

# 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”

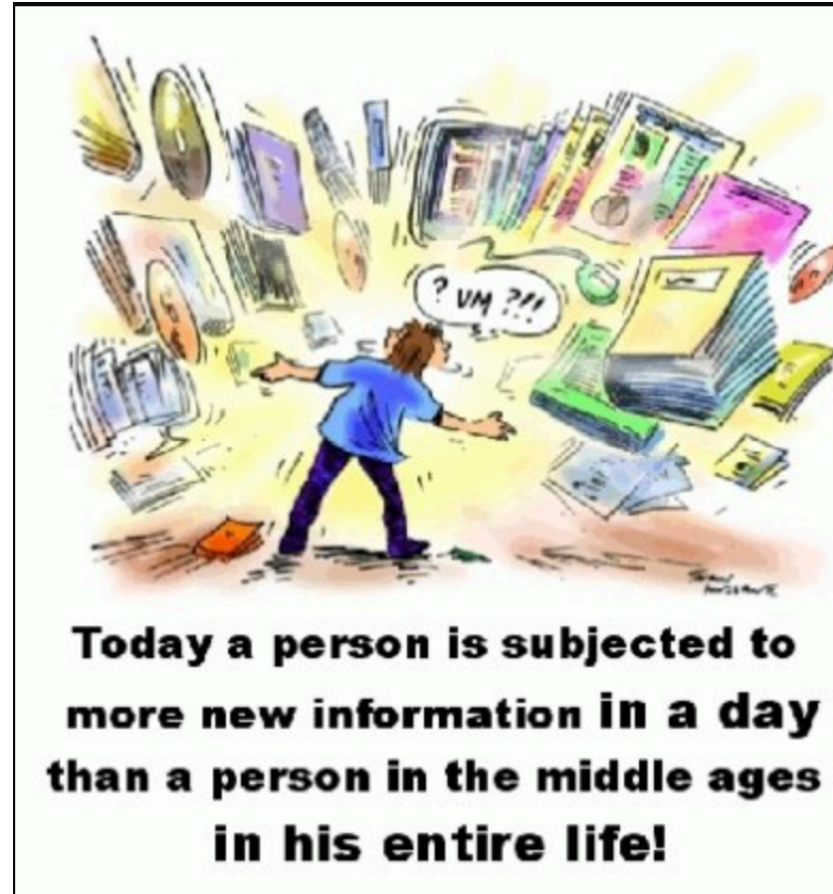
Doron Verstraelen

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



## 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!







# 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:

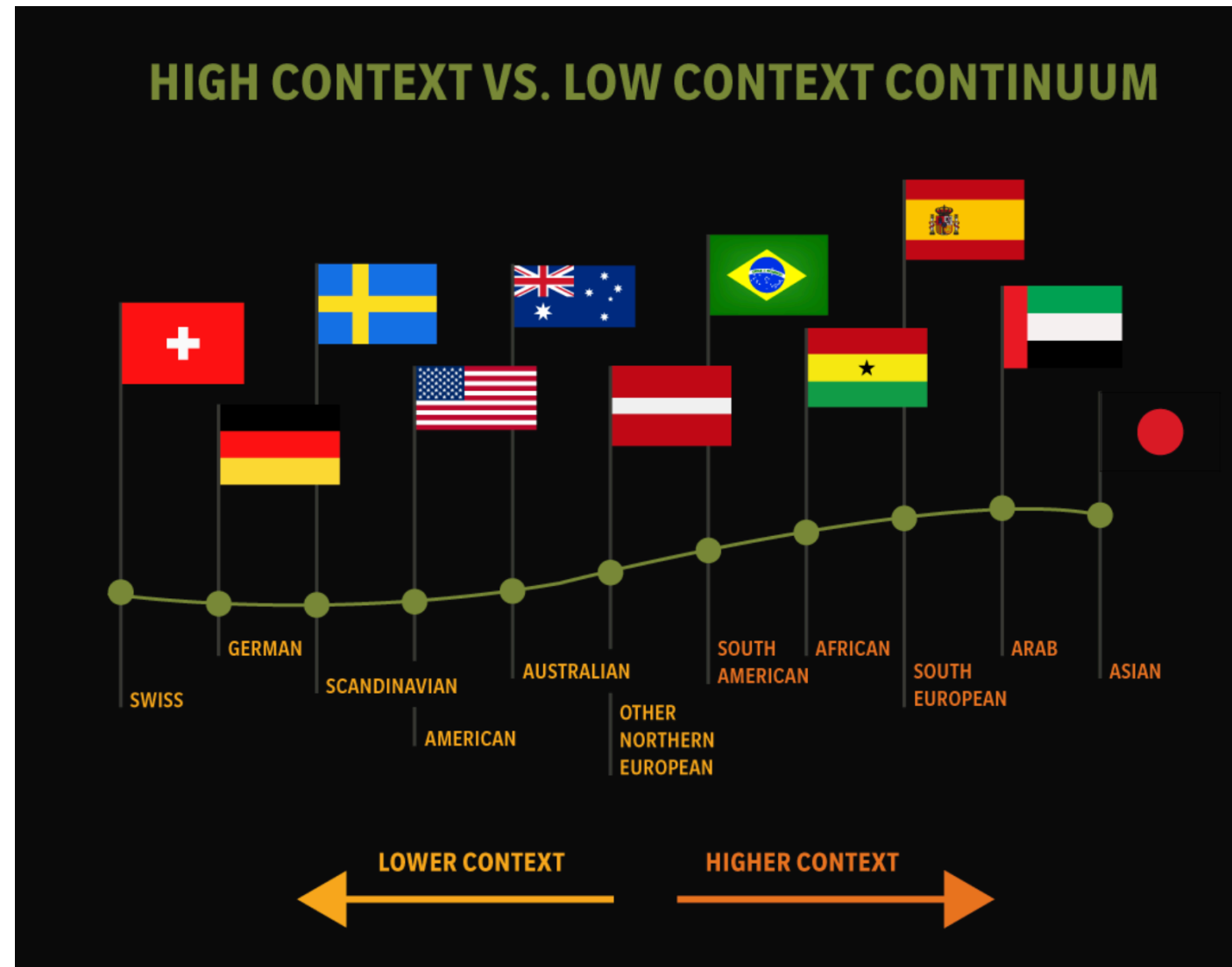
<https://www.expatica.com/nl/employment/employment-basics/a-guide-to-understanding-dutch-business-culture-102490/>

