

# From Expense to Asset: Reframing Brand Investment for Senior Executives

## > Keynote context

Getting senior executives, especially the c-suite, to believe in the commercial value of brands is a frequent barrier to brand investment. But with careful thought, persistence and self-belief this issue can be addressed. This keynote will show you how.

## Keynote Experience

Dr. Coleman's keynote has been designed to help your audience:

- ✓ Rethink how they approach selling the commercial value of brand to senior executives at their organisation.
- ✓ Know how they should position brand as an investment not an expense, so it aligns with senior executives' priorities.
- ✓ Learn from best practice guidelines and case studies so they can enable their teams to convey the commercial value of brand more effectively.
- ✓ Acquire actionable insights, tools and templates that help them become a more convincing commercial brand marketer.

## > Keynote Content

Dr. Coleman's keynote will be structured in three segments:

1. **Understanding senior executives' mindset:** The first segment of the keynote will outline why many senior executives struggle to believe in the commercial value of brand. Doing this will help your audience empathise with the executives they want to influence.
2. **Seeing brand as an investment not expense.** In the second segment of the keynote, Dr. Coleman will outline how you can move senior executives' minds so they understand and advocate brand as an investment which drives commercial growth. This will help your audience understand how they can encourage senior executives to invest in brand.
3. **Getting senior executives to buy into brand: Best practice case studies.** The final segment of the keynote will share case studies of how brand marketers have successfully moved sceptical executives minds so they see brand as an investment asset not an expense.

*Is your audience ready to convince senior executives to invest in brand?*

