



5th Edition

# BRANDING WITH EMOTION

Cultivating an innovative brand culture to create powerful emotional connections with your customers.

**Greg Hoffman**

Former CMO at Nike & the person behind Nike's singular brand and campaigns during 28 years.



## A Letter from Greg Hoffman

Nike's extraordinary brand success was built on one core principle: forging emotional connections that inspire loyalty and trust. Over the years, I had the privilege of being part of the team that shaped and carried forward this vision. In this workshop, I'll share the lessons I've learned and the principles I've developed to help you create the same emotional resonance for your brand.

Drawing on my decades of leadership at Nike, this program is designed to strengthen your marketing and brand-building abilities while cultivating an innovative culture that connects deeply with your audience.

Day one we'll begin with an welcome session, giving you the chance to connect with fellow participants and with me personally. That evening, I've planned a curated set of questions to spark ideas and stimulate creativity during the workshop.

On the second day, we'll dive into Nike's blueprint for branding with emotion. I'll guide you through eight key leadership characteristics that are essential for building an impactful business culture.

Through case studies from my time at Nike, I'll walk you through guiding principles that shaped some of the brand's most iconic campaigns and strategies. You'll explore how to create concept-driven brands, build strong consumer connections, and scale an emotion-first approach to marketing and leadership.

Through dynamic lectures and collaborative exercises, you'll uncover the essence of building a concept-driven brand, connecting deeply with consumers, and scaling an innovative, emotion-led approach to marketing.

The final day is all about putting theory into practice. You'll work hands-on with your own brand challenges, presenting ideas and receiving constructive feedback from me and the other participants. This collaborative environment is designed to spark new insights and inspire bold strategies.

We'll close with "Leading With Emotion," where I'll share my personal guiding principles for leadership and brand-building. My goal is to empower you to grow as a leader, inspire your team, and elevate your brand to new heights.

Sincerely,

*Greg Hoffman*





## Program 3rd June 2025

Imagine walking through the grand halls of the Convento de Cristo, a site where history whispers from every stone, and being greeted by none other than Greg Hoffman. On 3rd June, you will join 30 other executives for an unparalleled meeting where Greg will reveal the inner workings of branding with emotion—right in the heart of this UNESCO World Heritage site.

16:30 - 21:00 | Meet and greet and medieval dinner

Greg Hoffman will kick things off with a comprehensive preview of the next two days, laying the groundwork for engaging discussions.

Everyone will be guided through thoughtful questions to build connections.

As night falls, we'll enjoy a lavish dinner - a perfect end to a day of first meet and greet.

Transfers will be available between the hotel and the Convento de Cristo.





# Program 4th June 2025

## 09:00 - 13:00 | Understanding the Power of Emotional Value in Branding

Explore the profound role emotions play in shaping brand perception and customer loyalty. I'll share how brands like Nike use emotional storytelling to become indispensable parts of their customers' lives. Learn why the most successful brands go beyond functional benefits to inspire trust, love, and advocacy.

**Case Study:** Building Emotional Bonds – A deep dive into how a leading brand leveraged emotional resonance to dominate its industry.

**Audience Participation** – Reflect on your favorite daily ritual brands, why they resonate with you, and brainstorm how your brand can emulate their success.

## 09:45 - 10:45 | Defining Purpose & Promise

Discover the essential elements of a strong brand foundation. We'll cover how a clear purpose and promise create alignment between your brand's internal culture and external audience, ensuring consistency and trust.

**Case Studies:** Lessons From Iconic Brand Houses – Analyze real-life examples of how brands have articulated their purpose and promise to build powerful, enduring identities.

**Audience Participation** – Share your bold, audacious brand vision statement and receive constructive feedback.

## 11:00 - 12:00 | Transcending Products to Build Movements

Learn how to elevate your brand beyond what you sell by inspiring customers to join a movement. I'll share strategies to align your brand values with a broader cultural mission, creating a community of loyal advocates.

**Case Study:** Transforming Transactions Into Relationships – Discover how brands foster deep connections by inviting customers into a shared purpose.

**Audience Participation** – Assess your brand's current approach to building relationships and identify areas for improvement.

## 12:00 - 13:00 | Lunch

A lunch crafted with the finest local ingredients, lovingly prepared by our dedicated Chef



# Program 4th June 2025

## 13:00 - 14:15 | Expressing Your Brand Personality

Uncover how personality makes brands unforgettable. We'll discuss how to define and express a distinctive voice and tone that resonates authentically with your audience.

