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René Allemann, CEO of Branders, talks with Anaezi Modu

Learn about Zurich-based Branders and their new magazine *The Brander*  
> [branders.ch](#)  
> [thebrander.com](#)

Who are you?

Branders is an owner-operated and specialized consulting firm for branding, based in Zurich. We are a team of economic, psychology, and of course design specialists providing consulting for small, middle-sized and large companies. We're currently working on projects in Switzerland, the US and China.

What do you do?

We deal with everything from brand strategy to brand creation to professional brand management. We offer consulting for companies from different sectors and countries for all branding issues. And we also handle specific topics such as employer branding, internal branding and real estate branding.

Why does what you do for clients matter?

We think that every brand is unique and tells its own story. This is why we approach every single project with candor and accuracy. We always strive to provide best care and attention to detail, respecting the different needs of clients from different countries.



## Who do you do it for?

For us. For them. And for you. We do it for us, as it is our passion to create and manage brands. It is our passion to work with various clients and see challenges from different angles. We work to always find the best solution, not only in terms of strategy, but also in terms of a strong visual appearance. And of course, we do it for them, for our clients. These currently include, amongst others, Novartis, the Swiss Post, AXA, Novartis, two Swiss banks and Titioni, a watch brand with its key market in China. And, last but not least, we do it for you, because we share our opinion in public.

We came up with the idea of creating an emotional branding magazine called *The Brander*. You – and everyone else can find it on [www.thebrander.com](http://www.thebrander.com) as of March 10, 2011. There, we want to portray powerful brands and the people creating them. As strategic brand consultants with a keen awareness for design as well as in-depth competence we will be combining insights about essential branding aspects with brand lifestyle.



Strong brands stand for a clear idea that they communicate across all touchpoints. In doing so, brands can be experienced and convey their very own world. And this world is what *The Brander* strives to depict. Our aim is to create a platform of memorable stories on brands and their creators, which are told and retold by people all over the world.

The screenshot shows the homepage of 'THE BRANDER' website. At the top, there are navigation links for 'About us', 'Suggest a brand', and 'Deutsch | English'. The main header features the title 'THE BRANDER' and subtitle 'Creators of Brands'. Below this is a horizontal menu with categories: 'Service', 'Fashion', 'Food', 'Sports', 'Lifestyle', 'Technology', 'Travel', 'Arts', 'List of brands', and 'Branding know-how'. The main content area features a large hero image of a snowy mountain landscape with a small cabin. Below the image is the headline 'Simon Jacomet – highflier against the odds' and a sub-headline: 'Zai, the company with the perfectly formed skis, and its founder: A source of wonder to the design world – and a source of despair to the competition.' Below the hero image are three smaller article thumbnails: 'Dean &amp; DeLuca and the gourmet conquest of New York', 'Gelato creations by New York's best chefs share a common provenance: il laboratorio del gelato', and 'Michel Pédard – ascends the throne with a sprinkling of innovation and a dash of courage'. The bottom section contains 'Editorial', 'Column', and 'What the Branderers read' sections, each with a small profile picture and text. At the very bottom, there are social media icons for Facebook and Twitter, and the Brander logo with the tagline 'emotional branding'.

**What one thing have you learned in your business about yourself or Branders?**

Finding the best employees is much harder than I would have thought in the beginning. And nothing is to be taken for granted. Nothing.

**What one thing have you learned about clients?**

To listen first, to be open-minded and to approach every single project with a clear objective.

**What tips would you offer someone just starting in business?**

My tip would be to just do what you believe in. This might sound overstated, but it seems to be true: If it is your passion, it will work out. I founded Branders in 2005. And now, only six years later, Branders is a unique agency with projects in various parts of the world and we have this versatile team of employees heading in the same direction.

**What advice would you offer a prospective client about the best way to work with a branding consultant?**

Choose a branding partner that will truly listen and remain focused on helping you achieve, and even exceed your goals.

**Thank you, René. We look forward to seeing the first issue of *The Brander*.**