

# port branding

VERBEECK + UJVARI





## **strategical evolution**

- **infrastructural development**
- **intensified competition**
- **wider range of services**
- **emerging new markets**
- **technological improvements**

# brand evolution

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**before**

**messages**

**saying**

**simplicity**

**audiences**

**transactions**

**today**

**conversations**

**listening**

**multimedia**

**customized**

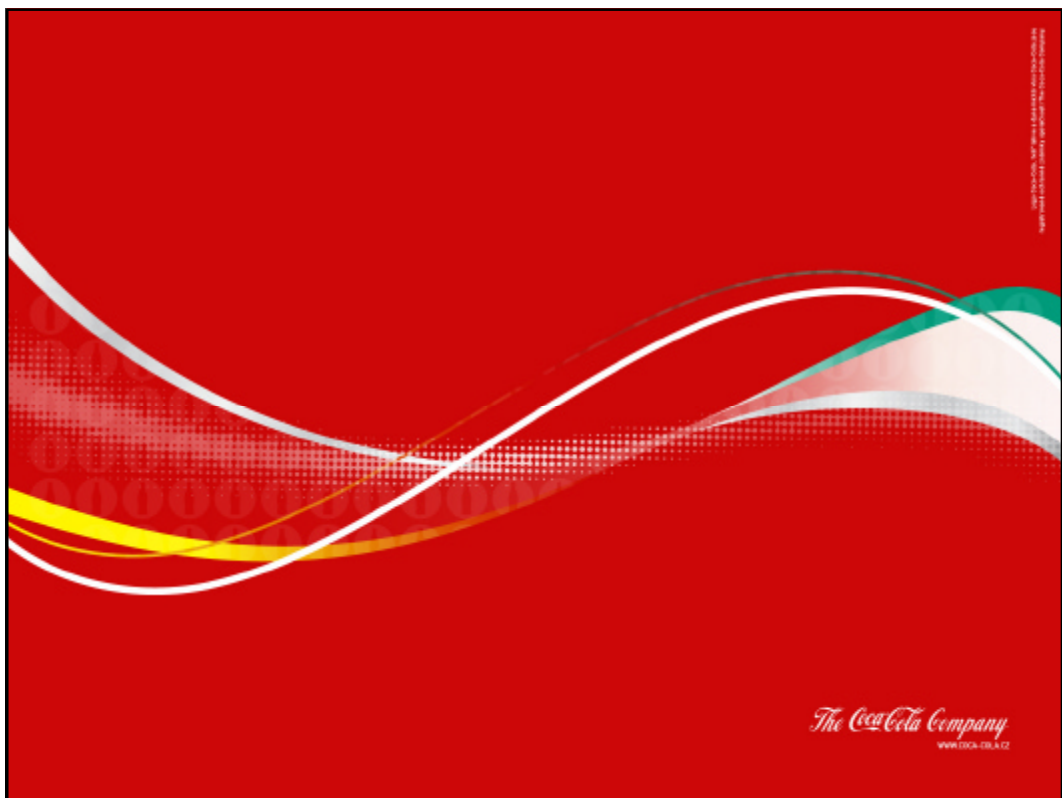
**relationships**

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# GOOD PRACTICES

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**strategy**

**Coca-Cola = happiness**

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**identity**

▼ Pantone Matching System (PMS)

HEX	L*	a*	b*	Color name
#E61E22	50%	24%	14%	Pantone 179
#E74C3C	97%	17%	18%	Pantone 1788
#E91E63	97%	18%	32%	Pantone Red 032
#E91E63	96%	18%	32%	Pantone 185
#E91E63	96%	18%	32%	Pantone 485
#E91E63	95%	17%	33%	Pantone 1795

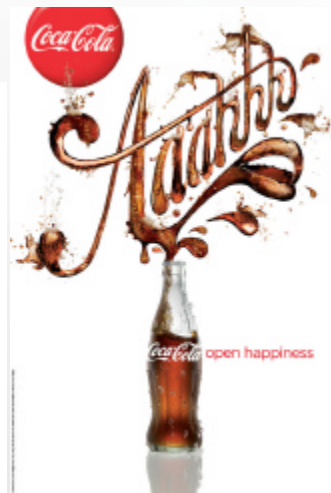
*Typography*

open happiness



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## marketing



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**{ brand ? what you say it is**  
**brand = what they say it is**

**(you merely influence it)**

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**promise the cherry on top**

**value determination**





**brand**

**clients**

**govern-  
ment**

**stake  
holders**

# breaking your promise devalues your brand

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er loyalty

**{ branding ? combat**  
**{ branding = courtship**

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**consistency is key**

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**AARHUS HAVN**  
PORT OF AARHUS

**a brand is not owned by  
the marketing department**

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# ADDED VALUE SELLS

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**Stef Verbeeck**

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