**Case Studies:** Memorable Brand Personalities – Learn from standout brands that consistently deliver a clear, compelling identity.

**Audience Participation** – Define your brand archetype and align it with your audience's expectations and desires.

## 14:15 - 15:15 | Creating Your Brand Story

Dive into the art of storytelling and its unparalleled ability to connect emotionally with your audience. Learn how to craft narratives that are both authentic and transformative.

**Case Studies:** Mastering Storytelling – Examples of brands that use stories to inspire, educate, and build loyalty.

## 15:30 - 16:30 | Defining a Modern Media Approach

Understand how to leverage paid, earned, shared, and owned media to amplify your message. Learn how to balance creativity and strategy to reach and inspire your audience across multiple channels.

**Case Study:** Integrated Media Success – Analyzing how a brand executed a seamless, impactful campaign using modern media channels.

## 16:30 - 17:00 | Wrap Up and Closing Thoughts

Reflect on the day's learnings and engage in open dialogue.

## 18:00 - 22:00 | Cocktail Backyard Grill



Enjoy locally sourced ingredients and a curated selection of meats and vegetables, while connecting to all participants



# Program 5th June 2025

## 09:00 - 10:00 | A History of Nike Marketing Innovation

Take an insider's look at Nike's legacy of bold, risk-taking campaigns that redefined the industry. I'll share how risk and creativity drove breakthrough moments, from "Just Do It" to partnerships with cultural icons. Understand how calculated risks can set your brand apart and capture the imagination of your audience.

**Case Study:** Embracing Risk for Success – Examine a pivotal Nike campaign that succeeded by taking bold creative and strategic risks.

## 10:00 - 11:00 | Fostering Curiosity and Risk-Taking in Your Business Culture

Explore how curiosity fuels innovation and risk-taking within a team. Learn actionable strategies for creating a culture that celebrates experimentation and reframes failures as opportunities for growth.

**Case Study:** Curiosity at the Core of Innovation – See how Nike's internal culture encouraged out-of-the-box thinking to continuously disrupt the market.

## 11:00 - 12:00 | The Art of Launching Innovation

Discover how to successfully launch groundbreaking products and ideas. I'll break down how Nike transformed ideas into iconic innovations, maintaining brand consistency while creating excitement and demand.

**Case Study:** Launching an Iconic Product – Analyze a product launch that redefined its category and strengthened the brand's position.

## 12:00 - 13:00 | Lunch



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## 13:00 - 14:00 | Building Authentic Brand Partnerships

Learn how to create impactful collaborations that align with your brand values and resonate with your audience. I'll share why authenticity is more powerful than chasing trends and how genuine partnerships can deepen cultural influence.

**Case Study:** Influential Partnerships in Action – See examples of successful and failed partnerships, highlighting the key factors that separate the two.

**Audience Participation** – Share and analyze examples of industry best and worst partnerships and draw actionable lessons for your brand.



# Program 5th June 2025

## 14:00 - 15:00 | Delivering Social Impact at Scale

Understand how brands can connect their purpose to real-world impact. I'll demonstrate how to align your mission with what the world needs, creating campaigns that drive meaningful change while building brand loyalty.

**Case Studies:** Impact Campaigns That Matter – Analyze standout examples of social impact campaigns that succeeded in creating a lasting legacy.

**Audience Participation** – Discuss industry examples of effective and ineffective impact campaigns and brainstorm ways your brand can achieve authentic social impact.

## 15:00 - 16:30 | Group Exercise and Pitchbacks

Participants will develop 30-, 60-, and 90-day action plans for implementing workshop takeaways in their businesses. These plans will include strategies for enhancing emotional branding, fostering innovation, and driving cultural impact.

Each participant will pitch their plans to Greg and the group, receiving actionable feedback and insights.

## 16:30 - 17:30 | Closing Q&A



## Date

3-5 June 2025

## Audience

CMO's, Marketing & Brand Directors

## Local

Meet & Greet:

Convento de Cristo, Tomar, Portugal

Masterclass:

Herdade Caçabrava, Tomar, Portugal

## Admittance

5500€ +VAT

vat 0% for international companies

vat 23% for portuguese companies

## Package

Meet & Greet 3 June 2025

2 Day Course 4 & 5 June 2025

Slide Deck + Workbook

Hotel & Food Included

Backyard Grill Experience

Signed Certificate

Airport & Hotel Transfer

## Contact

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## **Last Edition Testimonials**

### **Global Brand Director, Pull&Bear, Inditex Group**

More than a surprise, it was a great satisfaction, I recommend the experience 100% if you are really looking to enrich yourself as a professional. I wish I could attend more events like this during the year.

