



2018
12TH MAY

FIRST REGIONAL BRANDING SYMPOSIUM

Explore the world after big data.
Travelers are given birth into a new world,
the same but different.

OPERA & THEATRE MADLENIANUM
GLAVNA 32, ZEMUN

11 AM - 19 PM

MARTIN LINDSTROM

EXPERT ON BRANDING
AUTHOR OF SMALL DATA BOOK



MARTIN LINDSTROM

ONE OF THE WORLD'S LEADING
BRAND-BUILDING AUTHORITIES

Martin Lindstrom is a New York Times best-selling author of seven books on branding and one of TIME magazine's most influential people in the world. He has been named one of the world's 50 most visionary thinkers and voted the world's #1 brand guru. He advises some of the world's top brands, anchors NBC's popular Main Street Makeover, and is the innovator behind such terms as "Sensory Branding" and "NeuroMarketing."



PART 1: 11:00 - 12:30

IN SEARCH OF DESIRE

THE FUTURE WILL BE ALL ABOUT SMALL DATA



The world's largest-ever ethnographic study — visiting and sometimes living in the homes of more than 2000 men, women, and children in 77 countries over the past 15 years — has led Martin to a new, intriguing perspective, one that subverts and rewrites the traditional handbook of old-school marketing, segmentation, and brand positioning — and adds critical shading, nuance, and character to our current global preoccupation with Big Data.

This extraordinary study has yielded profound insights from seemingly mundane observations, such as how we hang our toilet paper in the bathroom, how we brush our teeth, and how we use emoticons in our emails and social messages. In Martin's telling, these observations combine to relate a fascinating, undiscovered story about who we really are. **THE FUTURE WILL BE ALL ABOUT SMALL DATA.**

Martin calls those observations "small data." **He believes that BIG data often tells only part of the story, but small data has the potential to delineate the true causes of human behaviour.** Our data-driven world seems to have forgotten that real human discoveries depend on identifying causations, rather than on correlations. In sharp contrast to this, Martin's research focuses on the human side.

Join Martin as he enters homes and spends time with families, singles, and kids in the Saudi Arabian desert, the far reaches of Siberia, the American Midwest, poor favelas in Sao Paulo, and some of the richest suburbs in Tokyo in a fascinating hunt for the desires that are shaping a worldwide retail revolution.

IN THIS PART YOU WILL:

- Meet the Screenagers and learn how teens' unique use of cushions has changed the furniture industry in Poland.
- Discover why "transition" will be a key concept for tomorrow's brands as they seek attention and loyalty from the next generation's smartphone and social media obsessed consumers.
- Learn how our constant search for balance reveals fascinating insights and opportunities for the brands of tomorrow.
- Explore why Wabi-Sabi, the ancient philosophy, will soon define every new brand launch.
- Discover how the philosophy of Embodied Cognition took Martin by surprise — and how this observation will control the behavior of every future consumer.



PART 2: 12:50 - 14:20

HOW A SECRET PASSWORD CREATED AN AMERICAN RETAIL REVOLUTION



By observing consumers in their own homes, often for days at a time, and accumulating and capturing a chain of “small data” observations and clues that shed light on people’s unmet desires and needs, marketers can merge Big Data with real-life “small data” to craft the ultimate “X-ray” portrait of consumers. **The result? New brands, new products, and new businesses.**

In Lindstrom’s unusual role as a forensic investigator of emotional DNA, **he has studied refrigerator magnets in the Russian Far East, observed the bedroom decor of adolescent girls across Europe and tracked the behavior of Saudi Arabian moviegoers.**

In this way, Lindstrom and his team have been able to provide innovative solutions for a Swiss fashion retailer, a global weight-loss company, an international fast-food chain, and a renowned beer brand.

In Part 2, you’ll witness firsthand **how the most extraordinary observations have led to retail and brand revolutions across the world.**

Martin will reveal some of his secrets: **how to convert observations into concept ideas and how to ensure that breakthrough concepts survive internal obstacles as the idea is turned into reality.**

IN THIS PART YOU WILL:

- Learn tomorrow’s way of brand innovating based on small data.
- Discover how consumers act under multiple personalities, which seriously affects their choice of brand.
- Witness firsthand how each of us operates with three different ages, correlating directly with our upbringings, our sense of humor, and our brand choices.
- See how some of the world’s most innovative companies, such as UBER, Google, and Tinder, have embraced a philosophy based on unusual findings detected in consumers’ homes.
- Discover how BenchMarketing will lead to a completely new way of building tomorrow’s brand concepts.
- Explore how brands should respond to the impatience of this “instant generation.”



PART 3: 15:05 - 16:50

SOCIAL MEDIA IS THE NEW BEDROOM WALL

WHAT'S THE FIRST THING
YOU DO AS YOU WAKE UP?



