

2020

TALKS & KEYNOTES

Meaning.Global



THE FUTURE OF LUXURY

By Dr. Martina Olbertova

The New Luxury Consumer | The New Meaning Of Luxury | Rise Of The Authentic Self | Luxury Redefined: Where To Next? | How To Create Authentic Meaning In Luxury To Enhance Brand Experiences & Customer Engagement

The New Luxury Consumer

The Future Of Consumer Behaviour Is Meaning-Driven



The New Consumer embraces meaning and relevance above all.

Personal relevance is becoming the alpha and omega for brands to create to help consumers creatively express their own authentic identities. We are seeing the marketplace shift from buying to being, from ownership to usership and from aspiration to identity.

This new cultural dynamic is turning the old brand model on its head. These shifts in consumer preferences, values and behaviours have large-scale implications for brands and how they need to design their future strategies, communication and experiences to attract The New Consumer in this fluid age.

This talk will help you find the answers to what it is that people crave today, why they behave this way and what you can do to align your brand's future with these shifts in cultural values and human behaviour.

The New Meaning Of Luxury

Rise Of The Authentic Self



Culture is a powerful agent of change. As the culture shifts, it redefines what things mean. One of those concepts is Luxury.

Luxury in the 21st century has become synonymous with much different things than were viewed as luxury in the past. What was scarce throughout the history is now abundant and what was abundant is now scarce.

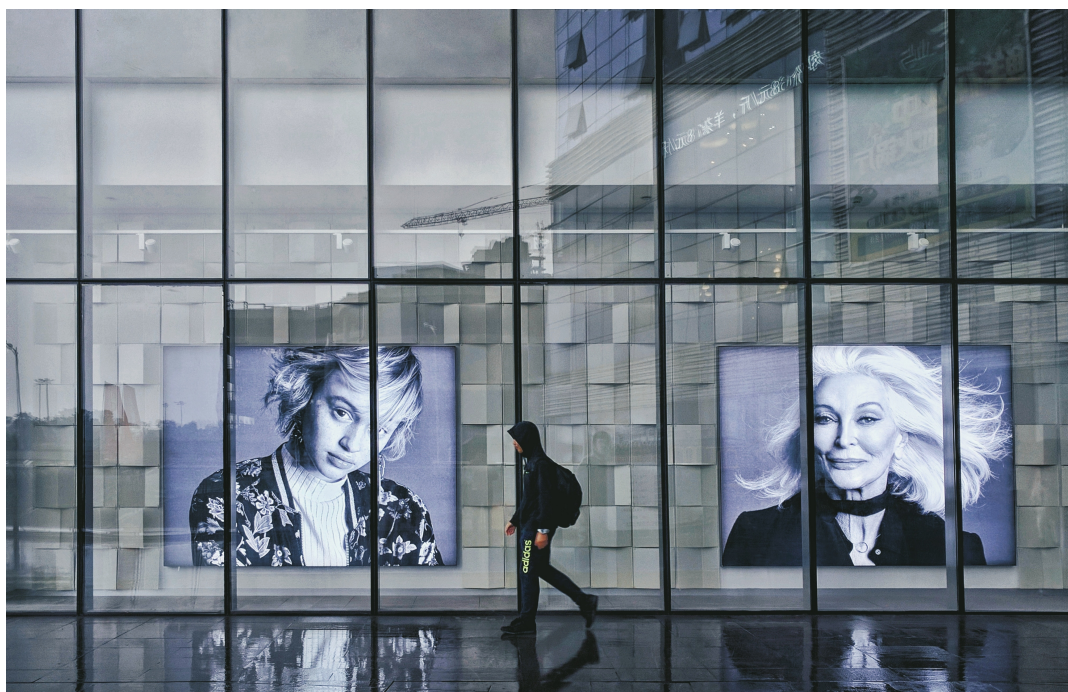
We are moving away from the ostentatious and status-seeking symbols of luxury, opulence and excess as we learn to embrace minimalism, authenticity and connect back to our human essence to truly live and feel in the moment.

The luxury brands across industries – be it personal luxury, experiential luxury, hospitality, wellbeing and leisure sectors or spatial design, architecture and sensory retail – need to adopt the new visual and symbolic language of luxury to be seen as relevant, engaging and attractive to The New Luxury Consumer.