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

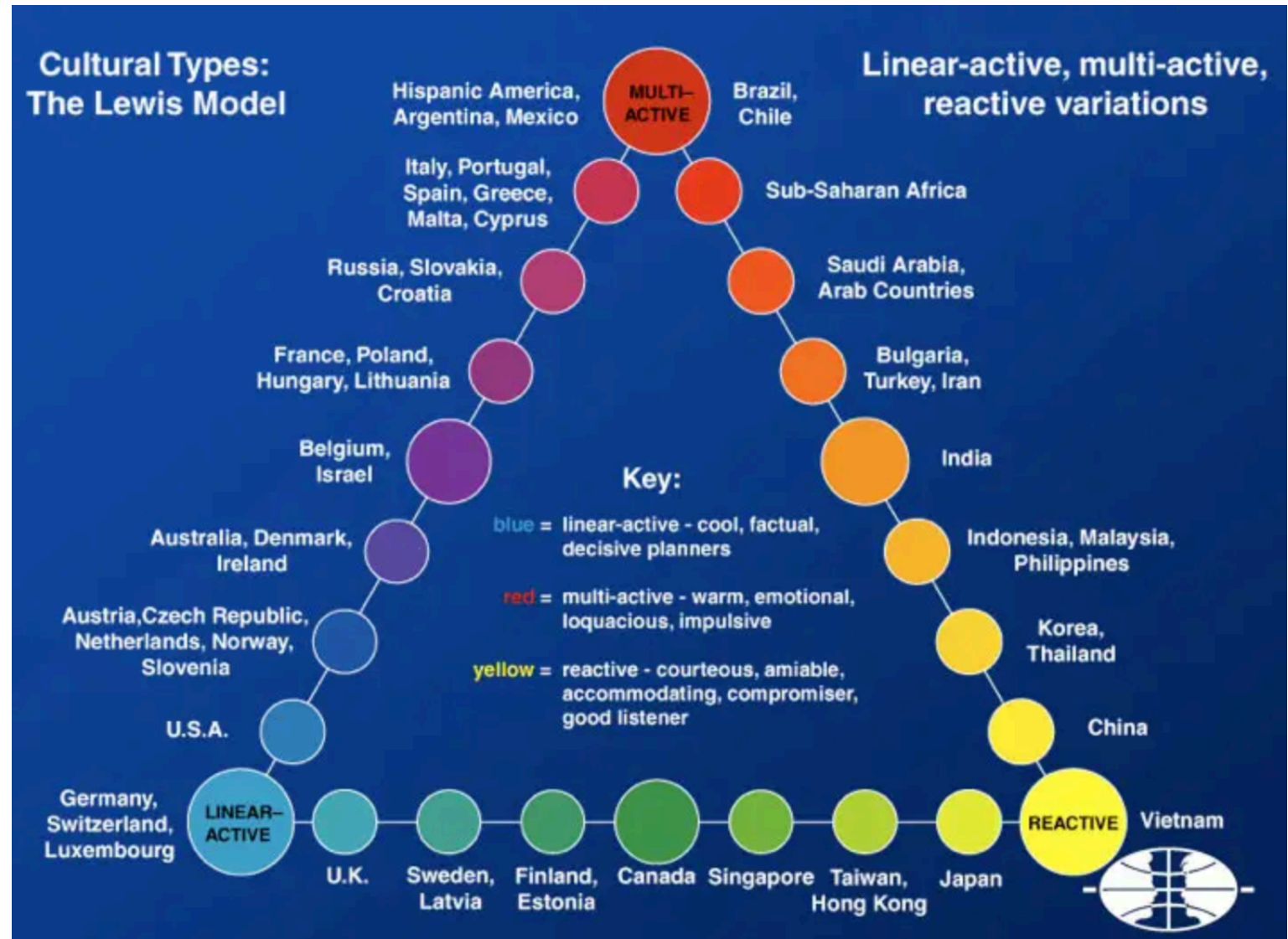
Intercultural  
communications

Europe



# Customer insights

## Intercultural communications



Customer insights

