

# Sebastian Schäfer

Partner

## Creating incomparable customer experiences with brand-based Design Thinking

"Knowledge is power, but empathy pulls the switch." I appreciate working toward a goal, work on my topics with passion, and steadfastly believe in what I do. I appreciate challenges, because they make me grow and improve.

Creating strong brands may just be the greatest challenge that companies will have to face in the future: I believe the brand is the most underestimated sales driver. People don't buy products, they buy emotions: a good feeling, security, joy, etc. This is what I am stepping up to do: To awaken real emotions with brands (emotions are energy in motion), which lead to unhesitating purchasing behavior, in other words less price sensitivity, a higher repeat purchase rate.

## The Brand Expert

### Sector Focus



Financial &  
Professional Services



Pharmaceuticals  
Healthcare &  
MedTech



Chemicals, Energy  
& Materials

### Brand consulting focus

- Brand-based Design Thinking
- Persona-focused marketing
- Managers as brand role models

## Speaker:

In his talks and webinars, Sebastian Schäfer sets great store by clear examples and a high level of applicability of the brand knowledge he shares. His goal is to make his listeners enthusiastic about re-discovering their brands: (re)-discovering and understanding them as a powerful driver for more sales. This is what he is passionate about, and he knows how to keep his audience entertained with humorous anecdotes and bonmots.

### He talks focus in particular on the following topics:

- What will be the role of marketing in the future for making the power of the brand available for the benefit of the company
- Brand-based Design Thinking

## Author:

What can you say about yourself as an author?

Often inspired by artists who have become world brands. Why? Because they adhere to a fundamental principle: Brand is expressed will.

Brand  
Trust

BRAND STRATEGY  
CONSULTANTS



## Kontakt

Brand Trust Austria GmbH  
Pfannenschmiedsgasse 1  
90402 Nürnberg

T +49 (0)911 933 57 80  
E [you-are-welcome@brand-trust.de](mailto:you-are-welcome@brand-trust.de)