

Press release including FAQ

18 April 2014
PB 140019

TWO MARKETING BUDDIES WALK INTO BUDDHA

The first marketing book that reads like a novel!

Today Erik Saelens, Strategic Director and Founder of Brandhome and Kurt Frenier, Vice President Global Marketing at PepsiCo launch their book TWO MARKETING BUDDIES WALK INTO BUDDHA in Los Angeles.

TWO MARKETING BUDDIES WALK INTO BUDDHA is a year's worth of intense dialogue between two busy professionals, who also happen to be great friends, about marketing with your mind, your heart, your body and your soul.

Erik and Kurt started their book at Buddha Bar, Dubai on November 4, 2012. They didn't stop until exactly 1 year, 51 cities, 17 countries and 8 time zones later. It's written in a unique and new storytelling style that explains marketing and branding to everyone.

Kurt writes from a corporate perspective whereas Erik writes from his perspective as a consultant. While writing they searched for a greater appreciation for the complexity of marketing when you do it right... and sometimes not so right.

The e-book is available as a free download for a limited time only on www.brandhome.com/buddhabook.

Hardcopies are available at the launch. Please contact machteld.schierbeek@frappa.net to receive a free hardcopy.

Brandhome is a marketing agency that uses a unique and effective method for brand building, the Brandhome method®. The agency aims to constantly improve knowledge about brands.

FAQ

TWO MARKETING BUDDIES WALK INTO BUDDHA

The marketing book that reads like a novel!

by Erik Saelens & Kurt Frenier

1. How did you two come up with the idea to write a marketing novel?

We were having dinner together at Buddha Bar in Dubai. Coincidentally, we had each been teaching to students earlier that day. We discussed the fact that it is becoming increasingly more difficult to effectively educate students about marketing due to the complexity of marketing, as we know it today. The volume of knowledge is huge and diverse. Most marketing books are boring. Students don't want to read them. With that in mind, we decided to take matters into our own hands and educate readers and students about marketing in a way they have never been educated before. We agreed to write a book together in the form of an interesting conversation full of lively exchanges of ideas about the meaning of marketing, the universe and everything. It's a marketing book but it reads like a novel you can't put down.

2. What do you think readers will learn from this book?

We hope readers will learn from our experience and enthusiasm for our profession. We are lucky because we work globally and locally so, we cover just about everything. We give a view of what the marketers of today are thinking and how they are doing their job. We also hope that, after reading our book, management will take away a greater appreciation for the complexity of the marketing job. We give valuable insights into how we marketers do our job. We show readers that marketers are creating growth in organizations by building strong value for brands. Our book shows that marketers get out there! We see what goes on in the world. We translate what we see out there into workable theories, best practice and results.

3. What did you learn from writing this book?

We learned a number of things:

- We became even more certain that a brand is one of the most important strategic assets of a company. So it should be treated with great care!
- The importance of true depth in brand building. This is necessary as a result of continuing transparency. Only true Triple-A brands® will survive. (a Triple-A brand® is: Authentic, Accountable and Activating)
- The realization that marketing needs to adapt and change fast and across all areas. Marketing consultants should especially be able to quickly assess and understand the problems of the client in order to add value.

4. How long did it take you to write the book?

When we started we decided to write every day for one year. So, we started our conversation November 4, 2012 and ended November 4, 2013, exactly one year later. As you can see in the book we just missed out on a few days! It's a 365-day trip in our business and private lives, straight across 51 cities, 17 countries, and 8 time zones!

5. Why did you choose to write for a whole year? That's a long time.

It was random. But, as time went by we realized that a year was a good exercise in commitment for us and a good chunk of time in which to come across and address various marketing issues in our professional lives.

6. What is the Brandhome foundation? All the revenue from the book is donated to this foundation.

The Brandhome foundation supports projects for underprivileged children in the communities in which Brandhome operates.

More info: www.brandhome.com/foundation

7. Who should read your book?

Of course, we want our book to be widely read and referenced by people working in marketing at all levels, in all types of companies, for many years to come. Who wouldn't? However, people working at various levels, in all kinds of business, will want to read it to understand how to get the best out of their marketing department or consultant. We also think it's a good idea for the *market* to read it. Why not let the consumers know about what we marketers are up to?

8. Finally, who are the writers of the book?

Erik Saelens and Kurt Frenier are the writers. Erik and Kurt met each other when they were working for telecom company BASE in Brussels, Belgium in the early 2000's. They have been friends ever since.

Erik Saelens is a consultant and interim manager with over 15 years' experience in brand marketing and communications. As the founder of Brandhome, he currently holds the position of Strategy Director. Erik specializes in rebranding and renaming operations, and has researched and implemented more than 250 successful brand-change operations worldwide. Erik created the Triple-A brand index and published a book on Triple-A brands. In 2013 he published a book about the Brandhome method[®]. He also has a large fleet of orange gnomes.

Kurt Frenier is Vice President Global Marketing at PepsiCo, New York, USA. He is a passionate marketer. Kurt has worked for more than 15 years in different marketing roles at PepsiCo in the Middle East and the States. Everyday of the year Kurt uses the 20+ years of marketing under his belt to support his *Forward Marketing Thinking* style. In his spare, free time Kurt writes novels, in English and Dutch, for children and adults but they are not always about marketing.

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Note for editors, not for publication:

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