

BRANDCODE

“If this business were to split up, I would be glad to take the **brands**, trademarks and goodwill and you could have all the bricks and mortar - and I would fare better than you.”

- **John Stuart**, former Chairman of Quaker Oats Ltd

BRANDCODE: 3 steps to marketing clarity.

A **BRANDCODE** workshop comprises a one day workshop that culminates in a Brand Statement, It runs from 10.00am through lunch and concludes at 4.30pm.

We ask delegates to complete two tasks several days before they attend. This includes a questionnaire on Brand Awareness.

The final session of the day results in a collective decision on brand attributes and brand statement.

- Your Brand is quite different from your corporate Vision and Mission, although they must be compatible.
- Vision is what the organisation wants to be “when it grows up”.
- Mission is how the organisation is going to get there.
- Brand is the way the organisation lives its life whilst achieving its Vision and Mission.

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Step 1 The primary objective of the **BRANDCODE** workshop is to develop clarity and focus.

Using the principles of branding, the workshop will determine a single minded statement about the personality / character of your organisation.

It will determine what the business is really like... not what you do, more how you do it.

Step 2 The second objective is to unify thinking about the organisation and its future.

Getting your key management together is a great way to exchange ideas and understand what they think about the business. It promotes 'buy in' on the corporate goals and enhances team working.

Step 3 The third objective is to identify ways of using this new brand focus to take your organisation forward in a cohesive manner.

Two heads are better than one, so we use the workshop to gather your team's thoughts about generating awareness and promoting the business in the future.

The 6 areas we examine

- **ROLE:** The role of the brand in people's lives – both functionally and emotionally.
- **CHARACTER:** The current and potential personality/character of the brand.
- **SOURCE OF TRUST:** The brand's credentials.
- **DIFFERENTIATORS:** What makes the brand better than or different from its competitors.
- **EXTERNALITIES:** Anticipating the future and its effect on the brand.
- **CUSTOMERS:** Who they are; and their needs.

The outcome is marketing clarity and a presentation which can be briefed across the organisation.

Call 01752 604848 to book a workshop