

Fra foreningen



#DFFU2018 – årsmøde i Billund

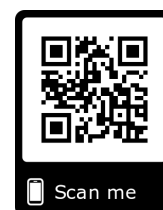


Den siddende bestyrelse. Alle genvalgt til 2019

Fra venstre:

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Branding is the process of building a coherent and distinct pattern of associations in the mind of a target audience. Too often, branding is associated with much more limited objectives. For example, logo and visual identity standards. While these are key tools for branding, they alone don't create the brand. Today, brands are built by great products and services, first and foremost.

The target audience must be delighted.

Ned Potter, keynote-speaker på #DFFU2018

