

GLOBAL BRAND ACADEMY

Creating Branded People

Programme Outline

Experience Branding:
Establish Deep Audience
Connection Through Our
Brand Experience
Framework



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A powerful brand experience, if done well, is memorable and distinctive. Create deep connections between your brand and audience with our proprietary brand experience framework and create an experience that allows your brand to stand out.

Synopsis

A brand driven to create unique experiences will stand the test of time due to strong connections with its audience. Now is the time to become experiential and go beyond merely selling products and services. Harness the power of experiences that drive brand loyalty and supercharge your brand experience strategically. Immerse your audiences in the world that is your brand.

Key learning outcomes

- Impact the **MIND** of your audience: Create brand credibility through impactful experiences. Buying decisions are made 90% subconsciously. But 70% of our time is spent struggling to maintain buyer attention. It's time to learn what happens when your audience can mentally engage with your brand.
- Move your audience's **HEART**: Allow your audience to relate to your brand on a deeper, more emotional level. Make full use of sensory elements and powerful messages to make people go abuzz about your brand so that they can't resist telling someone else. Go beyond creating a brand; create a powerful emotion.
- **TOUCH** the people with your brand: Get up close and personal with your brand experience. Create meaningful relationships and utilise the power of true community. Create a cult of loyal customers ready to champion and advocate your brand. Learn how to get your audience to participate and interact with your brand.
- Learn best practices from the best brands in the world.

Who's it for

- Marketing, brand, corporate communication executives
- Entrepreneurs
- Management executives and leaders
- Customer service & Sales executives
- Executives obsessed with leveraging on the power of brand experiences

Program Format: Keynote/Workshop



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Brand Strategy
Internal Branding
Branded Customer Experience
Sales & Marketing

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