



## Better branding family business

Please join our programme to identify,  
explore and rethink the impact of  
branding on family business

# The world needs family business

As the short term focus of PLC's fuel the world's financial instability, do family businesses offer a sustainable, profitable and long term alternative and how is this best delivered?



A large glacier with a dark, rocky outcrop in the foreground. Three people are standing on the outcrop: a child in a blue jacket on the left, a woman in a blue jacket and red hat on the right, and a smaller child in a yellow jacket in the lower right. The glacier is massive and textured with dark spots.

Global studies suggest  
family stands for  
responsibility  
stability & trust...

...but at a time of  
global uncertainty  
is this enough?



## How can family business better support long term growth and innovation?

With their tendency to retain and reinvest know how, new ideas and capital across generations how does family branding provide a better platform for growth and innovation?

# Is now the time for family to stand up for better business?

How can Family Business best stand apart from short termism and the typical PLC?





Do you use family branding  
as a driver for success?  
Does your culture and  
image profit from values  
like responsibility, stability  
and trust **and if so how?**

Our experience and major studies show that family values are under exploited in their ability to impact on brand and business.

A photograph of two women in a field. The woman on the left is wearing a dark blue baseball cap and sunglasses, looking towards the right. The woman on the right is wearing a pink t-shirt and glasses, holding binoculars to her eyes and looking in the same direction. The background is a blurred field of tall grass under a bright sky.

# Is family orientation an issue for your brand, business & future?

Do you want to share your ideas with management and owners of other family businesses in a guided multilateral program?  
If so, please join us!



## We're inviting you

To join with industry experts and other family businesses to build a cross sector program which examines the potential of being family branded. We'll explore how to be confident, effective and authentic in your family branding without overplaying it.



# Who, how, when?

For further details please read our accompanying presentation 'HOW', explaining the process, benefits and requirements for family businesses participating in our program and contact:

**KMSG** Kompetenzzentrum  
für Markenführung  
St. Gallen

The Centre of Competence for Brand Management was founded at the University of St Gallen 2000. It's primary focus is brand management and corporate leadership.

Dr. Joachim Kernstock  
[Joachim.kernstock@km-sg.ch](mailto:Joachim.kernstock@km-sg.ch)  
0041 (71) 226 5040



Closer London works with global business dealing with change, giving brands confidence and helping them communicate with clarity and authenticity.

Claudius König  
[claudius@closerlondon.com](mailto:claudius@closerlondon.com)  
(+44) 20 7566 7942