

B8 @ EuroShop 2014

»From brand strategy to brand experience«

At Düsseldorf's EuroShop 2014 trade fair, the world's leading retail trade show, keynote speaker Armin Schlamp gave an audience of interested professionals insights into the methods used to translate brand strategies into brand experiences. Expotechnik Group then invited him to give the lecture at their trade stand.

Blackeight and Expotechnik have jointly developed a unique process for the creation of brand experiences, using these three building blocks: strategy, design and realization.