

TITLE: **BRANDVOICE**
STYLE & TONE

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SUMMARY

In today's increasingly global market, building effective and meaningful brands is an essential for business success. However, branding efforts that are based primarily on generic messages are increasingly ineffective in reaching a consumer population grown skeptical of new claims.

A more powerful approach to establishing brand perceptions is required - one that automatically triggers perceptions that are relevant to target customers, true to the brand identity and differentiated from the competition.

The main goal of this workshop is to understand the elements of verbal identity and how they help the development of the personality of a brand.

OUTLINE

- What Is A Brand?
- What Is Brandvoice?
- Branding Identity System
- Branding Case Studies
- Discover Your Brand's Voice

TAKEAWAYS

- INNOVATIVE THINKING
- BUILD THEIR BRANDVOICE
- UNDERSTAND BRANDING SYSTEM
- DEFINE TARGET AUDIENCE

