

BJ Cunningham

Successful Entrepreneur & Branding Expert

"BJ was excellent…funny, passionate & very engaging" – Dorchester Hotel Group

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.

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

LANGUAGES:

He presents in English.

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.