Eighty-nine percent of all Americans, 76% of Europeans, and 92% of Asians check their smartphones. Of those, 72% review their Social Media accounts. And that's even before they've left bed.

In Part 3, Martin Lindstrom explores the surprising role brands play today — and the role they will play in the future — as **Social Media expands its reach into every aspect of our lives.** You'll experience unprecedented access into the private homes of people across the world, as Martin and his team convince ordinary individuals to live, eat, party, and shop with them as they rule their lives from their pockets.

Lindstrom asks the questions that are on every marketer's lips: **What is the ultimate way to build social brands, what will it mean for your brand, and what is the road-map to get there?**

IN THIS PART YOU WILL:

- Gain a powerful understanding of the physiological side of social media.
- Learn how a new generation of influencers, the "micro-celebrities," will come to rule your brand.
- Learn how to keep your brand message intact after you've handed full control over to the consumer.
- Discover how to future-protect your brand and its core foundation as social media.
- Learn how to create a powerful Social Media strategy - taking the latest trends into account.

"FOR SOMEONE WHO HAS A TENDENCY TO CHECK HER PHONE EVERY FIVE MINUTES, IT WAS IN MY BAG THE WHOLE TIME AND I ONLY TOOK IT OUT DURING THE BREAKS. LOVE IT!"

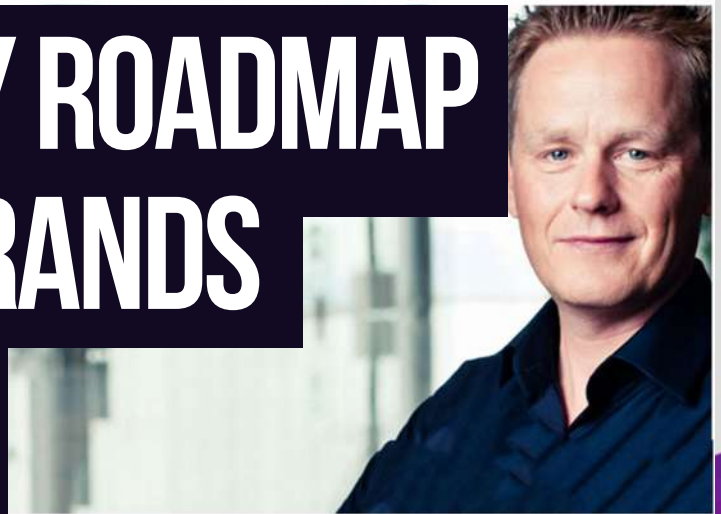
**BREANDA BEY,
HEAD OF CONSUMER MARKETING, YAHOO! INC**



PART 4: 17:10 - 18:55

A 21ST CENTURY ROADMAP FOR BUILDING BRANDS

SOON YOU'LL PRINT YOUR OWN
NESCAFE, LEGO BRICKS &
ARMANI PERFUME...



No one is better suited than Martin Lindstrom to answer the ultimate question: **What is the best way to build a brand in the 21st Century?** He's been on the forefront of brand innovation for two decades.

In a world where almost everything has gone digital... where **humans over the past two years alone have generated 90% of all information ever created by our species...** where the **9-second attention span of a consumer has been scientifically proven to be shorter than that of a goldfish...** where **retailers are undergoing the biggest revolution of all time as they move toward "Retailment"...** where **our favorite brands, such as LEGO bricks, will soon be produced at home on a 3D printer...** where **prices in the supermarket will adjust according to who's shopping — when all this is happening, even some of the most fundamental rules of how to build brands are being shattered.**

Consider this the most comprehensive, in-depth compilation of Martin Lindstrom's encyclopedia of brand-building knowledge, adapted to our time, completely revised, carefully evaluated, and structured to match the needs of tomorrow's marketer.

IN THIS PART YOU WILL:

- Get a clear overview of what where all conventional the learnings from Small Data thinking seems to have will mean for your way of building brands in the future.
- Learn how to take the dramatic changes in consumer behaviour into account as you develop a step-by-step guide on how to build your brand from a holistic point of view.
- Learn what to do as a small business owner, a B2C or B2B player, or as a conglomerate, as you struggle to understand how to lay out the best roadmap for communication in a world flown out of the window.
- Be invited to share your personal brand challenges with Martin on stage in order to secure his views on what you and your brand should do in order to optimize your presence.
- Tap into Lindstrom's deep insight on our human mind, sensory desires, social needs, and aspirations as he shares his completely new model and methodology, helping you develop and maintain a strong brand presence in the 21st Century.








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SPEAKER: MARTIN LINDSTROM

NUMBER ONE EXPERT ON BRANDING,
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