













BILD: SN/APA (EPA)





















## Diversity of brands!?!?













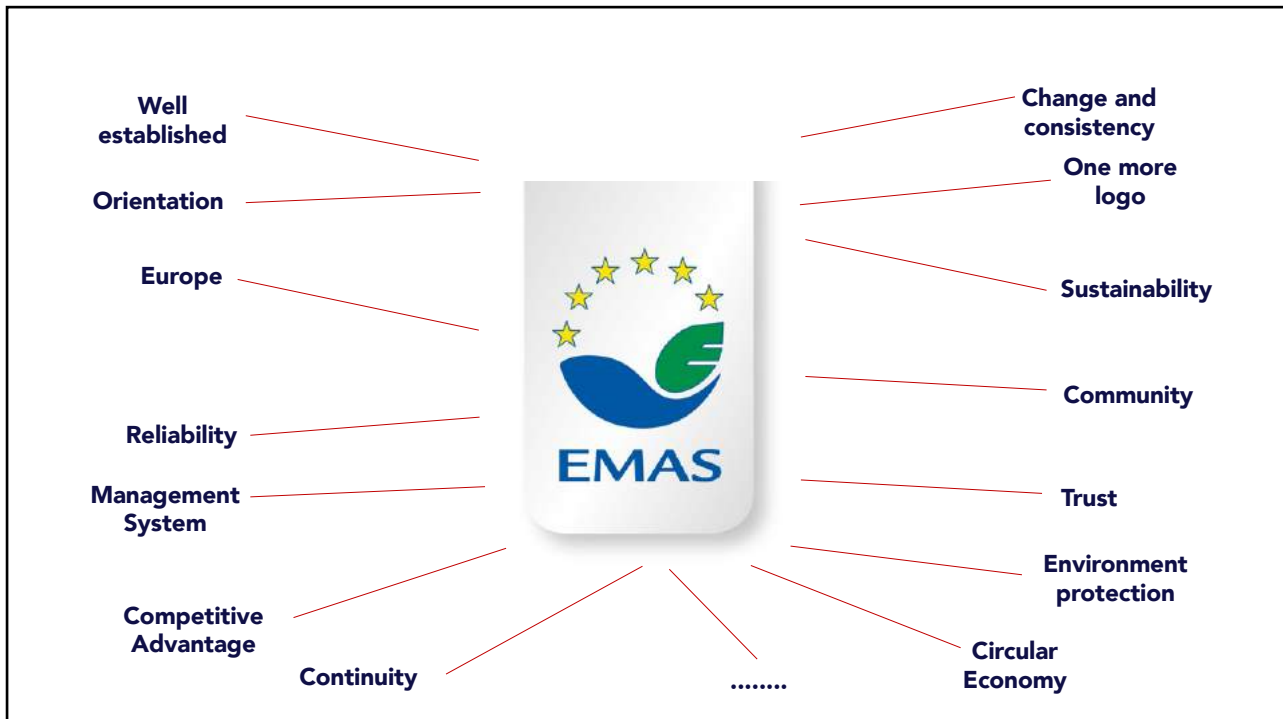
**"A brand is a name, term, design, symbol, packaging, sound, flavour, colour or any other feature that identifies one seller's good or service as distinct from those of other sellers"** (American Marketing Association).



Sustainable brands are products and services that are branded to signify to the consumer a form of special added value in terms of environmental and social benefits.

**However, a brand is also much more than that.**

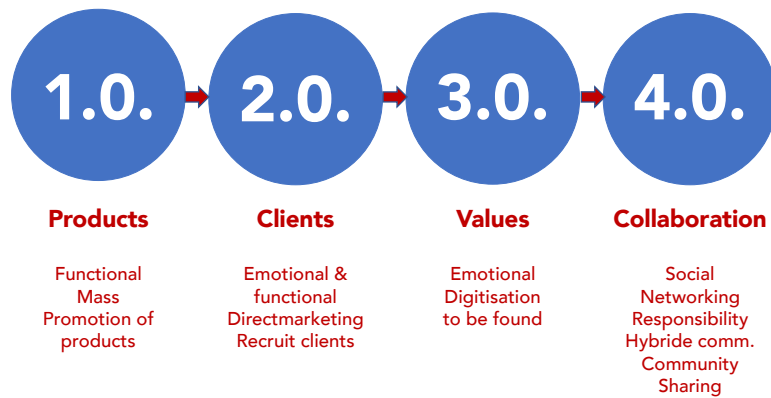




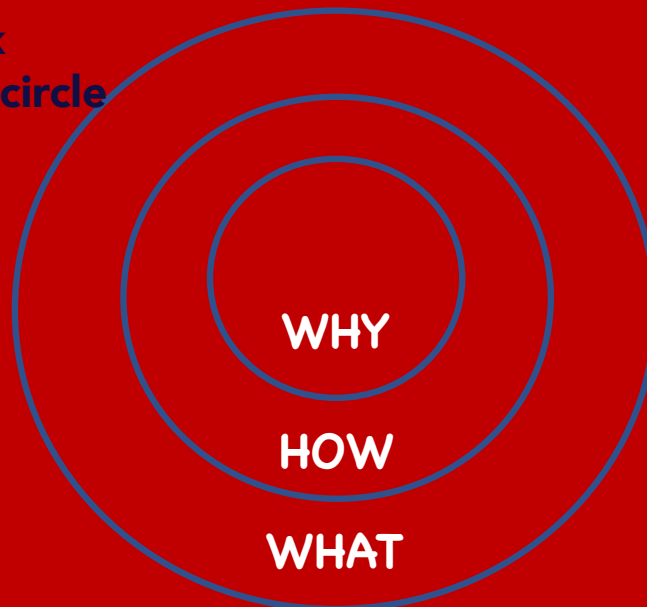


## Marketing – always on the go.

Kotler | Marketing 4.0



## Simon Sinek The golden circle







**What's our vision?**



**„People will forget  
what you said, what  
you did, but never  
how you made them  
feel“.**



### **Brands are like good friends!**

- They grow with you
- They laugh with you
- They cry with you
- They smile with you
- You trust them
- You forgive them



**BRANDING deals with your heart,  
your passion, ... with your spirit!**







### **Two tasks for the EMAS brandmanagement:**

- ➡ EMAS as a brand for itself.**
- ➡ EMAS as an important part for sustainable or CSR brands.**





### Ingredients for strong and successful green brands:

- **Exciting Story**
- **Strong business**
- **Reason for being**
- **Innovation**
- **Sustainability**
- **Values**
- **Emotion**
- **Passion**
- **Trust**
- **Focus**
- **... and a big 😊**





- ❖ What are the key elements of EMAS?
- ❖ What are the hard facts?
- ❖ What are the emotional facts?
- ❖ Tell me your story?
- ❖ How we can develop a powerful EMAS brand?
- ❖ How can we transfer our ideas to the whole EMAS community?
- ❖ Which communication tools are appropriate and useful to tell our story?





