

Brand strategy workshop

How can you...

- + *make your offerings clear, relevant, and attractive to your customers / constituents?*
- + *help customers / constituents to make sense of your different offerings or businesses?*
- + *help people to cross-sell themselves from one of your offerings to another?*
- + *determine which offerings you can uniquely brand for competitive advantage, and which should be integral to your central brand?*

The brand strategy workshop is a half-day collaborative session to explore how crafting appropriate, purposeful relationships among your offerings can help you to spend communication dollars wisely, grow recognition and value of your offerings and brand(s), and help you to get credit for your efforts.

The choices you make to identify your organization's range activities and offerings drive connection, participation, and support. And these decisions (or non-decisions) can either build or undermine your brand(s). In this collaborative session we will examine four important brand strategies and explore ways to employ them for your unique challenges. You will experiment by re-thinking the brand relationships of your organizational units and offerings—with the goal of building overall brand equity while maintaining appropriate flexibility to reach your key customers or constituents.

Session outline: *Estimated duration 4 hours*

- + Presentation: Introduction to brand strategy, and to specific brand strategies, with examples
- + Team breakout: Using sample material, teams are tasked with analyzing the brand strategies of other organizations
- + Breakout analysis: Each team presents their analysis for discussion
- + About you: Interactive audit and review of your brand family
- + Team breakout: Each team is tasked with re-organizing your brand family, choosing appropriate mix of strategies from presentation
- + Breakout analysis: Each team presents their results and discusses decisions they made
- + Looking ahead: Collaborative discussion of opportunities, challenges, and potential next steps for refining your brand strategy

What's included: *A senior Sametz Blackstone consultant will—*

- + Prepare for up to four hours before your session based on the background information you provide
- + Present a brand strategy primer and lead a workshop session up to four hours long
- + Leave you with a PDF copy of the presentation with additional reference information
- + Deliver a follow-up summary of workshop outcomes and potential next steps for you to consider

Who should participate

The workshop is designed for those with novice and intermediate brand strategy expertise. If your organization has a formal marketing department, senior marketing or brand managers and those charged with strategic planning are strongly encouraged to attend. Other managers and staff responsible for commissioning communications, with or without the help of a marketing department, are also welcome.

Cost

Workshops start at \$3,300, including preparation and follow-up summary. Excludes out-of-pocket and travel expenses; no additional cost for travel within the metro Boston region (I-495 loop). Reimbursable expenses not incurred without approval.

Customized programs

We can also structure the workshop as a two-session engagement (with hands-on homework to complete between meetings), or we can customize the workshop to your precise needs. Please contact us to determine how we can design a program that fits your requirements.