

- Join -

BRANDING WITH EMOTION

Cultivating an innovative brand culture to create powerful emotional connections with your customers.



Greg Hoffman.

Former CMO & Creative Director at Nike

The person behind Nike's singular brand and campaigns during 28 years.



GREG HOFFMAN

- Spent 28 years at Nike, holding roles like VP of Global Brand Innovation, Chief Marketing Officer and others.
- Hoffman led teams in shaping and expressing Nike's brand voice and identity.
- He was named one of Most Creative People in Business by Fast Company's.
- Hoffman earned recognition on Business Insider's 50 Most Innovative CMOs list.
- He played a pivotal role in promoting equality, sustainability, and empowerment during his tenure at Nike.
- Author of Emotion By Design - Creative Leadership Lessons From A Lifetime At Nike
- Teaches branding at the University of Oregon's Lundquist College of Business.

**DIVE DEEP WITH GREG
HOFFMAN DURING 3 DAYS**

**GET YOUR QUESTIONS
ANSWERED BY GREG**

**TRADE BEST PRACTICES WITH
OTHER BRAND LEADERS**

**SMALL GROUP, IMMERSIVE
ENVIRONMENT ON NATURE**

26 March

17:00

Meet & Greet. Greg moderates a session where the audience presents their brand, company, struggles and convictions.

27 March

09:00 - 09:45

Lecture: Understanding the Power of Emotional Value in Branding. **Case Study:** Nike Air Force One. **Audience Participation:** Favorite brands in your daily ritual and why they resonate with you.

09:45 - 10:45

Lecture: Defining Your Purpose & Promise. **Case Study:** The Brand Houses from the World's Leading Brands. **Audience Participation:** Sharing Your Audacious Brand Vision Statement.

11:00 - 12:00

Lecture: How to transcend what your product does by inviting your customers to be a part of something bigger than themselves. **Case Study:** The Nike Human Race, The NIKE Plus, The NIKE SNKR App. **Audience Participation:** Where are you on the journey to create relationships, not just transactions.

13:00 - 14:15

Lecture: Expressing Your Brand Personality. **Case Study:** Nike Athlete Personas. **Audience Participation:** Defining your Brand Archetype.

14:15 - 15:15

Lecture: Sharing Your Brand Story. **Case Study:** NIKE Street Football + Moncler "I Love Winter".

15:30 - 16:30

Lecture: Defining a Modern Media Approach. Leveraging the channels of paid, earned, shared, and owned media.

28 March

09:00 - 10:00

Lecture: A History of Nike Marketing Innovation. **Case Study:** 25 years of Nike Breakthroughs in Marketing.

10:00 - 11:00

Lecture: How to incentivize risk-taking and curiosity in your business culture. **Case Study:** Nike Air Max Day, NIKE Sneaker Customization.

11:00 - 12:00

Lecture: The Art of Launching Innovation **Case Study:** Nike React, Nike Zoom Vapor Fly.

13:00 - 14:00

Lecture: How to build authentic brand partnerships that are influential in culture. **Case Study:** Nike X Tiffany Airforce One Launch, Kevin Hart X Apple/NIKE Watch. **Audience Participation:** Examples of industry best and worst partnerships.

14:00 - 15:00

Lecture: How to deliver social impact at scale by connecting what you sell (your purpose and promise) to what the world needs. **Case Study:** Nike Crazy Dreams Campaign, Nike Stand Up Speak Up Campaign + Social Impact Innovation by Google, Sony, Mastercard. **Audience Participation:** Examples of industry best and worst impact campaigns.

15:00 - 16:30

Group Exercise and Pitchbacks

16:30 - 17:00

Wrap Up and Closing Thoughts + Certificate & Photos Session

Package

Meet & Greet + 2-day training + capstone meeting

2 Day Training with Greg Hoffman

Full of Greg perspectives, case-studies and free Q&A.

+ Branding with Emotion Manual

Take notes directly on Greg's exclusive templates and frameworks, and share it with your team.

+ Meet & Greet with Greg Hoffman on 26th

Get to know Greg and other participants.

The networking effect starts here.

+ Backyard Grill Experience on 27th

Conversation meet fun. With a hilarious comedian-magician and premium meat cuts, restore all your energy for the second day.

+ Lunch, dinner and coffee-breaks

We have options for you. Vegan. Non-gluten. Non-lactose. Our personal chef will take care of your nutrition and health.

+ Hotel Included (2 nights)

Plan nothing. Let us take care of operational burdens so you can chill and focus on the masterclass.

+ Signed Certificate

The certificate have your personal name to be able to verify its authenticity, signed by Greg.

Until 20th February

3500€ +VAT

After 20th February

4000€ +VAT

Reserve your seat.

26-28

March 2024

Our Quinta,

Malveira





Catarina Barradas
Brand Director EDP

It was two enriched days of shared knowledge and interaction with an exceptional instructor.



Sofia Alves
Head of P. Experience - Outsystems

I brought tools and ideas to myself, my team and my company.



João Machado
Head of Marketing - GALP


Excelent program content, networking and event organization.

CLIENTS FROM PREVIOUS EDITIONS



FARFETCH

NESPRESSO

 **outsystems**

NOVABASE



**Jerónimo
Martins**

gato preto