This talk will help you understand what the new meaning of luxury is and why embracing the Authentic Self is the highest form of luxury.

Luxury Redefined: Where To Next?

How The Shifts In Culture Impact Your Brand Value



The world of luxury is quickly changing today.

The recent global social, economic and political events have rewritten the rules of luxury for good. Traditional luxury brands are finding it difficult to adjust to this altered reality as their new normal. But all is not lost. Luxury brands can respond to these new threats and challenges by learning how to navigate the invisible streams of Culture strategically.

Luxury is all about *meaning*: it has a superior symbolic value that far surpasses the functional value of its products, brands and services. This makes it incredibly sensitive to culture change.

This talk based on The Luxury Report 219 will explain the five key cultural shifts redefining the global face of luxury today and the five strategic actions that luxury leaders can take to capitalise on the shifting streams of culture to create new value, meaning and cultural relevance, rather than being passively affected by these shifts. You can download a copy of The Luxury Report 2019 at www.meaning.global/the-luxury-report.

Creating Authentic Meaning In Luxury

Enhance Brand Experiences & Customer Engagement



Brand trust is at all-time low as brands are misstepping their social mark and making gestures that are culturally irrelevant.

Cultural irrelevance is one of the biggest reasons why brands struggle to grow and retain their value today.

As Culture is the new product for brands, knowing how to navigate the codes of culture strategically in the global marketplace full of complexity and disruption is paramount to future success of brands and organisations.

Learning how to create an authentic meaning connected to your brand's essence which is aligned with your customers' values as well as the forever evolving codes of culture, is the key to managing relevant, valuable and profitable brands in the context of today's quickly changing world.

This talk will help you understand the vital role of authenticity, meaning and cultural relevance to enhance your brand experiences and customer engagement and positively impact your brand's value, distinctiveness and credibility.

ABOUT THE SPEAKER



Dr. Martina Olbertova

Founder & CEO of Meaning.Global

Martina Olbertova is the world's leading expert on creating brand meaning and cultural relevance. She is the founder and chief executive of Meaning.Global, a global strategic intelligence consultancy helping brands and organisations adapt to the quickly changing context of the 21st century to remain profitable.

As a writer, speaker, strategist and cultural consultant, she educates brand and business leaders on how to be culturally savvy and capitalise on culture change to restore integrity, relevance, value and brand growth.

In her work, Martina helps brands navigate the shifting symbolic meanings in the world of cultural complexity to profit from the global culture change. She works with brands across sectors to evolve or redefine their existing brand and cultural meanings to restore value, increase cultural relevance and boost valuation and equity. Her goal is to help companies bridge the meaning and value gaps between brands and organisations, and culture and society to maximise value creation and long-term growth.

For the past 15 years, Martina has worked in four different countries (UK, Ireland, USA and Czechia) for global and local brands, including jewel and legacy brands with a rich cultural heritage, where keeping meaning intact is key to retaining brand value. She was a visiting lecturer on Cultural Branding at several universities in Europe and spoke at events around the world: in London, Paris, Amsterdam, Toronto, Shanghai, Manila, Berlin, Prague, Slovenia, Istanbul and Morocco.

Martina is a contributor to Branding Strategy Insider, a commentator for Forbes, Luxury Daily, Luxury Society and other media. She's the author of The Luxury Report 2019 on Redefining The Future Meaning Of Luxury. She's also the adviser to The Core Code, a global think-tank on brand, and a fellow of the RSA. She holds a doctorate in Media Studies from Charles University in Prague. She is based in Europe and available for strategic consulting, workshops and speaking worldwide.

CONTACT

**For any questions about the talks and keynotes
or further inquiries, please contact me:**

Dr Martina Olbertova

Founder and CEO

Meaning.Global

M +420 792 706 804

E hello@meaning.global

W www.meaning.global



@MartinaOlb



Martina.Olbertova

Haven't found the angle you were looking for?

Let me know and we can tailor a talk directly to your needs and a theme of your event to engage your audience in the luxury sector.

Looking forward to hearing from you.



Copyright © Meaning.Global 2020.
The Next Generation Of Strategy.
All rights reserved.

For more information please visit www.meaning.global.