People often buy products because of their symbolic value and less because of their functional benefits. Young people, in particular, acquire articles not only as a commodity or consumable item, but also see in them an ideal object with symbolic value, which fits in with their own self-image.

This self-image consists of an attitude towards life, ideal contents and aesthetic forms of expression, which are popularly reflected by festival visitors in specific types of cultures, sub-cultures and/or scenes. As a brand/company, you can present and symbolise the spirit of the respective scenes in your self-portrayal. Instil values, create trust and tie the consumers emotionally to your product and your brand.

We help you to enhance the symbolic value of your product and create concepts for an improved product and brand image.

What makes brands so valuable? One brand succeeds in the perception contest with its competitors. You provide the customer with orientation and succeed in building up and maintaining a relationship of trust. In order for this relationship of trust to a brand to be created and then kept, the brand has to be revitalised repeatedly and must show clearly that it is worthy of this trust.

This is achieved by means of good products. Equally important, however, is a consistent branding. A brand, which enjoys a high recognition value as a result of its branding, creates an image of itself in the mind of the observer, which is

intended to be created. In order to be able to realise this on a sustainable basis, branding is necessary at all levels. This also generally includes brand consulting. This means that goals are defined for the brand for the purpose of then developing suitable measures to achieve these goals.

One of these measures within the framework of brand consulting is an event. Generally speaking, an event is designed to charge specific contents emotionally. Good brand consulting should take into account all the factors that make an event successful. These include the location, the type of invitation, the supporting program, the staging of an event and – last but not least – the catering.

Branding with events

Customers are enthusiastic about events that are not commonplace. These events make a sustainable contribution to branding. This sometimes has a longer lasting effect than can be achieved by any promise in a brochure – no matter how good this may be. Good advisors in the field of brand consulting know this and plan an event accordingly.