### **CMO, Stradivarius, Inditex Group**

A retreat well organized and enriched.

### **CMO, Fnac**

I leave this retreat knowing that the best for my brand is to elevate the standards all over again. I have a fresh look on what we are doing and what we will do in the next years.

### **CMO, Visa**

I'm gonna take home many insights related to the team, myself, and most of them related to the brand. Insights how to spark curiosity and drive innovation.

### **Marketing Director, Super Bock Group**

Learning from Greg was very interesting, all the cases and his experience make us rethink on our brands.

### **CMO, h3 - Real Food Group**

We should go back to basics more often and it's very useful to stop and think about the brand.



## Last Edition Photos





## Accommodation Vila Galé Tomar Hotel

Indulge in a stay at the Vila Galé Hotel charm. Nestled in a serene setting, your accommodations offer a perfect blend of elegance and tranquility, providing a restful retreat after each day's enriching experiences. Enjoy luxurious amenities and breathtaking views, ensuring a truly memorable stay.





## Backyard Grill

Immerse yourself in our Backyard Grill Experience, where premium cuts of meat are expertly grilled to perfection, and lively music sets a vibrant backdrop for engaging conversations. This relaxed, informal setting invites you to savor delicious flavors while deepening connections and reflecting on the day's insights.



## Branding With Emotion Workbook

Receive a high-quality printed manual, meticulously crafted to capture all the methodologies and strategies shared throughout the masterclass. This valuable resource will serve as your guide, helping you implement the principles long after the retreat concludes.



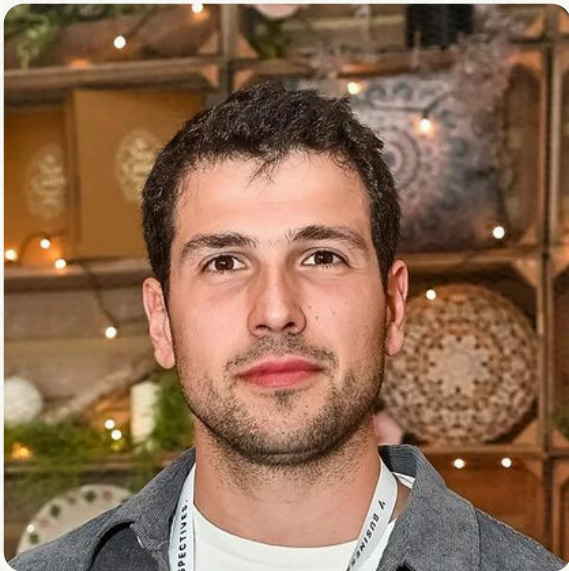
## Airport Transfer

Experience seamless airport transfer with our dedicated team, who will ensure a smooth and comfortable journey to Tomar. From the moment you arrive, relax as we take care of every detail, guiding you effortlessly to Tomar, so you can focus on the incredible experiences that await.



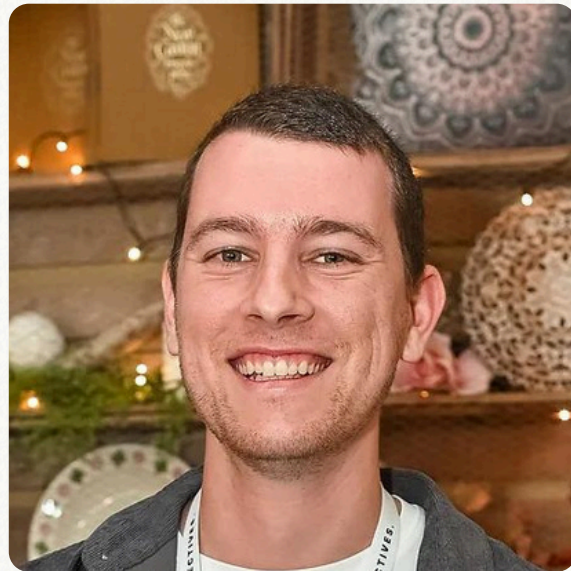


## Arc Business Retreats Comittee



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