

BRANDALIVE

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BrandAlive this Quarter

Introduction

With 2020 half-way completed, and life after COVID-19 completely upon us, we have incorporated lots of changes at BrandAlive.

Brand Expansion Webinar Series

The virus has affected the operation of the entire world, forcing people to interact in a solely digital way. To better serve you in this "new normal," I decided to launch a branding and brand expansion webinar series through Zoom. Through it, I strive to inspire, educate and empower you to overcome challenges that present themselves. The free webinar series, which takes place biweekly on Thursdays at 11am ET, has proven to be an excellent way for me to interact with, and share my passions, with you all.

Hail and Farewell

Sadly, May 31st was Savannah Maddux's last day as our intern. As a rising senior at the University of Georgia Terry School of Business, Savannah has decided to narrow her focus on Marketing Research and will be working on a research project this summer. I want to thank Savannah for the incredible job she has done these past six months. We wish her much continued success. With Savannah leaving, I am excited to announce that we have hired two new interns at BrandAlive, Michael Zhang and Ella Burge. Michael is a 2Y MBA at the University of North Carolina Kenan-Flagler Business School. Ella Burge is a rising senior at the University of Georgia Terry College of Business. We are so excited to have them joining the team.

In The News

In mid-April, I was featured in another Forbes Council post, which allowed me to share some insights about B2B marketing. In the article, "13 Techniques For Building A Successful B2B Marketing Campaign On LinkedIn," I shared the idea of utilizing video as a way to drive engagement.

Overcomer of the Week

Last quarter, we profiled five professionals through our "Overcomer of the Week," program. Featured on LinkedIn biweekly, we showcase one of our incredible clients and their compelling products and services.

I hope these changes allow us to engage with you in a more meaningful way. It's your passion for connection and optimism to change the world through your brands that truly excite me. You are the overcomer and I believe in you.

Fondly,

Featured Article: “13 Techniques For Building A Successful B2B Marketing Campaign On LinkedIn”

April 17, 2020

I am so glad to be featured on another Forbes Council Post. In “13 Techniques For Building A Successful B2B Marketing Campaign On LinkedIn,” 13 experts from Forbes Agency Council, including myself, shared about how a business can leverage LinkedIn to develop a successful B2B marketing campaign.

I shared the idea of utilizing video on LinkedIn because when it is used properly it can elevate engagement two, three or even four times more than without video. I suggest that whenever possible, use your own recording and present a clear and concise message. A simple way to do this is to grab clips from prior speaking engagements where you are at your best! Check out the article [here](#) to read the other insightful advice.



*Use video on
LinkedIn to
drive
engagement*

Our Inspiring Overcomers of the Week this Quarter



Mark Donnolo

Mark Donnolo, founder and managing partner of SalesGlobe, as well as a frequent speaker, contributor and author, he focuses on helping companies grow profitably by developing and implementing strategies that improve the effectiveness of sales, marketing, and service organizations.

PASSION

DEDICATION



HARD WORK

STARTED AT AGE 12

Jeff Hanson



Kalle Törmä

Kalle Törmä is the chief executive officer and founder of Flowhaven and a leader in the effort to expand the licensing industry in the Nordics. In 2016, he founded Flowhaven, a software company specializing in end-to-end solutions for licensing professionals. The company has built an impressive client roster which includes Rovio, Bonnier, Capezio, and Rebel Girls, among others. The company has grown its team to 30+ employees with offices in Helsinki, London, and Los Angeles.

Self-taught as an artist, Jeff first began painting while undergoing chemotherapy at age 12. Despite his limited vision, he continues to create brilliant artwork—a sight for sore eyes, he calls it. On a mission to raise \$10 MILLION for charity by age 30, Jeffrey Owen Hanson has already gifted Artwork to charity that has generated over \$3 Million.

Our Inspiring Overcomers of the Week this Quarter

Hillary Baker

Hillary has an extensive background in marketing, branding, packaging and general “Big Ideas”. She joined Meals On Wheels Atlanta (MOWA) to help launch a social enterprise concept called “Purposeful Pecans”, a Georgia grown candied snack with 100% of the proceeds going back to their meal services program. Hillary says, “Come volunteer, donate, pitch in for the new kitchen, follow us on social media, and tell your friends. We can all be ‘neighbors helping neighbors .’”



Aarin Burch

Aarin, the daughter of internationally renowned artist and designer Laurel Burch, she grew up surrounded by color. Her mother died in 2007, and in 2012, Aarin launched Laurel Burch Studios to continue working with the beautiful art and spirit of her mother’s designs. As President and CEO, Aarin employs countless approaches to grow the brand in exciting new directions. She brings Laurel’s extraordinary designs to life by creating multiple Laurel Burch Jewelry collections based on original designs and by collaborating with some of the best manufacturers to produce a wide range of exuberantly designed apparel, accessories, home decor, and crafts created with meaning and love for fans, collectors, and kindred spirits.

