LAB DATES
21st June
5th & 19th July
9am – 2pm
Pool Innovation Centre

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?

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. By refining your strategic and tactical marketing plans to maximise impact on and off-line, 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