

# Platinum Branding

## YOUR BRAND IS MORE THAN A LOGO

**Your brand is the story of your business. It sets you apart, and is your opportunity to tell your customers what's different about you. If you don't believe in your brand, neither will they!**

**Be critical, be bold, be direct** – if you have diversified your product/service range, are a new business or just feel your brand no longer reflects how you do business, you need to act now.

**Shine bright in your marketplace** – in a competitive market you need to be sure your brand is relevant, visible and engages your audience in the right way.

## BRANDING WORKSHOPS

This is an opportunity to get everyone who is anyone in your organisation on board with your brand.

**A strong brand creates trust and makes emotional connections with your customer making their buying decision easier.** It's all about value, perceived benefits and immediate distinction from your competitors.

If your brand falls short you need to take action and get back in the race.

This holistic and strategic workshop will audit your current brand, if you have one, and provide your business with a brand strategy that addresses all aspects of the 'Branding Wheel'. This process also includes the development of a highly effective business brand that will make a difference for your business.

- 3hr Branding Workshop
- Brand Strategy Report

