



## Brand Engineering .....

The Future of Branding & Strategic Marketing



# Building a Brand

Having a brand can differentiate your business from your competitors and drive customer loyalty. And branding isn't just for multi-nationals with huge budgets: small and medium firms can create an effective brand by examining how the business works, what it means to its customers and acting on the results.

- ↓ • What is a Brand?
- ↓ • Brand Mission
- Brand Description

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- Brand Packaging
- Creating the Brand
- ↓ • Managing the Brand
- ↓ • Branding Blueprints
- Impact of color on brand image

## **Methodology:**

- Discussions
- Exercises
- Activities
- Games
- Video Clips.

This workshop is a detailed insight into the skills required by professional organizations:

- ❖ It is very interactive and includes many activities and exercises to enhance the learning experience.
- ❖ It is spread over the period of 2-full days consisting of 8 hrs each (9am-5pm)
- ❖ It includes 2 tea breaks and a lunch break