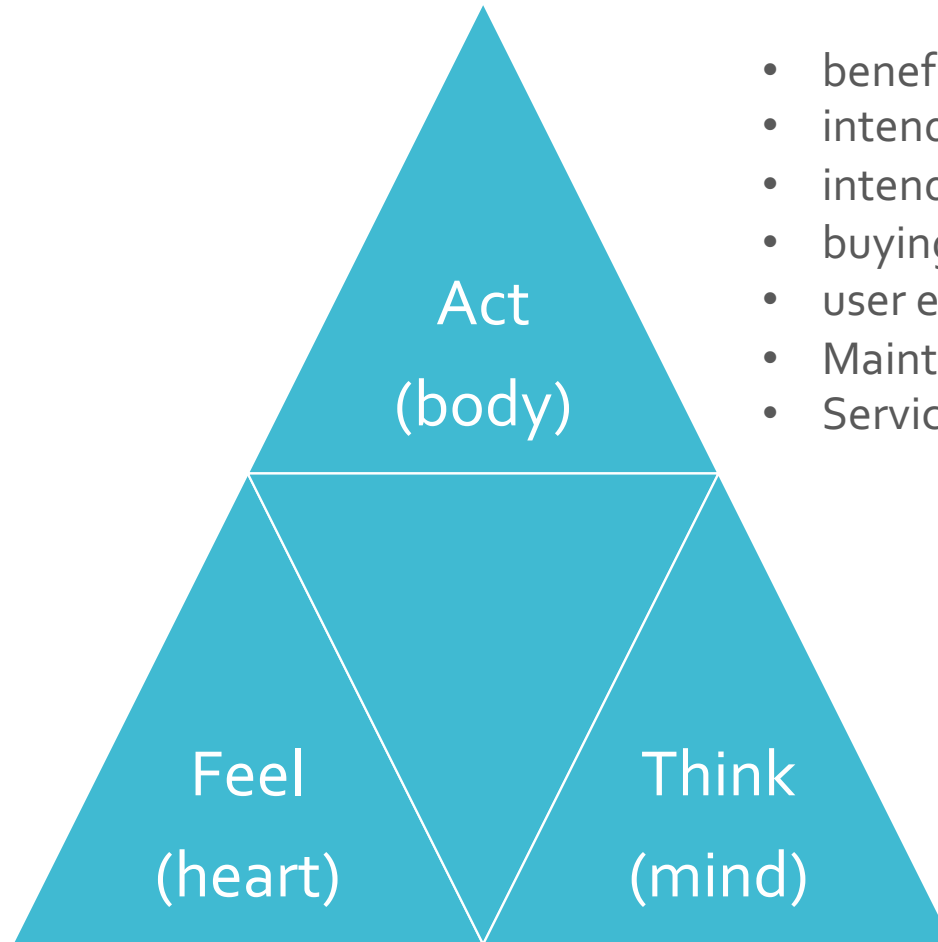
Intercultural  
communications

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
- **Aproved, accredited product**

Emotional Value. How it makes you feel.

