

BRANDING WORKSHOP

World-class branding requires the application of three key principles: clarity, consistency and conviction.

This workshop is designed to help companies decipher their brand's true identity, their "purpose and passion" and untangle overcomplicated branding and naming strategies.

"When it comes to positioning a brand and articulating what makes its offerings distinctive and compelling, there is simply no one better than Michael Baldwin. He has an uncanny way of pulling so many threads together, extracting what's most relevant, expressing it clearly and simply."

—Liz Paley

Founder and Principal
Framework Consulting New York



**MICHAEL
BALDWIN**
BRANDING &
COMMUNICATION
COACHING

THE OBJECTIVE

To articulate your brand uniquely and unambiguously in order to inform all aspects of branding, marketing communications, including social purpose for the company.

THE PROCESS

I. MARKETPLACE/CATEGORY REVIEW

- Genesis of the company
- What problem does company solve?
- What opportunity does the company seize?
- Review of all key services and offerings
- Review of the competitive landscape
- Target audience analysis

II. COMMUNICATIONS AUDIT

- Review all current advertising, communications, outbound marketing and branding

III. BRANDING EXPLORATION

- What one word defines the brand promise?
- What one sentence defines the purpose of the company?
- What are the marketing/communications proof points for the company?

THE DELIVERABLES

1. Solve for the one word that defines the brand promise
2. Solve for the one sentence that defines the purpose of the company
3. Solve for a set of words that could be used as a tagline
4. Solve for brand values
5. Solve for social purpose

PRE-WORK—CLIENT

Each participant prepares responses to the following:

1. What company (any category) does a world-class job of branding?
2. How would you describe, in one word, your brand promise?
3. How would you describe, in one sentence, the purpose of your company?

PRE-WORK—LEADER

Review all relevant material on the company:

- Business Plan
- Mission Statement/Values
- Product Offerings
- Peer Group
- Key C-Suite Speeches