

POHJOISRANTA



Burson-Marsteller

# Brändi osana kansainvälistymistä

Clarisse Berggårdh @Suomen Metsäkeskus, seminaari  
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Committed to  
**Being More**

POHJOISRANTA



Burson-Marsteller



Committed to Being More





**"A brand is a set of expectations, memories, stories and relationships that, taken together, account for a consumer's decision to choose one service over another."**

**- Seth Godin**

@glitterinlexi

1. ***Luvataan*** mitä tehdään.
2. ***Tehdään*** vähän enemmän kuin luvataan.
3. Jotta asiakas ***muistaa***, että ***tehtiin*** vähän enemmän kuin ***luvattiin***.

BRAND  MNGR



San Francisco

Oakland

Silicon Valley

San Jose









Picture: Telegraph



Picture: Bloomberg



“My profession has probably been transformed again just since we started this session.”



**Attention**

**Interest**

**Desire**

**Action**





HAIR  
PEACE.

BED  
PEACE.

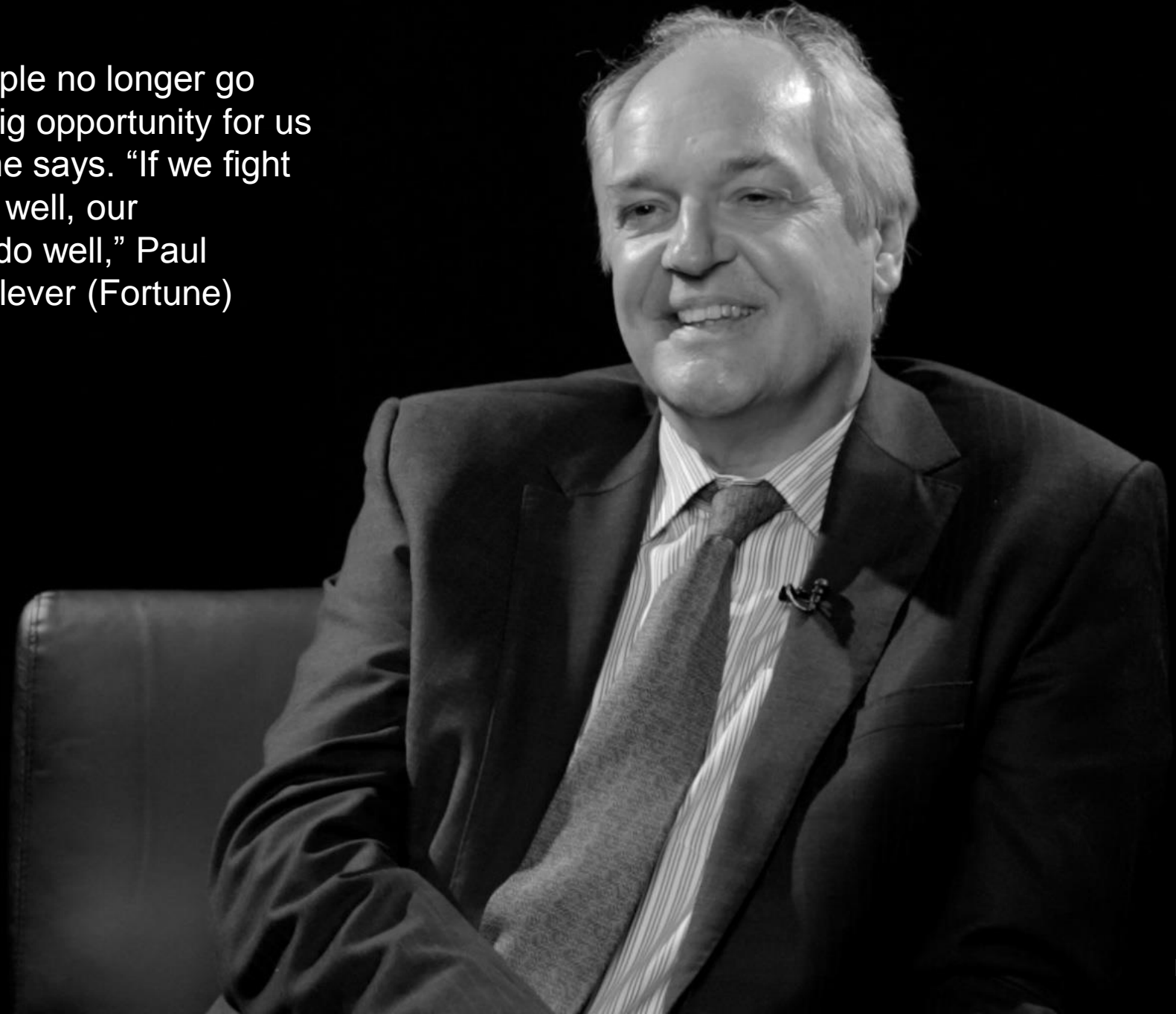
**There is no more  
B2B or B2C**

**It's H2H:  
Human to Human**





“If 800 million people no longer go hungry, that is a big opportunity for us to sell our food,” he says. “If we fight for them and do it well, our shareholders will do well,” Paul Polman, CEO Unilever (Fortune)





# Unilever's sustainable brands grow 50% faster than the rest of the business

*Unilever's 'Sustainable Living' brands, which include Hellmann's, Dove and Ben & Jerry's, delivered more than 60% of the company's growth in 2016.*

By [Leonie Roderick](#) 18 May 2017 12:01 pm





THIS IS COPY No. 1841876 OF  
THE MOST POPULAR WORK OF NON-FICTION OF OUR TIME

# HOW TO WIN FRIENDS AND INFLUENCE PEOPLE BY DALE CARNEGIE



1. What are the six ways of making people like you? See pages 73-128.
2. What are the twelve ways of winning people to your way of thinking? See pages 131-209.
3. What are the nine ways to change people without giving offense or arousing resentment? See pages 213-243.

*Pocket* BOOK edition COMPLETE AND UNABRIDGED

You can make more friends in two months by becoming interested in other people than you can in two years by trying to get other people interested in you.

Dale Carnegie

Pohjoisranta Burson-Marsteller is  
a strategic partner in communications.  
We build our clients' reputation and  
deliver measurable results.

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# Strategic Understanding Is the Basis for Efficient Operations

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- Foresight, Insight & Analysis
- Strategic Consultancy
- Crisis and Change Management
- Public Affairs
- Media Relations
- Training
- IR and Financial Communications
- Customer and Brand Communications
- Social Media



# Our Global Network

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Learning



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# POHJOISRANTA BURSON-MARSTELLER



**PARAS VIESTINTÄTOIMISTO VUONNA 2016!**

Taloustutkimus Oy: Viestintätoimistojen imago tutkimus 2016. Yleisarvosana.