

Firebrand®

Brand Workshops

Unlock your brand's
potential in a one-day
brand workshop

differentiate
positioning
values
vision
purpose

Do you have a clear idea of where your business is headed?

Do you need to attract more customers or better employees?

Are you searching for that 'big idea' that will separate you from the competition?

Brand workshops are a **personalised**, **time-efficient** and **cost-effective** method to uncover new ways for your business to evolve, grow and compete.



How can it help?

Each brand workshop results in a variety of outputs which will help with your business planning and strategy.

Typically they help:

Re-energise
workforces
around a
shared vision

Name and
launch new
products or
services

Attract
high-quality
employees and
motivate them

Revitalise
organisations
in mid-life
doldrums

Find a unique
message to
attract loyal
customers

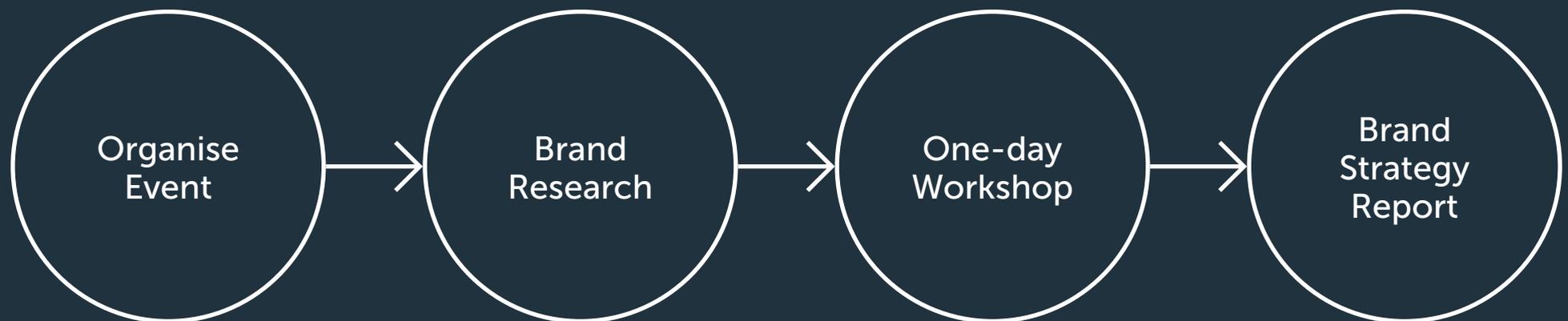
Align thinking
behind a simple
but powerful
brand idea

How the process works

Prior to the workshop, we learn about you, your audience, market, goals and challenges. We also provide a short questionnaire that helps us prepare for the day. The workshop agenda is shared with every participant, so everyone can start to think about what will be discussed.

Workshops last for around 5 hours with breaks for a working lunch and refreshments. We always allow additional time at the end to continue discussions, if required.

Following the workshop, the insights and conclusions are drafted into a preliminary document. This will go through one or two rounds of iteration with your stakeholders to deliver the final report. The result is a concise brand framework that will provide you with a foundation for refreshing your brand.



Your questions answered

What can I do with the results of my workshop?

Once you have your framework, you are free to work with Firebrand to put the strategy into action or use it with your existing marketing agency or internal department to guide your new approach.

What types of businesses can benefit?

We have held workshops with organisations across sectors ranging from healthcare to technology and business services to education.

Who should attend the workshops?

Our workshops cater for small groups of 1 or 2 people or larger groups of between 3 and 6 people. Participants usually include founders, management team and other key people who understand the business, company culture and marketplace.

Where are the workshops held?

In our experience it is more productive to work in a space away from your own office, so we organise your workshop at a creative environment convenient to your location.

How much does a workshop cost?

Session costs vary according to the number of participants and are all-inclusive. They include pre-workshop research, preparation costs, workshop materials, facilitation and post-workshop report. We also include the cost of the venue hire, a working lunch and refreshments.

1-2 participants £6,250
3-6 participants £9,500

A workshop to match your needs

Choose from three workshops which can be customised to your specific needs. They can be booked individually or in any combination, although we recommend starting with the Brand DNA. We will discuss your current situation with you and advise the most appropriate option.

Brand DNA Workshop

Does your brand revolve around a 'brand-idea'? We help you define a purpose and vision that will drive future decision-making. Then we identify the unique combination of values that unite your business and employees and create loyalty from your customers.

Messaging Workshop

We define the needs and goals of your top three customers, and what makes you different to the competition. We uncover functional and emotional messages, and develop a messaging framework that includes your overarching value proposition.

Brand Name Workshop

An unforgettable brand name is a critical element in your business strategy. The goal of this workshop is to identify the personality and type of name, how you fit into your market, and then create a shortlist of suitable names ready for pre-screening.

We're a brand design agency who are strategically-focussed and creatively-driven. We've distilled the very best branding processes and techniques into a lean yet powerful methodology. Now your organisation can get real results, simply and rapidly.

We call it Big Band Thinking.

Let's have a chat about how a brand workshop can help unlock your brand's potential;

01323 430700

hello@firebrand.co.uk
www.firebrand.co.uk

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