

BrandTravel: A Guide to Overseas Success

Learnfest – Windermere, 8 June 2016



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Today's Learnfest Tour

- What is BrandTravel?
- BrandTravel winners and losers
- What does this mean for you?



What is BrandTravel?

- The desire and capability to localise your approach to an overseas market
- The ability to assimilate and design in empathy to adapt your product/service
- A willingness to listen – at individual, team, corporate levels
- The alignment and integration of the Marketing, Sales and Corporate Affairs agendas for international pursuits
- Valuing the role and capabilities of these functions



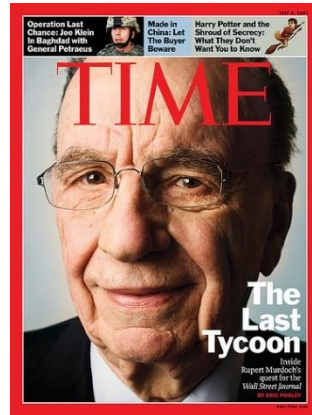
BrandTravel winners and losers

Product:



BrandTravel winners and losers

Promotion:



“Your brand is what people say about you when you are not in the room” – Jeff Bezos, CEO, Amazon



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