

Branding: Creating and Managing Your Corporate Brand

Your brand is the vehicle that propels your product or service into your customer's lives, and into their hearts. A good brand is much more than an attractive image combined with some witty type. Your brand must reflect the heart and soul of your product, and offer a promise that you can live up to. This two-day course will get you started on the road to creating a perfect brand.

What Will Students Learn?

- ✓ Define what a brand is and what branding is about
- ✓ Define various types of brand architecture and brand extension
- ✓ Identify your brand's products, its features, and their values
- ✓ Write a mission, vision, and style statement for a brand
- ✓ Describe the basics of positioning a brand
- ✓ Understand the basics of creating a visual identity, including a brand name, slogan, and logo
- ✓ Help your employees live the brand by empowering them to be ambassadors and creating strong brand touchpoints
- ✓ Effectively plan an internal and external brand launch
- ✓ Monitor and evaluate your brand, and understand how to respond to the results

What's Included?

- ✓ Instruction by an expert facilitator
- ✓ Small, interactive classes

What Topics are Covered?

- ✓ Defining branding
- ✓ Creating a mission and vision
- ✓ Positioning your brand and developing your style
- ✓ Developing a brand name and slogan
- ✓ Creating a visual identity
- ✓ Living your brand and connecting with customers
- ✓ Launching your brand
- ✓ Taking your brand's pulse
- ✓ Measuring brand health with a balanced scorecard, SWOT analysis, and Middleton's brand matrix
- ✓ Interpreting evaluation results

- ✓ Specialized manual and course materials
- ✓ Personalized certificate of completion