

FUTURE FOCUS

LABS

“I would whole heartedly recommend a Future Focus lab. It’s not only allowed us to think about the bigger picture but also the skills and support to help drive our business in the right direction” **Gemma Teague, Atlantic Blankets**

LAB DATES

Commences
23rd May

OVERVIEW OF TOPIC

Brand Power Lab

You may feel you know what your customers want, but in a competitive and disrupted market staying one step ahead of the competition is increasingly important. Stepping out of your business and into the future can help to bring a fresh perspective to your brand strategy and communications – keeping you ahead of the curve.

This Lab series will be facilitated by Angelo Spencer-Smith. As a Positioning and Differentiation Strategist, Angelo will provide his specialist knowledge to your business, offering new and creative ideas to support your development. This opportunity is not to be missed for innovative and future-focused brands.

WHAT WILL BE COVERED?

This Lab Series will take you behind the scenes in this iconic UK business revealing the secrets of the brand’s success.

Along with your peers, you will revisit your brand strategy and communication reflecting on:

- Your value proposition and core competencies
- The culture of your business and the people driving its success
- Your market and competitive positioning
- How you express your brand and communicate with customers to understand their needs
- The importance of building trust with customers, suppliers and key partners
- Keeping an eye on the future - consumer trends and brand evolution
- Maintaining brand presence during disruptive, uncertain and ambiguous times

OUTCOMES

The Lab will help you refine your brand positioning and capitalise on future opportunities for growth. You will leave inspired with fresh ideas for your brand and the confidence to communicate new or existing products – to new or existing customer segments & markets – using contemporary and effective marketing activities.

Call our Client Services team to book now on 0845 600 3660



Funded by:



Managed by:



In partnership with:

