

creating brand experience

NOSE

EuroFM Meeting, February 6 – 8 2013, zhaw Wädenswil

Some Inputs on Image and Branding

Secrets of Strong Brands

1. Strong brands offer clear value propositions.



2. Strong brands are consistent and coherent.



3. Strong brands are supported by an attitude.



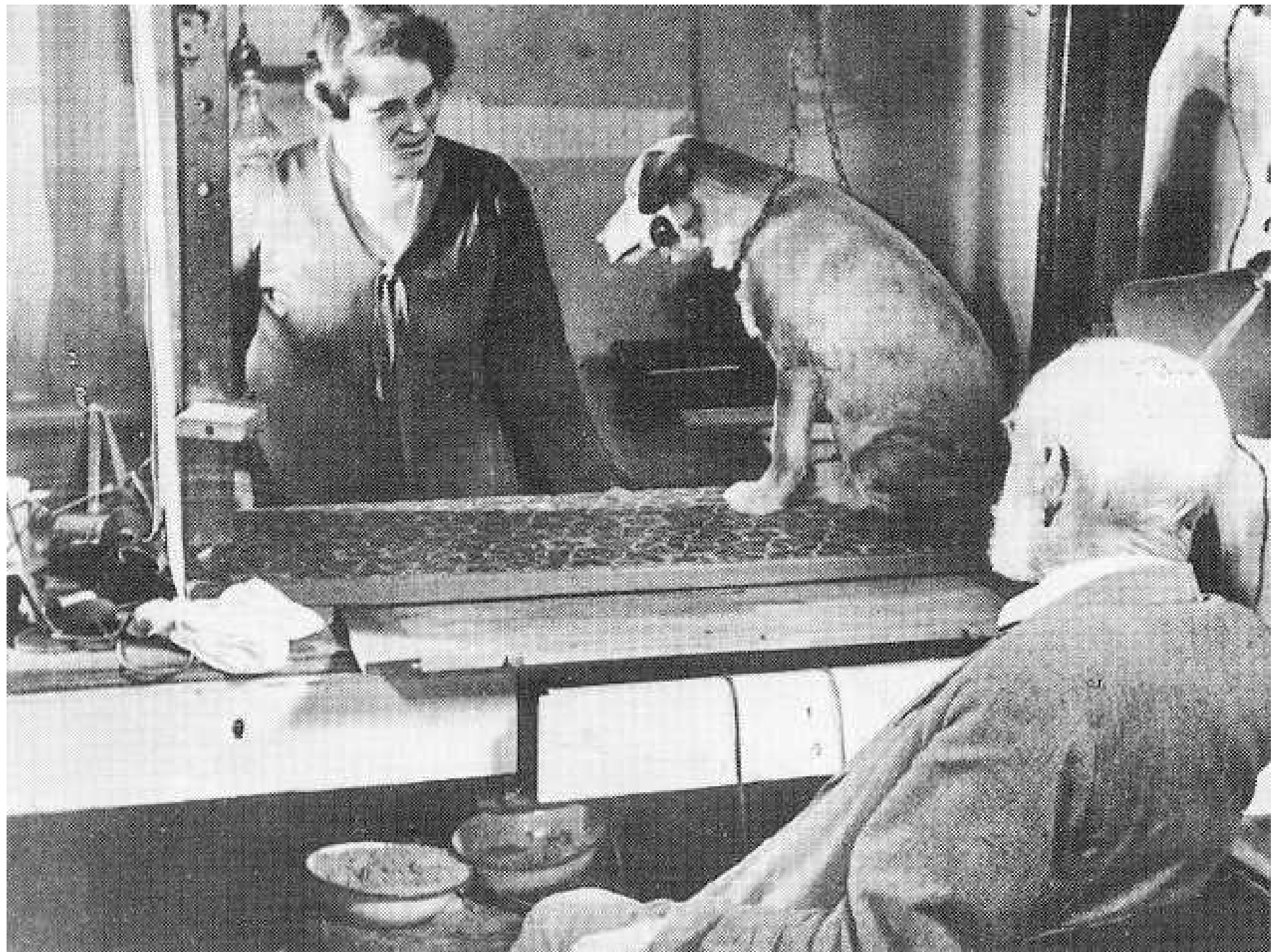
4. Strong brands are remembered and recognised.



5. Strong brands retain customers and support sales.



**It's not magic,
it's science.**



The secret about the image



The difference between a strong industry and a strong brand

**A strong industry
has something to
say.**

IATA

67th IATA ANNUAL
GENERAL MEETING
SINGAPORE 2015



**A strong brand has
something to offer.**



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**Thank you
for your attention.**

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