

## AWE Module 4: Building your brand and value

**Raising your BRAND awareness, we will explore what differentiates your business idea, and how to position and build your brand to gain maximum impact in the marketplace.**

**Workshop timing: - topics**

Start	End	Time (min)	Headings
10:00	10:15	15	Welcome and introductions & recap
10:15	10:45	30	Creating a brand and why it is so important
10:45	10:55	10	Introduction understanding customer value
10:55	11:10	15	An Introduction to USPs
11.10	11:30	20	Developing your own USP
11.30	11:45	15	BREAK & Networking
11.45	12:00	15	What makes a successful brand?
12.00	12:15	15	Brand positioning: Keys to a powerful position
12.15	12:35	20	Creating your core brand message
12.35	12:50	25	Next steps in building your brand
12.50	13:00	10	Summary and close

## Workshop headline topics

Content	Notes	Resources
<p>1. Welcome &amp; recap (15 min)</p> <p>Welcome everyone</p> <p>Housekeeping</p> <p>Workshop format</p> <p>Introductions</p>	<p>We are going to revisit</p> <p>Customer personas</p> <p>Competitor analysis</p> <p>in this session – so worth recapping a little on these two topics</p>	<p>PPT/ Media projector to be used for full workshop</p>
<p>2. Creating a brand and why it is so important (30 min)</p> <p>What is a brand? It is a lot of things- but in total encompasses your company's whole identity.</p> <p>It is what a company means to customers and it is the entire experience they have with that company.</p> <p>If a brand has a meaning of value to customer, they will pay for your brand over cheaper alternatives</p>	<p>Using the handout, use the first exercise to get the delegates to think about popular brands and get them to think about</p> <p>The methods the brands use to communicate</p> <p>Why you decide to purchase this brand</p> <p>How their messages are targeted</p>	<p>PPT</p> <p>Handout</p>
<p>3. An Introduction to Customers' perceived value (10 min)</p> <p>A customer will buy a product or service when they perceive it will be of value to them in some way</p>	<p>Get the delegates to think about putting themselves in the shoes of their customers.</p>	<p>PPT</p> <p>Flipchart</p>

There are a variety of ways that customers define what is valuable to them	Get them to think about why a customer would want to buy from them	
<p>4. An Introduction to USPs (15 min)</p> <p>A USP is the way you can differentiate yourself from the competition</p> <p>Without a USP, customers will make a decision on price – which is not the best way to position your company</p> <p>Give examples of typical USPs and how they need to be articulated</p>	<p>PPT presentation</p> <p>Using the flipchart to record answers, ask the group to shout out what they think unique selling points might be</p>	<p>PPT</p> <p>Flipchart and post-its</p>
<p>5. Developing your own USP (20 min)</p> <p>Get them to think about their own product idea</p> <p>They have already done their customer personas – so get them to think about the top 3 needs that their products meet for their customers</p> <p>They have already done their competitor analysis. For their top 3 customers, give each a score of how well they meet the customer needs</p> <p>Think about their own offering and score it for the same 3 customer needs or write down what they offer that the competitors don't</p>	<p>PPT presentation</p> <p>USP section within handout for them to start in the session and to complete for their homework</p> <p>Finishing this will give them a good idea of what their USP is</p>	<p>USP section in handout document</p>
<b>BREAK &amp; NETWORKING (15 min)</b>		
6. What makes a successful brand? (15 min)		

<p>Kick off with consideration of some of the best-known brands, and get delegates to explore what those brands work so well</p> <p>Explain that successful brands stand for something fundamental – an underlying principle that supports their company or product – this is their positioning</p> <p>Positioning elevates a brand above others as it is</p> <p>Different</p> <p>Focused</p> <p>relevant</p>	<p>Handout includes some well-known brand logos</p> <p>Get them to choose the ones they like and get them to write down the things they associate with the brand</p>	<p>PPT</p> <p>Handout includes brand logos</p>
<p>7. Brand positioning: Keys to a powerful position (15 min)</p> <p>Run through the keys to building a powerful position which are</p> <p>Finding a niche</p> <p>Ensure there is demand for your product</p> <p>Develop a positioning statement that lays out what you do and what you stand for</p> <p>Think about ways to create contrast in the market place</p>	<p>PPT</p>	<p>PPT</p> <p>Feasibility document (including competitor analysis grid)</p>
<p>8. Creating your core brand message? (20 min)</p> <p>Also known as your value proposition which is a statement that says how your product/ service solves your customer problems and improves their situation</p> <p>What value your products offer in terms of specific benefits and quantified value</p>	<p>Provide a template for their Value Proposition in the handouts</p> <p>Get them to complete this as part of their homework</p>	<p>PPT</p> <p>Handout contains Value Proposition template</p>

<p>Why your customer should buy from you and not the competition</p> <p>Explain more about what goes in the statement</p> <p>Provide a template for putting one together</p>		
<p>9. Next steps in building your brand (25 min)</p> <p>Discuss logos and straplines and what to think about when developing theirs</p> <p>Talk about messaging – about ensuring they write about benefits and not features, and does and don'ts of good messages</p> <p>Places where they should use their messages</p>	<p>PPT</p> <p>Get them to complete the taglines and brand names on the list provided on the handout and whether they have bought the brand</p>	<p>PPT</p>
<p><b>10. Summary, Evaluation, Thank you (10 min)</b></p>	<ul style="list-style-type: none"> <li>Summarise what they have learnt/ remind them what they need to complete for their homework</li> </ul>	<ul style="list-style-type: none"> <li>PPT</li> </ul>

## The Power of a Brand!

Complete these well-known tag lines with the brand name and mark 'yes' or 'no' to indicate whether you have every bought or used their products.

- And all because the lady loves \_ MILK TRAY
- Every little help's \_\_TESCO
- Because I'm worth it \_LOREAL
- It's a bit of an animal \_\_PEPERARM!
- Beanz meanz \_\_HEINZ
- My mate \_\_MARMITE (love it or hate it)
- Melt in your mouth not in your hands \_\_M&M'S
- Save money live better \_\_ASDA
- Just do it! \_NIKE
- Think different \_APPLE
- "They're grrrreat" \_FROSTIES
- "I'd rather have a bowl of \_COCO POPS"

- "A \_MARS a day helps you work rest and play"
- "Maybe she's born with it? maybe its \_\_MAYBELINE"
- "I'M LOVIN' IT!" - \_\_MCDONALDS
- Connecting people \_NOKIA
- The happiest place on earth \_DISNEY WORLD
- "Thank \_CRUNCHY it's Friday"
- "You're not you when you're hungry" \_\_SNICKERS
- Once you pop you just can't stop \_PRINGLES