



2nd Edition

# **BRANDING WITH EMOTION**

Creating Deep Emotional Bonds With Your Customers

**Greg Hoffman**

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

## Venue

# *Scriptorium* of the Convent of Christ. A Unesco World Heritage Place.

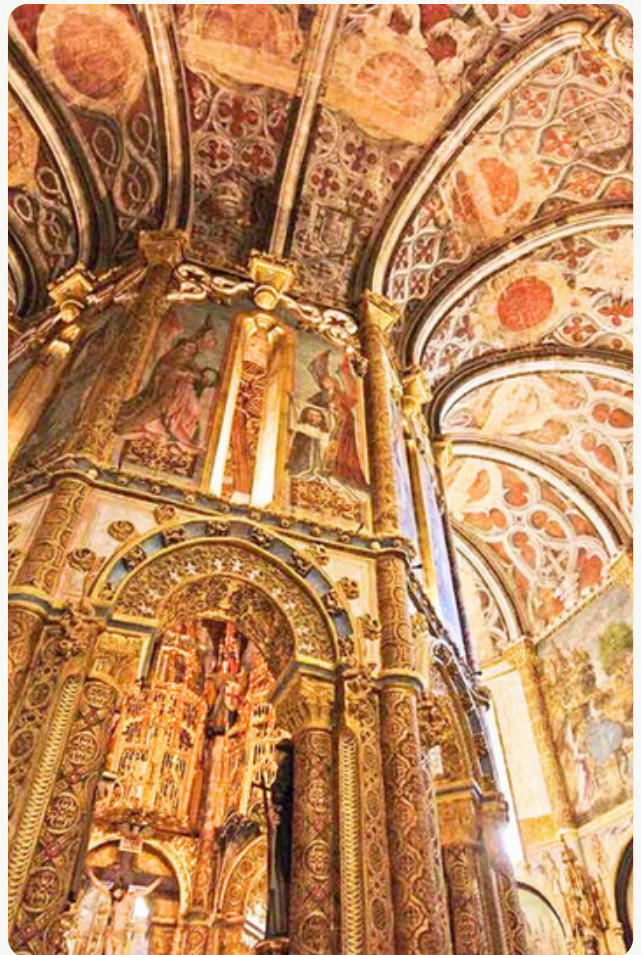
This retreat will be conducted in the historic Former Library of the Convent of Christ, Tomar, a remarkable space with deep scholarly heritage.

Called scriptorium, originally a study room, this venue embodies intellectual tradition.

The library's unique architectural features and profound historical significance provide an inspiring backdrop for our high-level discussions, where centuries of knowledge and contemplation will frame our transformative masterclass.











## Dare to Be Remembered: A Letter from Greg Hoffman

I'm honored to welcome you to come to the medieval city of Thomar, to the "Branding with Emotion" retreat, a dynamic three-day journey where we'll explore how our brands can forge deeper, lasting connections in the hearts and minds of customers.

The program I'll share with you has been shaped by my 27-year journey at NIKE, where I worked across marketing, innovation, advertising, and design. I witnessed firsthand how the Swoosh transcended its role as a logo to become a symbol of human potential, how "Just Do It" evolved beyond a tagline into a global mindset, and how sneakers transformed into vessels of profound personal connection. Drawing from these experiences, I've designed this program to help you develop the leadership mindset and strategies needed to create powerful emotional bonds between your brand and customers.

Begins with an exploration of emotion's role in distinguishing extraordinary brands from ordinary ones. We'll then delve into "Sparkling a Movement" - examining how brands can evolve beyond transactions to become meaningful forces in customers' lives. Through engaging case studies and interactive exercises, we'll push ourselves to create a more audacious vision of our brands' future and discover how to define and amplify each brands' unique personality.

Last day opens with "Dare to Be Remembered", focusing on brand storytelling and cultural relevance. Because no brand story worth telling should be forgotten, we'll examine the principles that make stories resonate and endure. In "Never Play it Safe, Play to Win", we'll explore how to foster a culture of calculated risk-taking that generates bold, innovative ideas. Through case studies and hands-on exercises, you'll gain practical tools to energize creativity within your organizations.

We'll conclude by looking toward the future with "Leave a Legacy, Not Just a Memory", examining how brands can contribute meaningfully to global progress while achieving their business objectives.

I look forward to collaborating with you over these next three days, in the UNESCO Heritage Convent of Christ, as we unlock new ways to strengthen our brands and drive business growth through the power of emotion.

Sincerely,

*Greg Hoffman*



## Program 27th May 2025

The retreat starts before it even begins. Greg will share a brand assessment document with you, where it builds the foundation for your brand plan. At the end of the retreat, you'll do a re-assessment and define the plan for the next six months.

On 27th May, you will join 30 other marketing executives for an unparalleled meeting where Greg will reveal the inner workings of branding with emotion.

16:30 - 21:00

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

As night falls, we'll enjoy a local prepared dinner by a dedicated chef.





# Program 28th May 2025

## 09:00 - 10:00 / The Power of Emotional Value

In this session we will explore how emotion separates the most successful brands from the average ones. Why certain products are able to transcend simply what they do to play a more meaningful role in the lives of their audiences.

## 10:00 - 11:00 / Spark a Movement / Building Your Brand House

To build an enduring brand, one must stand on a solid foundation and have a north star as a guide to ensure that every output of your brand creates positive equity. We will explore the crucial building blocks for constructing a Brand House and marketplace positioning that serves both the rational needs of our audiences as well as the emotional ones.

## 11:00 - 12:00 / Audacious Vision / Interactive Exercise

The best vision statements have one foot in the present and one foot in the future. At NIKE we looked way beyond the horizon. This allowed us to be an Innovation front-runner. We will push ourselves to look out further (10 years) and bolder to paint a picture of what's possible for our respective brands and our customers.