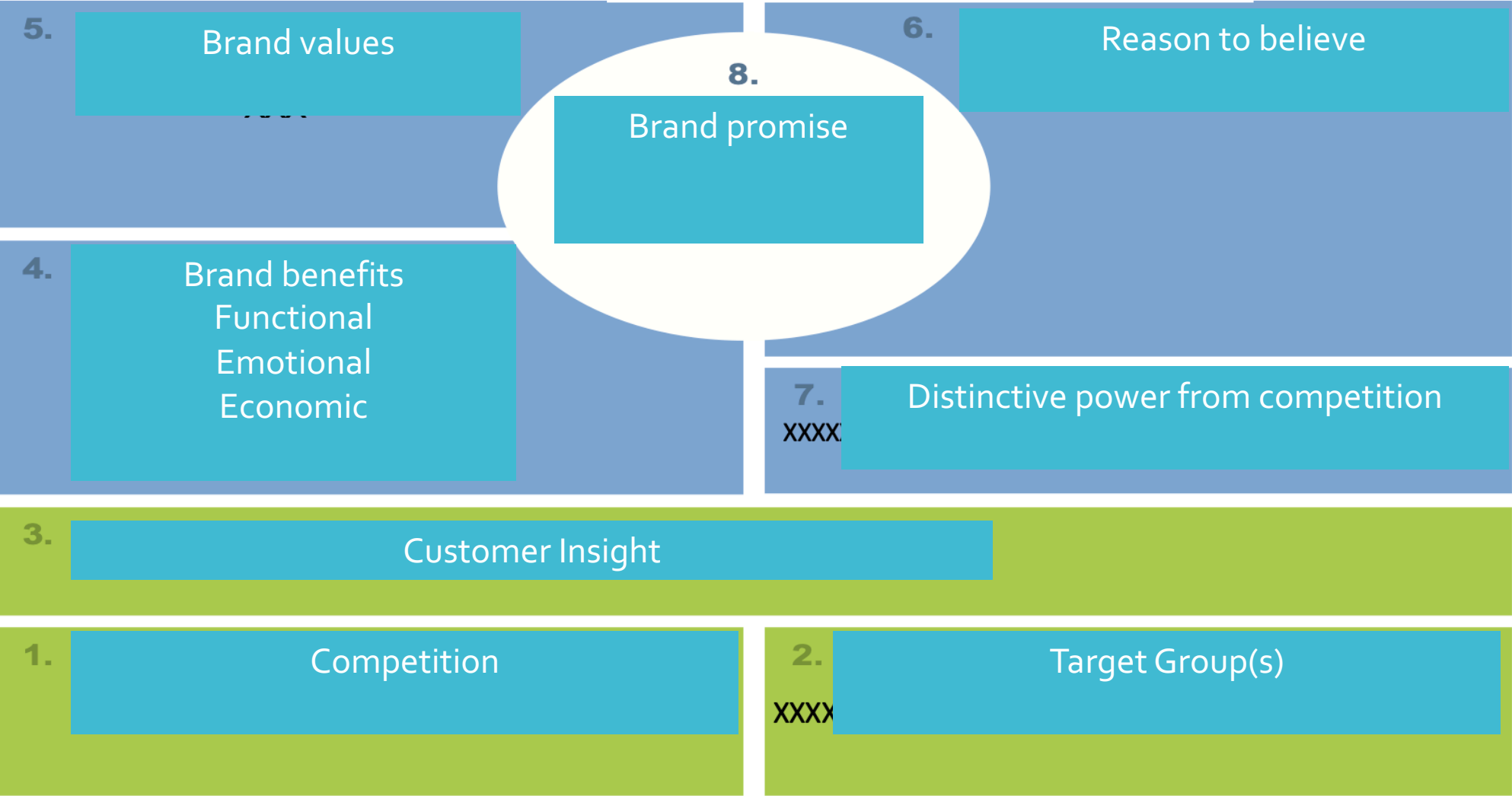
Economic Value. Time & Money.

## 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

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## Sub-Brands

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

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iPhone

iPad

tv

## Endorsed Brands

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

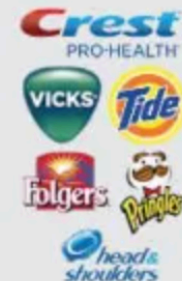
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## House of Brands

Decentralized companies targeting diverse markets

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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

