

# BRAND SOUL:



## Live Communication

Zurich, 17 November 2011

### Press Release

## New name, renewed focus: x-act is to become BRANDSOUL

Zurich, 17 November 2011 – **The merging of different disciplines in communication sometimes makes it necessary even for event agencies to refocus themselves. This is why, after 15 years of successful activity in the area of live communication, the agency x-act has decided to rebrand itself: with effect from 1 January 2012, the agency will go by the name of BRANDSOUL.**

The **corporate culture** is the **key to success**. This is affected by a number of different factors such as **behaviour, feeling, thinking and believing**. “This is the point we like to start at, as it enables us to move and achieve more,” says Andrej Isler, the Agency’s CEO, founder and creative mind. The rebranding is a logical consequence of the development that has taken place over recent years, during which the Agency has proved its strength in **strategy and creation** in the area of **brand and corporate culture**. **BRANDSOUL** differs from classic event agencies in that it places the focus not only on one-off effects, but especially on **integrated campaigns**. The goal is always to have the message **grasped emotionally**. “That way you not only get the message across to the receiver, you also move him with positive emotions,” says Isler.

In the world of digital communication in particular, the personal encounter is becoming ever more important. **BRANDSOUL** cleverly creates **a connection** between the **real and digital worlds**. Experiential communication means communicating via all the senses and establishing dialogue and interaction with people.

**BRANDSOUL** skilfully orchestrates all areas of live communication, from creative event-marketing, customer and brand experience through to culture communication and experiential corporate communications. This is done by achieving an effective blend of digital and virtual media, multimedia and PR.

### The focus is always on people

**BRANDSOUL** works with the **innermost elements of a brand** and a company. **BRANDSOUL** aspires to be not the biggest agency, but the most innovative. This involves thinking outside the box and daring to take new approaches. The idea is to turn **what is exceptional about a company** and its **service or product** into a **tangible experience**.



**BRANDSOUL** pursues a **playful** and **creative** route to success. This includes **affective communication**, i.e. the influencing of the conscious and unconscious perception. **Storytelling** is used to orchestrate different strategically defined areas of communication. The specially created emogram is part of **emotion management**.

Another important aspect at **BRANDSOUL** is the **evaluation of customer satisfaction**. Responsibility for our **customers' happiness** lies with Carole Ramuz, who has a master's degree in Business Excellence and has been assisting with operational management at the agency since January.

## **BRANDSOUL**

The agency for experiential communication was founded in 1996 by Andrej Isler. **BRANDSOUL** stands for bold concepts that draw their content from all that is exceptional about the brands and the people and thus have a beneficial, long-lasting impact. Culture communication and emotion management are two of the Agency's core competences. **BRANDSOUL** currently employs 11 staff.

**[www.x-act.ch](http://www.x-act.ch) (from 1 January 2012 [www.brand soul.ch](http://www.brand soul.ch))**

### **Andrej Isler (43), CEO and Creative Director**

Via culture and advertising he eventually found his way to event marketing. With heart and soul and great creativity in his blood, he treads new paths in experiential communication. In this he is greatly aided by his open mind and the freedom to think outside the box. He finds his inspiration in questions about the future, Taoism, design and socio-cultural issues in general.

### **Carole Ramuz Isler (39), COO and Quality Management**

Having studied quality management, she gained her Master's in Business Excellence at Lucerne School of Business. In 2000 she started her own business, Lobby GmbH, conceptualising systems requirements for major projects and examining quality from a client perspective. Today Carole Ramuz contributes her knowledge in the area of quality, marketing, perception and management at **BRANDSOUL**. Her particular emphasis is on the power of rooms and the influence they have on people.

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