



# BJ Cunningham

Successful Businessman, Entrepreneur and Branding Expert



CSA Celebrity Speakers Ltd

BJ Cunningham possesses the winning combination of business and creative credentials. He is a successful entrepreneur and acknowledged thought leader in the field of branding. In his most recent business enterprise, he now runs the luxury shoe designer Georgina Goodman.

**"BJ was excellent...funny, passionate & very engaging" - Dorchester Hotel Group**

## In detail

Whilst still a teenager BJ Cunningham started his first enterprise, importing classic cars and Harley Davidsons from LA to London.

When the market collapsed he used his considerable debt to launch DEATH Cigarettes - positioned as 'the honest smoke'. It gained such a foothold that BJ found himself taking on the combined might of the industry in the European Court of Justice. Then, with a growing reputation for challenging norms, BJ set up a brand marketing agency and built a client list including Volkswagen, B&Q and Nokia. BJ also sits on the council of Business Superbrands and travels the world giving inspiring keynote presentations.

## What he offers you

BJ's message is that a brand is a promise, not a logo; it's about depth, not awareness. A business must know what it stands for, say it with clarity and do what it says. He believes that whilst customers are magnetised towards 'need' over 'want' in a recession, genuine premium will be resilient. Loyalty in business is a long-term relationship, discounting is little more than a one-night stand.

## How he presents

BJ is in an exciting and inspirational speaker. With wonderfully engaging examples, he shows that customers want to understand the authentic soul of the organisation and become part of your community.

## Languages

He presents in English.

## Want to know more?

Give us a call or send us an e-mail to find out exactly what he could bring to your event.

## How to book him?

Simply phone, fax or e-mail us.

## Topics

The Brand as a Promise, not a Logo  
Deepening the Customer Relationship  
The Power of Telling the Truth  
Provocative Brand Creation and Marketing  
Flipping the Frame in a Conservative Market  
The Power of Juxtaposition Reversing Resistance  
The Solution Always Lies at the Heart of the Problem  
Thought, Word, Action - Branding: a Process of Conscious Evolution