## 12:00 - 13:00 / Make it Personal / Delivering on Your Promise

It's one thing to share an audacious vision and invite people to be a part of it, but it's another thing to deliver on that promise. We will explore ways to move from a transaction mindset to a relationship mindset, as a brand. Keeping your customers coming back over and over again and them becoming your chief brand evangelists.

## 13:00 - 14:00 | A lunch crafted with the finest local ingredients, lovingly prepared by our dedicated Chef

## 14:30 - 15:15 / Dare to Be Remembered: Defining Your Brand Personality

In this increasingly automated world we live in, the brands that will resonate the most in the lives of customers are the brands that feel human. We'll explore the actions necessary to build a powerful brand persona that is engaging, relatable, and aspirational.

## 15:15 - 16:30 / Reveal Your Soul / Team Interactive Exercise

In this session we will define and evaluate the strength of the characteristics of your brand by applying them to a product experience within a different industry. This dynamic exercise asks the question, do you have a brand that people can feel? Or is there room to level up. Let's answer the question.

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

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

## 17:30 - 21:30 | Network Backyard Grill

Gather around a rustic feast table to enjoy locally sourced ingredients and a curated selection of premium meats and vegetables, showcasing regional craftsmanship at its finest.



# Program 29th May 2025

## 9:00 - 10:00 / Telling Your Brand Story

NIKE has been the leader in brand and product storytelling for decades. Greg shares his lessons from 27 years at the company on how you can level up your ability to tell stories in ways that will never be forgotten.

## 10:00 - 11:00 / Brand Storytelling / Interactive Exercise

In this session we will put the storytelling principles to work, by applying them to our own brand offerings.

## 11:00 - 12:00 / Don't Chase Cool / Creating Cultural Impact

As a brand, Authenticity is Your Cultural Currency, and in this session we will explore the methods necessary to authentically create cultural impact. Launching products and telling stories that lead the cultural conversation.

## 12:00 - 13:00 / Creative Collaboration Exercise

Creating innovation requires us to use our collective vision to see opportunities that lie under the surface. We will do exercise that gets our creative collaboration muscles working.

## 12:00 - 13:00 | A lunch crafted with the finest local ingredients, lovingly prepared by our dedicated Chef

## 14:30 - 15:30 / Never Play it Safe, Play to Win / Creating a culture of innovation

How do you create a culture of risk-taking in your brand organization that leads to bold innovative ideas? After growing up at NIKE and witnessing what it means to be an Innovation Front Runner in an industry, Greg will share the traits and actions necessary to Lead From the Front, as a team.

## 15:30 - 16:00: Leave a Legacy, Not Just a Memory / Creating Social Impact

An interactive session on the role your brand can play in pushing the world forward.

## 16:00 - 17:00 / Closing Session / From Insight to Action

Share a message to your future self, outlining:

One key leadership characteristic you will lean into more.

One bold marketing move you will take in the next 6 months.

# What's the return of this experience?

- A proven framework to build emotional value into your brand
- A clear path from brand purpose to execution
- Inspiration to create a bolder, longer-term brand vision and brand innovation
- Insights and ideas that can immediately elevate your next campaign or launch
- A peer group of 30 executives from global brands
- Personalized feedback from Greg — every participant introduces their company and challenges. Greg listens, responds, and offers direct input.
- You'll receive a Workbook with all slides, frameworks, and exercises — perfect for bringing the learnings back to your team and applying them internally



## Date

27, 28 & 29th May 2025

## Audience

30 CMOs, CEOs, Marketing Directors, Brand Directors,  
Creative Agencies

## Venue

Convent of Christ - Unesco World Heritage  
Tomar, Portugal

## Accommodation

Vila Galé Hotel Collection Tomar

## Admittance

5500€ +VAT

vat 0% for international companies  
vat 23% for portuguese companies

## Package

Meet & Greet 27 May 2025  
2 Day Course 28 & 29 May 2025  
Slide Deck + Workbook  
2 Nights at Vila Galé Tomar Hotel  
Breakfast, Lunch, Dinner & Coffee-Breaks  
Medieval Feast 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 with Greg, 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. Greg is a excellent instructor and Arc Business Retreats don't fails to deliver.

### **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. Thank you Greg and Arc.



## Medieval Feast Experience

Savor ancient recipes cooked to perfection, with music setting the perfect backdrop for engaging conversations.



## 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.



## 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.



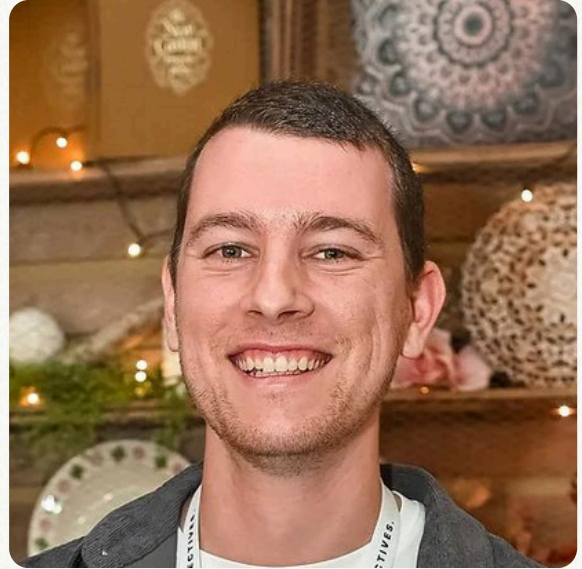


## Arc Business Retreats Comittee



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Former Chief Design & Innovation Officer at  
Starbucks



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Brand Director at Salvador Caetano (Toyota)



