

## **Roundtable: Marketing - How to develop your personal/company branding in a world scrambling for attention**

### **Moderator**

Andrew Hickson, Marketing Manager

### **Company**

Ludejo BV

### **Presentation Description**

The word “brand” dates back to Old Norse, the ancient North Germanic language from which modern Scandinavian languages are derived. Brand originally referred to a piece of burning wood. It wasn’t used as a verb until late Middle English, when it came to mean “mark permanently with a hot iron.” By the seventeenth century, it referred to a mark of ownership made by branding.

I swear this won’t be talk on the history and development of marketing and branding. I’m just fascinated by random bits of trivia and the etymology of words and phrases.

*“Doing business without advertising is like winking at a girl in the dark. You know what you are doing but nobody else does.”*

— Stuart Henderson Britt, Marketing Management and Administrative Action

Mr. H. Britt would have been at home in the world of Mad Men. Is there a way to express Mr. H Britt’s sentiment, without sounding a little creepy?

***Lazy firms say "we have the BEST quality, the LOWEST prices, the FASTEST services".***

***Most firms say "we can solve YOUR problems" without ever understanding your problems. They project ideals. Vulnerability is a weakness.***

***Branding in 2020 requires more than blogs about what you can do. Nobody will listen to a podcast about how great you are at translating.***

***Authenticity is crucial. We want a real connection.***

We will discuss marketing strategies. What is expected from a company marketing strategy in 2020? Can you fake authenticity? We will discuss branding strategies that work, as well as hearing about a few approaches to marketing that really didn’t work.

We will discuss why branding needs to be authentic. As students of the philosopher Richard Brookes would say “Don’t be a Dick”. The “Don’t be a Dick” school of thought is an effective method of achieving greater visibility in a crowded market place. It can help gain respect from peers and clients. It will leave a positive impression. It can be achieved without huge financial investment and indeed it can drive revenue streams.

**Speaker Bio**

An Irish man living in The Netherlands, Andrew graduated from the Radboud University of Nijmegen, with a Master's of Science in Cross-Cultural Management. With a varied professional background which has included time spent in theatre, cinema, and advertising in The Netherlands and Ireland, Andrew has found his home in the Localization industry. Andrew is marketing manager for a young Dutch multilingual communications company, Ludejo. Experience gained from years of owning and running a bar, crossed with a passion for scenario scripting (for stage and film), inform the marketing campaigns and fundraisers which Andrew has organized on Ludejo's behalf.