

Behind the Logo

Successful Brand Strategy: An Interactive Seminar Series

Branding 101

A rich introduction to all things “branding”— from naming and brand architecture to visual design and brand extension. We’ll look at why brands matter, who they matter to, how they’re built and what role they play amidst marketing, advertising and public relations. A great start for professional communicators or those simply interested in brand strategy.

Branding Green

‘Green’ is a hot topic. Everything from food to fuel is attempting to leverage the benefits of branding ‘green’. With offerings from shoes to shampoo clamoring for support and approval from the environmentally conscious consumer, using the promise of sustainability has created overwhelmed and confused audiences around the globe. We’ll discuss what it truly takes to brand ‘green’, analyzing current branding initiatives including hybrid cars, LEED certification and corporate social responsibility. This seminar will also feature a variety of case studies showcasing successful ‘green’ branding from our clientele.

Branding You

Products are brands. Services are brands. And yes, people are brands. You are your own brand steward - you decide who you matter to and why. You control how you’re perceived by those you know AND those you’ve yet to meet. We’ll discuss how branding applies to individuals and how you can build your own, personal, influential identity. This seminar is presented annually at the world’s most prestigious business schools and is right for audiences young and old – only an interest in “branding you” is required.

Branding Technology

Technologists are the toughest consumers. They think they care more about the mechanical details of a product than the brand that brought it to them. They blog 10 times more about what they hate than what they love. But, without question, they’re voracious consumers – keeping their phones, PDAs, hardware, software, entertainment systems and gaming consoles as up to date as possible. Whether they admit it or not, brands matter more to them than almost anyone.

They wait in line for days, pay top dollar for “first rights” to the latest goods and wear their brands like badges of honor. Don't believe us? Do a Google image search of the word “tattoo” + any technology brand... Apple, Linux, HALO, Nintendo... even Google. Again, the right brand matters to these folks more than anything. We'll discuss how to research, design and build a brand strategy in the crazy, crazy world of technology.

Branding Biotech

Pharmaceuticals, medical device suppliers and health therapists all have the same brand obstacle: multiple audiences. Aligning a brand to appeal both to a highly specialized medical professional as well as a general consumer can be challenging. We'll discuss how to successfully position biotechnology brands amongst their competition, both large and small. The seminar will review successful techniques for reaching your audiences, motivating sales force, and creating clear and powerful brand messaging that clearly answers the question “so what does your company do?”

Branding in Social Media

Your grandmother's on Facebook. You got a job offer from a friend of your ex-ex-boss through LinkedIn. You stay up on California politics through Twitter messages from The Governor. There's no way around it – social media is here to stay. It's not only the social medium of choice; it's the connector of global consumers. Product enthusiasts in Japan are sharing how-tos with pen-pals in Italy. Gamers build global “clans” of fellow players, unified via their social media identities alone. Teachers assign homework via Twitter “Tweets” and big brands have successfully managed a crisis through social media exclusively. We'll share and discuss where brands fit in the wide world of social media culture. We'll talk about each of the channels, success stories within each one as well as some must-do practices for marketers looking to leverage social media as promotional venue. Facebookers' and skeptics alike will enjoy this timely session.

Branding Startups

Startups can be sexy, but they can also be extremely stressful. While they tend to be the topic everyone wants to discuss and an entrepreneur's dream to lead, startups require a very calculated and timely brand strategy – too much too soon screams superficial, too little too late is just bad business. The seminar will discuss the development process of all startups, successful strategies for each stage of growth as well as successful case studies where branding helped to build startups into iconic brands. This session is right for any startup leader, entrepreneur, venture capital investor, and anyone else intrigued by the fascinating world of startups.

Branding Nonprofits

While nonprofit branding tends to be the most challenging, it is also the most rewarding. Typically nonprofits have limited marketing budgets, limited staff and limited resources. While faced with challenges, nonprofits require successful branding in order to be sustainable—The Susan G. Komen Foundation, Share our Strength, (project) RED – these organizations found their way to fame and funding through strong, creative and consumer-centric branding. This free seminar will share proven techniques for defining, articulating and promoting a nonprofit brand. We'll explore case studies exemplifying how to successfully engage and retain staff, volunteers and donors to ensure long-term success. From volunteers to board members, this session is perfect for all those involved in the nonprofit sector.