

Studio OnBrand

MAY 27, 2021

*All times are CET

13:30 - 13:45

The state of branding in 2021

Bert van der Zwan

Bynder

13:45- 14:15

Social, not media:
brand building in a user-first world

Tim van der Wiel

GoSpooky

14:15 - 14:45

The Power of Perspective: Why brands
need a point of view in the world today

Kathryn Addo

Wieden+Kennedy Amsterdam

15:00 - 15:30

Creativity is looking for a home

Rey Andrade

72andSunny Amsterdam

15:30 - 16:15

Stop greenwashing your communities:
How to harness and stoke the magic of
community-based brands

Kerrie Finch futurefactor

Charlie McGregor The Student Hotel

Stephanie Jordan Avallen Spirits

Karlijn Marchildon VanMoof

Neil Barrie TwentyFirstCenturyBrand

16:15 - 16:50

Nine years without a marketing
department. How stupid is that?

John Schoolcraft

Oatly

16:50 - 17:20

How a year in lockdown accelerated
brand-meets-consumer interactivity

Bianca Cioti Desperados (Heineken)

Ankita Tobit WE ARE Pi

17:40 - 18:10

Future-Proof: Ensuring brand success
on Facebook

Ashley Vinson

Facebook

18:10 - 18:40

Marketing Forecast 2021

Cassandra Napoli

WGSN