



different

Strategic Pitstop

A check up for your brand

Duration:

1 day

Preparation time:

2 – 3 weeks

team:

3 diffriends

12-15 clients

Contact:

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Digitalisation is turning our everyday lives upside down, along with technology, society and the economy. Keeping up with the latest developments is a Herculean task. We believe this task cannot be tackled with a digital strategy. Rather, we believe in brand management. And that, too, is digital.

In the **different pit stop**, we hoist brands onto a test bench for the digital age.

We get your brand-thinking back on track. Together, we identify strategic areas of opportunity and seek untapped potential in the digital environment. We explore the following questions:

- 1| BRAND ATTITUDE – How can brand management react to increasingly volatile, rapidly changing platforms and content?
- 2| BRAND CONTENTS – How can a brand identify and dominate the relevant topics?
- 3| BRAND EXPERIENCE – From a branding perspective, how does dialogue and relationship management work in the digital age?
- 4| BRAND ORGANISATION – What does the marketing department of the future look like?

What you can expect:

MIND OPENERS

Inspiring best practice cases, plus the different perspective on challenges and approaches to brand management in the digital age.

OUTSIDE-IN ANALYSIS

We analyse your brand in four disciplines, from the perspective of a strategic challenger. Take a look inside the different toolbox and discover, if you dare, our infamous Hotel Unicorn.

NEW OPPORTUNITIES

Summarise and prioritise the discussion points. You'll leave the workshop with a strong sense of where your brand's next opportunities lie.

