** culture. ...
2. Be direct and honest. ...
3. **Get** ready to meet and discuss. ...
4. Negotiate, negotiate, negotiate. ...
5. Stick to whatever is agreed. ...
6. **Get** social! ...
7. Keep it casual. ...

Customer insights

The Dutch

More information:

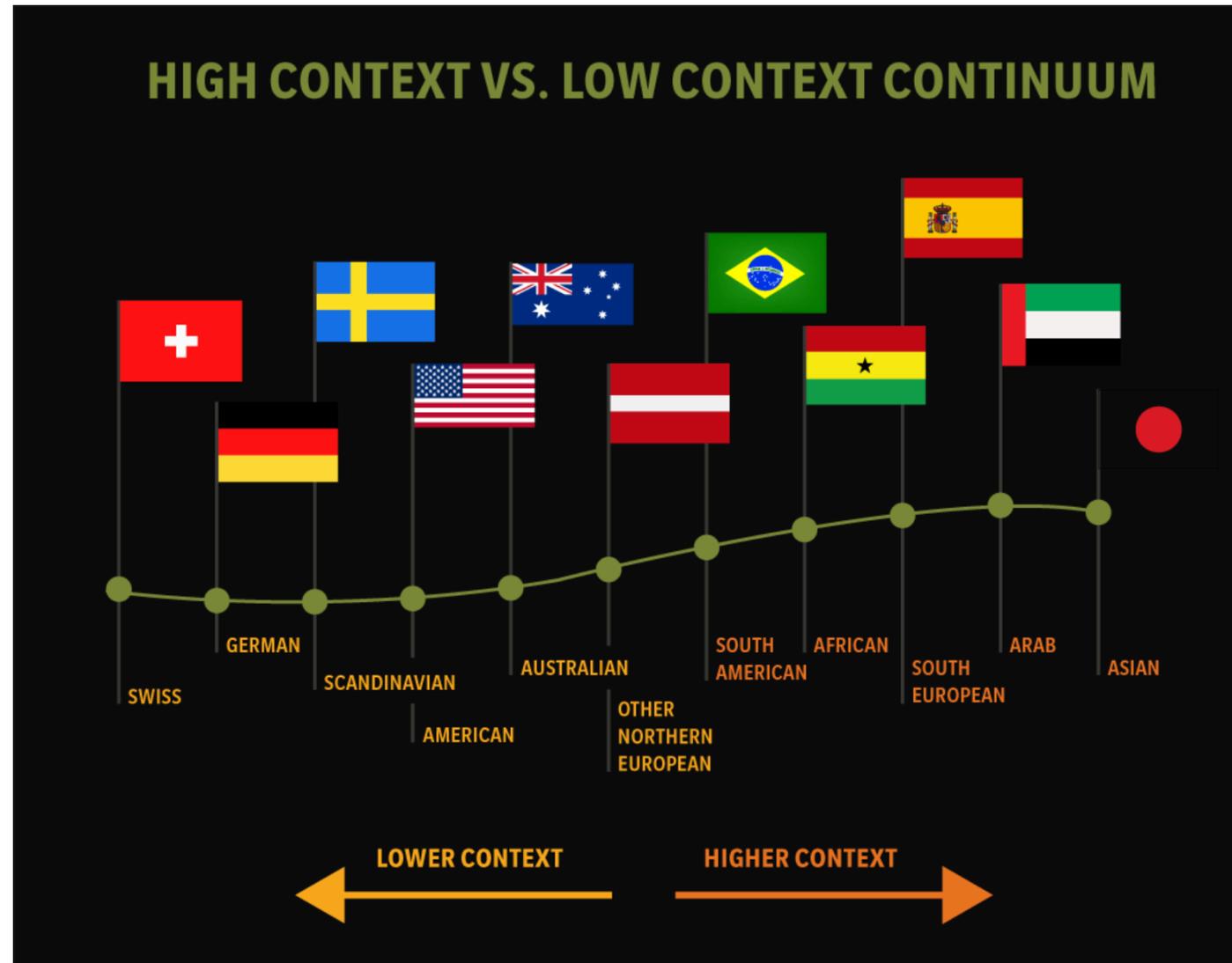
<https://www.expatica.com/nl/employment/employment-basics/a-guide-to-understanding-dutch-business-culture-102490/>

9. Don't address people by their first name (only after getting social)
10. Be on time (and call if you will be late) and use business cards or connect on linkedin.
11. Don't be disappointed or offended if Dutch people don't have a businesscard. They like to connect via linkedIN. Be persistent and ask for their phone number or email
12. Dress smart casual
13. Dutch people don't listen to their bosses.

