

## Q&A

### Q1 What is the Medinge Group?

A1 A top-level think tank of brand professionals who meet annually to exchange ideas about theory, strategy and trends in international branding.

The group meets in August at Medinge, Sweden and in January at an alternative European location.

August 2003 was our third annual international meeting.

### Q2 Who are the active members of the Medinge Group?

A2

**Malcolm Allan** / Inergy / London, England / UK

**Simon Anholt** / Earthspeak Consultancy / London, England / UK

**Julie Anixter** / LAGA/Tom Peters Company! / Chicago IL / USA

**Brice Auckenthaler** / eXperts / Paris / France

**John Caswell** / Group Partners / London, England / UK

**Thomas Gad** / Brandflight / Stockholm / Sweden

**Sicco van Gelder** / Brand Meta / Amsterdam / Netherlands

**Anne-Marie Hovstadius** / Anne-Marie Hovstadius / Stockholm / Sweden

**Nicholas Ind** / Equilibrium Consulting / Oslo / Norway

**Tim Kitchin** / Steal This Brand / London, England / UK

**Niclas Ljungberg** / Placebrands / London, England / UK

**Chris Macrae** / ValueTrue.com / London, England / UK

**Denzil J. Meyers** / widgetwonder / San Francisco CA / USA

**Alan Mitchell** / London, England / UK

**John Moore** / Ourhouse / London, England / UK

**Stanley Moss** / Diganzi / Portland OR / USA

**Luke Nicholson** / Ethical Media / London, England / UK

**Anette Rosencreutz** / Brandflight / Stockholm / Sweden

**Ian Ryder** / Unisys / Middx., England / UK

**Jack Yan** / Jack Yan & Associates / Wellington / New Zealand

Membership is by invitation. Around 25 people have so far participated in the three Medinge salons. Founder members have published dozens of books and articles between them.

### Q3 What is the mission of the Medinge Group?

A3 The Medinge Group strives to influence businesses from inside—and outside—to become more human, and more humane.

The group believes it possible to accelerate change across enterprises and societies by acting on principles of compassionate branding.



**Q4 What does the Medinge Group do to influence change?**

A4 The Medinge Group's first initiative in 2002 was to publish the Brand Manifesto, which set forth collective beliefs about the state of branding.

In 2002, 14 members of the Medinge Group came together to author *Beyond Branding*, a collection of essays about compassionate branding. The book was published in November 2003 by Kogan Page.

In November 2003, the Medinge Group released its first yearly list of 'Top Brands with a Conscience'.

**Q5 Why are brands important?**

A5 Brands are ideas bearing names. They carry our shared stereotypes, good or ill. They embody our values. Today, organizations must preempt a groundswell of cynicism about brands, or face the consequences.

**Q6 What are the attributes of compassionate brands which the group recognizes in the companies it respects?**

A6

- A visible conscience.
- Apologizing when things go wrong.
- Investing time and energy in relationship-building.
- Promoting the value of caring for one another.
- Acknowledgement that we are all equal.
- Being visibly accountable for their actions.
- Taking risks in line with their beliefs.

**Q7 How was the Medinge Group founded?**

A7 The group was initially brought together through the energies of Chris Macrae, author, futurist, idealist and knowledge networker. He invited an international group of brand professionals, many affiliated with the Institute for Brand Leadership, to attend the first meeting.

**For more information, speaker availability or other resources, contact:**

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**Also available:**

Fact Sheet

The Brand Manifesto

*Beyond Branding*, published by Kogan Page

News release on the 'Top Brands with a Conscience' initiative, November 2003

The Medinge Group Members' List

See [www.medinge.org](http://www.medinge.org)