My company would not be able to fulfill its purpose if it were not for these wonderful, inspiring, creative and supportive individuals. Contact me at pete@petecanlichio.com if you are interested in being featured.

Launched Free Webinar Series

April 16

Amidst all of the chaos and uncertainty surrounding COVID-19, with news rapidly changing every moment, I want to continue to remind you of our commitment to developing tools, talks and training designed to inspire, educate and empower you to achieve all that is possible. One of the ways I can help you more directly is by sharing what I know in real time.

Since April 16th, I have been hosting a bi-weekly online webinar via Zoom covering specific topics on brand expansion and licensing while preserving time for questions and answers. So far, we have covered the LASSO framework and methodology, a case study on Pin Trading and how it relates to entrepreneurship, brands in the connective economy, and how brands expand laterally.

I hope you will take advantage of this free webinar series whether you need timely help with your business, or if you just have a free hour and want to increase your knowledge. In either case, I am looking forward to sharing my passion with all of you. If you are interested, look out for the sign-up emails and posts on LinkedIn.

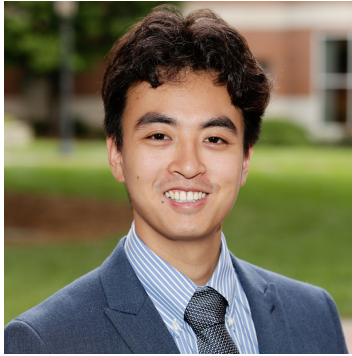
In fact, my fifth offering of our **Brand Expansion Webinar Series: Expansion beyond operating sectors** will be on Thursday, June 11th at 11:00 a.m. EDT. I will be highlighting several brand expansion case studies including Better Homes & Gardens, Bulgari, Harley Davidson, Mickey Mouse and TCM. In my presentation, I will be drawing on content from Expand, Grow, Thrive to illustrate how these brands expanded beyond their operating sectors into wider life categories.

Register for this session [here](#). I look forward to seeing you there.



We know that this is a complex time, so for those who have not been able to make a session or desire to revisit something we talked about, we have been posting every webinar on our [YouTube](#) channel for your convenience. Please feel free to “like” the videos and subscribe to the channel so we know that you are interested in more content like this.

Our New Interns

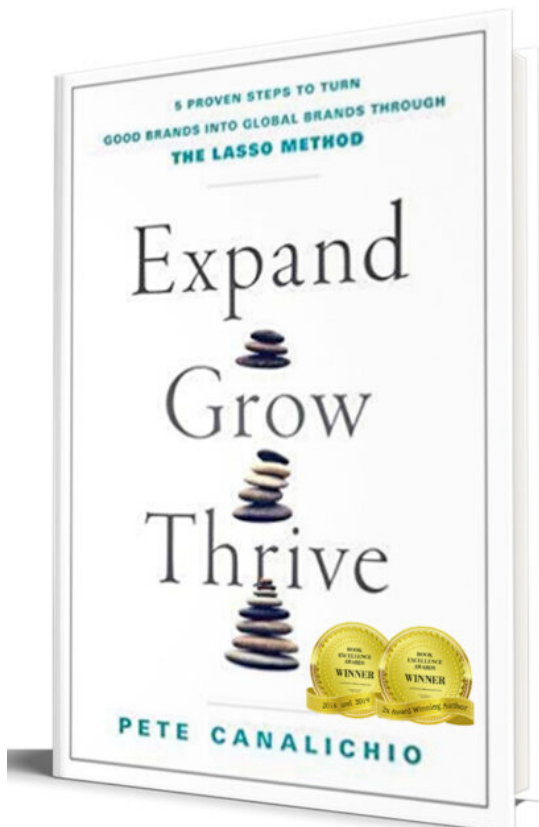


Michael is an ex-entrepreneur and consultant, currently an MBA candidate at the UNC Kenan-Flagler business school. He brings market research and product launch experience from his time as founder and manager of Inspired Education, and quantitative experience from my time as a commodities analyst.

Ella is a senior Marketing major and Nonprofit Management student at The University of Georgia hailing from Decatur, GA. She's excited to join the BrandAlive community and is eager to be a part of the team.



We are so thrilled to have Ella Burge and Michael Zhang join our team!



Sponsored By: "Expand, Grow, Thrive" the Audiobook

by Pete Canalichio, Narrated by Pete Canalichio

How did the licensing industry originate and grow to be a \$300 billion global industry? And how are the best-in-class brands today utilizing licensing to enhance their consumers' brand experience?

Find insightful advice, anecdotes and tips from leading brand licensing professionals, as well as a measured and proven "LASSO" model to truly help your brand first expand, then grow successfully, and ultimately thrive.

Find out more [here](#).