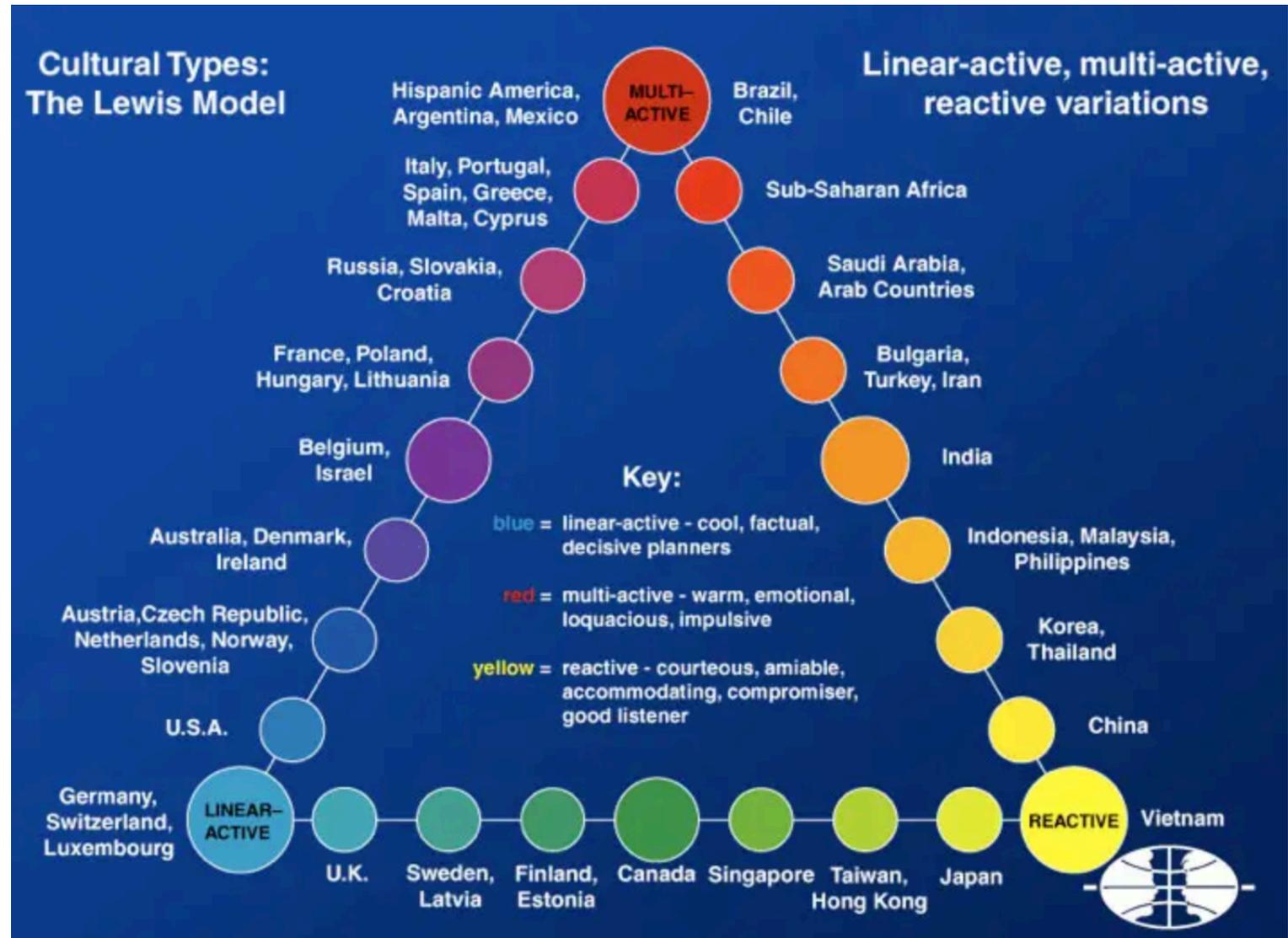
Customer insights

Intercultural
communications

Europe



Customer insights
Intercultural
communications



Customer insights

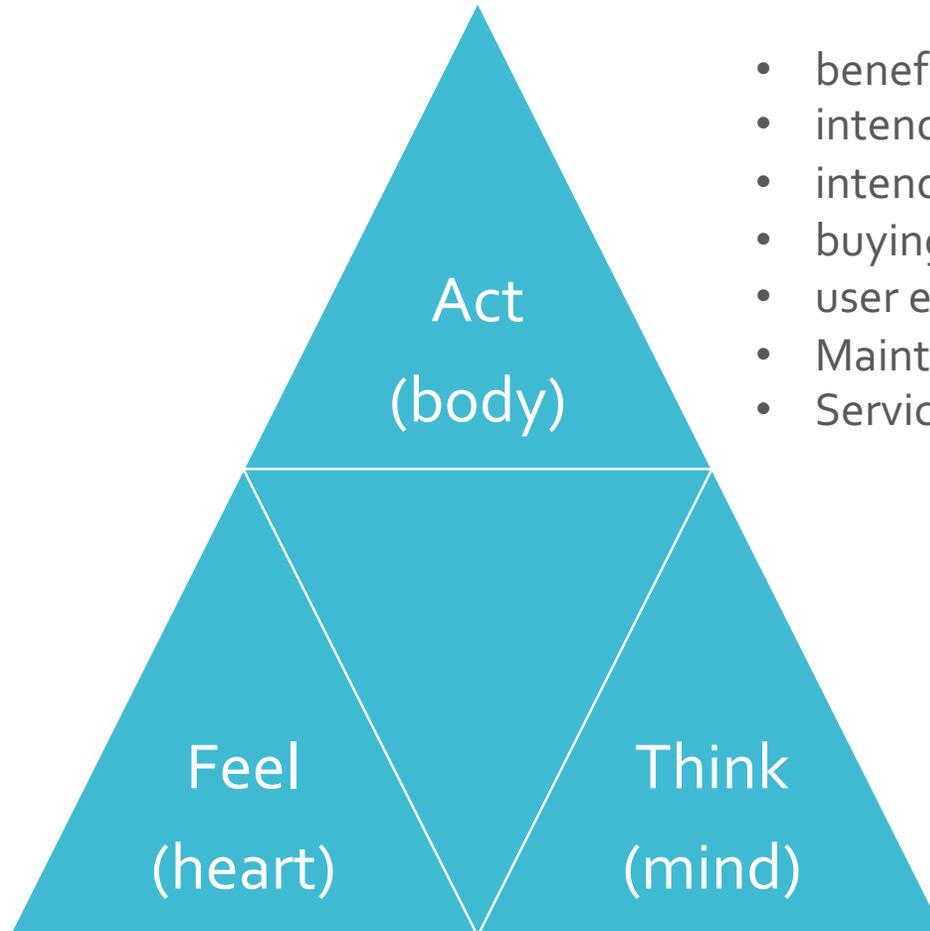
Intercultural
communications

NEEDS

1. Sensitive attitude
2. Knowledge about other cultures
3. Skills in changing frame of reference
4. Practice!

Customer Insight. Know your client

Functional Value. What the product does.



- benefits of product attributes
- intended use
- intended end users
- buying experience
- user experience
- Maintenance
- Service

- Value of ownership
- Value of affinity, relation
- Emotional significance

- Total cost of ownership
- Economic value to customer
- Time saving
- Money saving
- Quality improvement
- Flexibility
- **Approved, accredited product**

