

## Contact

Ștefan Liuțe  
Strategy Director  
Grapefruit

Tel: +40 (31) 405 2000  
[office@grapefruit.ro](mailto:office@grapefruit.ro)

# Wally Olins and Ștefan Liuțe together at Cărturești to talk about *On Brand*

Bucharest, February 13, 2007-Wally Olins comes to Romania to launch the Romanian version of his latest book, *On Brand*, as translated by Ștefan Liuțe, Strategy Director at Grapefruit. The event, hosted by the publishing house Comunicare.ro, will take place at Cărturești, Tuesday, February 13, at 18:00.

“I took on translating a second book by Wally Olins because both the publishing house, and the writer himself had asked me to. This is my second experience as a translator of Olins’ books, after *The New Wolff Olins Guide to Identity*, launched back in 2004. Since both the public and the specialized media welcomed that book at the time, I thought that translating Wally Olins’ books for the Romanian public could only benefit marketers on both the client and the agency side. Hopefully, we will speak the same language soon”, said Ștefan Liuțe, Strategy Director at Grapefruit.

Rather than “teach” branding, *On Brand* gives valuable insight into branding from a free-thinking, objective, Western perspective. It is an essay, a personal account of branding written by the man who, alongside others, founded this discipline decades ago.

Ștefan Liuțe concludes: “Since Romania joined the European Union, the country and its businesses have started branding, but to a yet insufficient extent. Those who will survive the following 2-3 years will undoubtedly realize this. I wish branding no longer represented an exotic and trendy activity for Romanian marketing, but a truly strategic tool in developing and consolidating their business”.

*On Brand* is one of those books worth remembering, if only for managing to show that branding is a profoundly human occupation.

In the postscript of the book, Ștefan Liuțe further states: “If you read *On Brand* you understand that brands exist not solely because entrepreneurs created them, but because most of us want and support them by making a purchase decision, even if we can choose not to at any time. We are the ones who give vitality to brands as businesses, most often than not because they offer

more than just a service or a product. Brands satisfy our emotional needs and they help us define our own personalities.”

\*\*\*

Grapefruit is one of the top Romanian branding and design consultancies, with offices in Iasi and Bucharest. Over the past seven years, Grapefruit has worked for more than 125 clients in 14 countries on four continents. Among them—Antibiotice, Banca Transilvania, British Council, Dacia, HP, Pfizer, Transavia, Vodafone and the International Corporate and Brand Identity Centre.

Wally Olins co-founded the world’s leading corporate identity consultancy- Wolff Olins. He provides branding consultancy services to companies such as: Orange, 3i, Akzo-Nobel, BT, Repsol, Q8, Tata, Prudential, British Telecom, Guinness, Renault, Volkswagen, London’s Metropolitan Police and the Government of Portugal. Olins revolutionized social and political branding with projects such as *New Labour* and *Cool Britannia*. He has authored numerous reference books on corporate identity and he is probably the most experienced and most influential professional in branding and corporate identity.