

Brand Discovery: A Comprehensive Workshop



BrandDoctor



A brand is much more than just a logo, colour scheme, or website content. It is a living, strategic tool that embodies what a company does, how it does it and why.

Overview

This workshop focuses on understanding what a brand truly is, its purpose, and its key components. The session will cover the following key points:

- Defining what a brand is
- Exploring the purpose of a brand
- Identifying the elements that make up a brand
- Understanding the importance of these elements
- Learning how to create a strong brand

Participants will engage in a process that helps them investigate a company's core identity by exploring its **WHY, WHO, HOW, and WHAT**.

The workshop is both educational and practical. Participants will learn the theoretical aspects of branding and then reflect on how these insights can be applied to their own business. This provides valuable "food for thought" for future brand development.

This workshop is suitable for:

- **New businesses:** To help define their brand identity.
- **Established businesses:** To assess and refine their existing brand in line with current business goals.

Objectives

By the end of the workshop, participants will:

- Understand what a brand is and its purpose
- List the essential components of a brand
- Learn how to investigate an organisation's DNA (WHY, WHO, HOW, WHAT)
- Apply these insights to their own brand
- Recognize the importance of a strong, relevant brand



Duration

The workshop lasts half a day.

Format

The workshop is interactive and encourages participants to learn from one another. This participatory format enhances understanding and makes the learning process enjoyable. It is designed to stimulate participants' thinking about their own brands, with opportunities for reflection on future branding strategies.

Participant Numbers

Minimum: 4 | Maximum: 8

Suitable Participants

This workshop is ideal for anyone who is considering creating or updating their brand, particularly those uncertain if their current branding is effective or aligned with their business.



The workshop would potentially be applicable to, and beneficial for, anyone who answers “Yes” to any of the following questions:

- Do you need to create your brand?
- Are you a new business?
- Have you had a stab at creating a brand and would like to know if you have done the correct things?
- Has your brand been created by someone whose speciality is something other than branding?
- Do you think that a brand only consists of a logo and a colour scheme?
- Would you like to know more about what a brand is and how it can be used to attract customers?
- Is it more than five years since you last updated your brand?
- Do you dislike your current branding?
- Would you like to check that your brand still accurately represents your business?
- Has your business changed (e.g. products and services) since you brand was created or last updated?
- Has your business recently gone through an acquisition, merger, split or reorganisation?
- Is there a new competitor that is a direct threat to your brand?

- Is your brand reputation at risk?
- Would you like to update or refresh your brand?
- Would you like some professional help and advice for creating or updating your brand?

The workshop would also potentially be applicable to, and beneficial for, anyone who answers “No” to any of the following questions:

- Are you 100% sure that your brand accurately represents your current business?
- Are you 100% sure that your brand is more impressive and compelling than your competitors' brands?
- Are you 100% sure that your brand is not causing you to miss out on sales?.



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