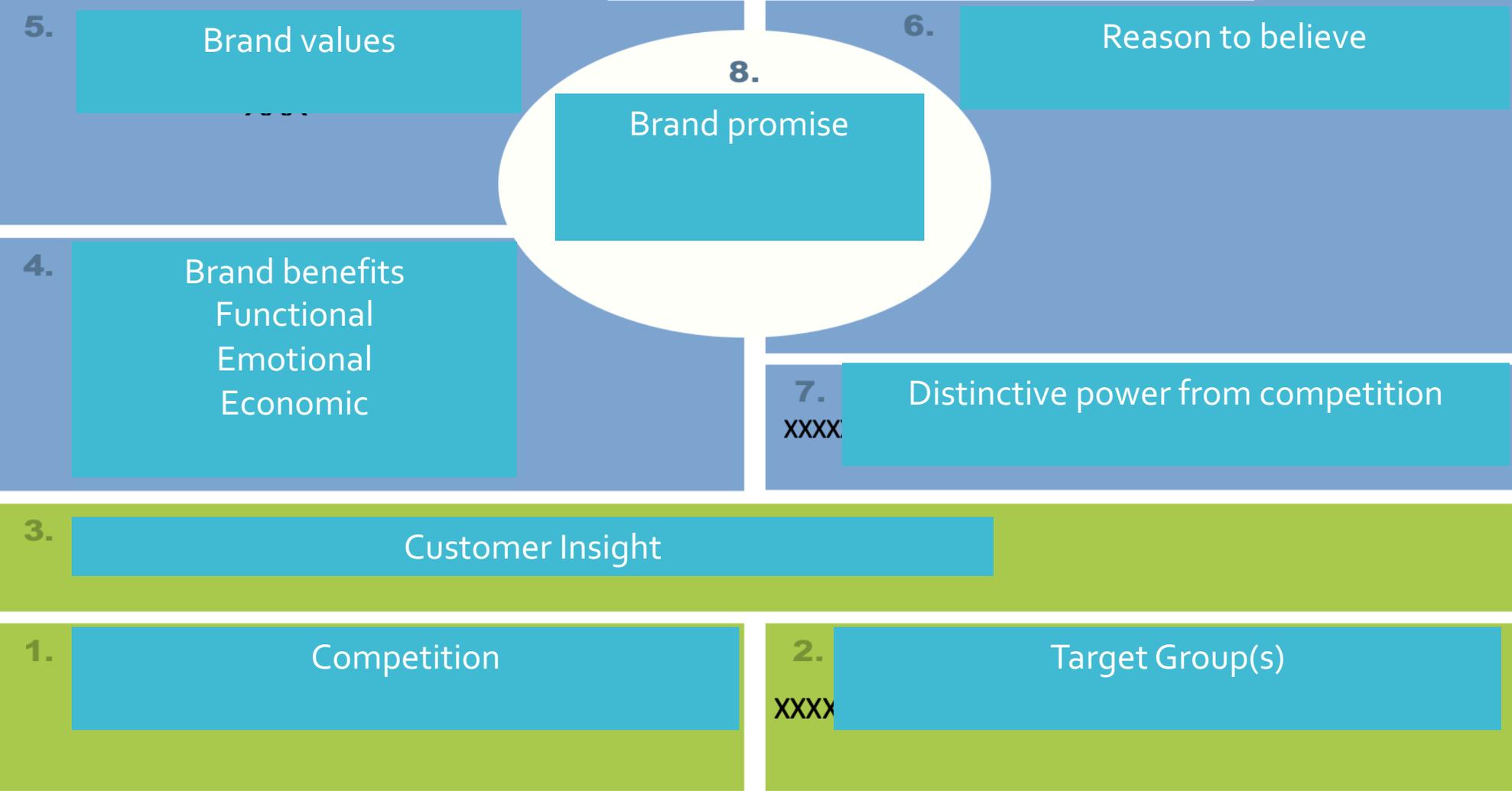
Emotional Value. How it makes you feel.

Economic Value. Time & Money.

The brand promise

1. The competition. Environment
2. Distinctive power
3. Brand benefits. What do the customers get? Previous slide
4. Brand Values. What do I stand for? Purpose
5. Reason to believe. Why should customers believe me?
6. Brand promise (short sentence that summes everything up)

BrandClick Model



Living the brand



Living the brand

1. Use the brand click model for your own brand development
2. Use the completed model as a brief for brand design, brand manuals and implement the brand in all elements -> previous slide
3. Choose brand architecture, next slide
4. Commitment and consistency

Branded House

One brand creates a single powerful image, sometimes with a descriptor



FedEx Express



FedEx Ground



FedEx Freight



FedEx Office



FedEx Trade Networks

Sub-Brands

Combining the corporate brand with strong sub-brands
Sub brands help differentiate and boost corporate brand



iPhone



iPad



tv

Endorsed Brands

Leading with a strong sub-brand but leveraging corporate brand as endorser



Marriott
HOTELS · RESORTS · SUITES



House of Brands

Decentralized companies targeting diverse markets



P&G



Crest
PRO-HEALTH



Branding in
context. How
does it fit in your
path to Europe?

1. Initial market exploration. Product – Market validation
2. Market integration strategy. Compliancy check. Partnerships
3. Establishing & Scaling

Thank you!



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Scan the code and let's connect

