

BrandTrust Company Profile

Brand
Trust

BRAND STRATEGY
CONSULTANTS

We help great leaders to build great brands.

BrandTrust in a nutshell

Brand Trust is the leading management consultancy for effective brands in the German-speaking region. Teams of consultants with experience in different business sectors support companies and top managers with developing and implementing regional and global brand strategies aimed at systematically and

sustainably increasing the attractiveness of the brand and thus the company's growth and value. BrandTrust is active across the globe, and in addition to its locations in Nuremberg and Vienna operates offices in Ljubljana and Zurich.

Why we are here

Saturated market and the digital transformation are two challenges that will determine the future of companies in nearly every business sector. We are convinced that outstandingly managed brands will make the difference and give companies the needed stability and at the same time agility.

What we do

For companies, a brand can be the basis for extraordinary growth with minimum risk – despite highly intense competition. Because brands are powerful energy reservoirs that can generate exceptional attractiveness. BrandTrust helps top managers to see their brand through different eyes and thereby tap into undiscovered business potential.

What we offer

Superior performances turn into outstanding brands. BrandTrust enables companies to gain more appreciation for their performances:

Brand Leadership:

Strong companies do not follow, they lead.

Brand Positioning:

Interchangeability is the greatest enemy of any company.

Brand Transformation:

Brands are beacons in times of transition.

Brand Performance:

Strong companies can do few things, but do them better than anyone else.

Brand Education:

Strong companies grow from the inside out.

What we don't do



No advertising



No design



No agency work



No Valuation



No market research

“ Over the past **15 years**, BrandTrust consultants have implemented nearly **1,100 brand strategy projects** for over **400 brands** in **40 countries** across the world. Their talks were heard by about **60,000 attendees**, and they gave **2,000 lectures**, seminars, talks, and workshops on the topics of brand strategy and brand management. BrandTrust published over **50 studies**. The company's brand know-how was published in **11 text books**. Our customers have confirmed the quality of our consulting services by placing us among the top 5 of the “**Best Consultants 2017**” – a rating determined by brand eins and Statista. ”

Ausgewählte Kunden:

voestalpine
EINEN SCHRITT VORAN



ENGADIN
St. Moritz



IMMOBILIEN
SCOUT 24

easy
Credit

RAUCH

BASF
We create chemistry

UNIQA