

GLOBAL BRAND ACADEMY

Creating Branded People

Programme Outline

Your Brand Story: **Once Upon a Brand**



Your Brand Story: Once Upon a Brand

Brand storytelling is a powerful tool to inspire connection, create brand advocates, and drive action.

Synopsis

People remember stories and as such Storytelling is a powerful tool that aligns itself to your business strategy and helps you share your brand milestones through stories. Compelling and authentic brand stories help to create an angle for customers to understand and resonate with your brand. From how you started, to customer success stories, learn how to identify your strongest narrative, turn it into a brand story that will inspire thousands, and use it to your advantage. Learn from great, classic brand stories from global brands and master the art of storytelling for your brand. Learn to speak to your audience in a way that they can relate to you.

Key learning outcomes

- Grasp the basics of what brand stories are and how they can effectively impact your customers and create deeper brand-audience connections.
- Learn what completes a brand story, from start to finish. It's not a touch and go situation - your story follows you for life, and grows with you.
- Learn from other classic brand stories and emulate them as you identify your own narrative.
- Identify the key elements that make up a successful brand story - and use it in your own narrative-crafting journey.
- Learn about the little details like the right tone of voice and what story works best for your intended brand message.
- Learn how to market yourself with a powerful brand narrative that emotionally appeals to your target audience and creates positive perceptions of what your brand offers and does.

Who's it for

- Marketing and brand executives
- Entrepreneurs
- Management executives and leaders
- Business owners

Program Format: Keynote/Workshop



GLOBAL BRAND ACADEMY

Creating Branded People

Brand Strategy
Internal Branding
Branded Customer Experience
Sales & Marketing

www.jeromejoseph.com
www.theglobalbrandacademy.com

55 Serangoon North Avenue 4
#01-03 S9 Serangoon North
Singapore 555859
T +65 6288 7812
M +65 9271 6973
F +65 6288 3946
E jerome@jeromejoseph.com

Singapore Australia Malaysia Vietnam UK

