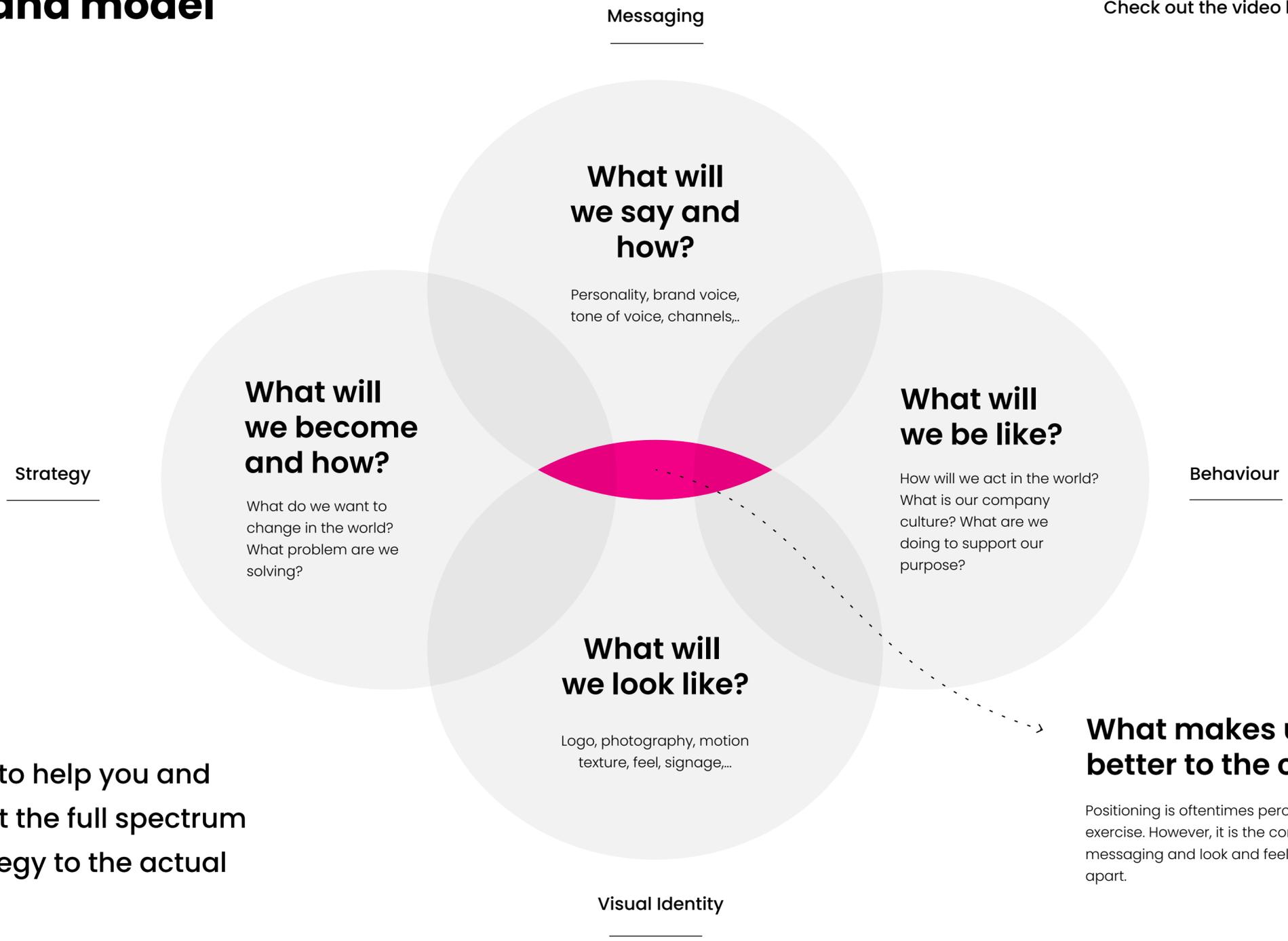




The LTB brand model

Check out the video [letstalkbranding.be/behaviour](https://www.youtube.com/watch?v=letstalkbranding.be/behaviour)



A simple brand model to help you and your clients think about the full spectrum of branding, from strategy to the actual behaviour.

What makes us different, better to the customer?

Positioning is oftentimes perceived as a strategic exercise. However, it is the combination of behaviour, messaging and look and feel that really sets a brand apart.