



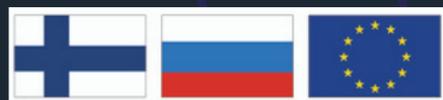
June 3, 10:00-12:30



# BRANDING, BRAND COOPERATION & MARKETING

Webinar + workshop  
with Heikki Laaninen

# HUMAK<sup>®</sup>



CBC 2014 - 2020  
SOUTH-EAST FINLAND -RUSSIA



## Module 5. Branding, Brand Cooperation and Marketing

**10:00 - 11:00 Webinar**

### **Brand Co-Operation: basics, examples, how to start**

Brand collaborations are a great business tool for any brands out there trying to stay visible and relevant in today's world. In the webinar, we take a look on why brand co-operation might be interesting for your brand or brands in general, how these kinds of collaborations work, a few examples, and how to get started. When executed well the brand co-operations will mutually benefit the collaborating companies, their clients, and customers.

### **11:00 - 10:45 Brand Management Workshop**

Taking a step further from the webinar and brand collaborations we'll talk about brand management. How to do business in the changing world to stay true, relevant, but still renew in a consistent way. Some of the keywords: Stories, reputation, equity, and loyalty.

### **Pre-assignment**

Are there certain challenges/questions you would like to discuss about? Or would like to be covered?



**Meet your instructor:  
Heikki Laaninen,  
Ferly Co.**

Heikki Laaninen is a branding and licensing expert with a strong international background, specializing in the creative industries. He has worked at Rovio Entertainment as a licensing manager and was part of the team creating and executing the award winning Angry Birds – licensing program. After Rovio, 2013, he co-founded and served as a managing director of 5th Wave Brands, a licensing and brand development agency based in Helsinki, that had a strong focus at representing Nordic design and life-style brands, as well as the new wave of digital entertainment, especially for the Asian markets. Since 2018 Laaninen has worked as Head of Licensing at Ferly Co., an IP development company and a boutique licensing and publishing agency with offices in Helsinki, Stockholm, Vancouver, and Los Angeles. Laaninen has also held various positions at AGMA, Finnish Agents and Managers in Creative Industries, most recently as a Chairman between 2018-2020.

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