

**DURATION:** A one day course

**SUITABLE FOR:** Business Owners, Entrepreneurs, Directors and Senior Executives and marketing personnel involved in issues around your organisation's brand.

## COURSE OUTLINE:

### OBJECTIVES:

By the end of the course you will have a clear idea about the direction of your organisation.

Through creative and strategic thinking you will be able to define your brand and establish a creative direction both visually and verbally. You will be able to answer the following brand criteria:

- What does my brand do?
- What is my ambition for the brand?
- What does my brand stand for?
- How will the brand achieve its vision?
- Why do my potential customers need my brand?
- Where does the brand rank against its competitors?
- What is the brand's character, behaviour and appearance?
- Who is interested in the brand?

### Your course leader:

- Paul Hitchens is creative director of Verve Creative Brand Consultants and author of one of the leading books on the subject.

### PROGRAMME:

#### Introduction & Workshop Objectives

- Finding out what you want to achieve today

#### Introduction

- What will we cover today?
- What are my expectations for today?

#### Branding Principles

- What is a brand? (Definition, Classification and History)
- Why do I need one? (Differentiation, Attraction, Added Value)
- Brand focus (The big idea, clarity)

#### Brand Creation

- Brand strategy:
  - Purpose- Vision - Values- Mission statement
  - Proposition - Positioning- Personality- Audience

#### Brand culture:

- History – a compelling authentic story attracts and retains customers
- Ethos – get people to buy into what you believe in
- Language – your distinctive product names and communications
- People – recruit people that share your values and build the brand
- Leadership – strong leaders are brand champions
- Traditions – capitalise on unique experiences and events
- Sensations – use the senses to create a strong brand experience
- Physical attributes – buildings, vehicles and materials add awareness

#### Brand Implementation

- Creative workshop – understanding importance of brand aesthetics
  - Name- Strapline- Logo – Mascots - Colour
  - Typography
  - Look, feel and tone of voice
- Brand experience – consistent at every point of engagement
  - Brand touchpoints- Mapping a touchpoint journey
- Brand standards
  - The brand book- Brand guidelines