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## **Sink or Swim your Branding will decide**

***Building your corporate identity or Re-Branding your current identity – 3 - 6 hours***

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### ***Participant's profile:***

- Entrepreneurs, start-up businesses
- Business owners wanting to change or review their brand
- Entry level Marketing professionals
- Students entering into the marketing and advertising industries

### ***Learning Objectives:***

- When someone is thinking of starting their business they focus on the actual business and often forget one of the most important parts - how to brand it.
- The average consumer is hit with more than 3,000 messages each day, of which they remember between 70 - 80. This is called selective memory. Proper branding and a coordinated attack can save companies thousands of dollars over their years in business. Perception is everything and you want to start your business making sure your customers have the right perception.

### ***Participant's Value Received:***

- Let's be objective! That is one of the hardest things for people to be objective when they are creating a name, slogan or logo for their business. Too often, names that are created without professional help wear out quickly, they aren't as funny as the owner thinks, or they simply limit the business' future.
- We've estimated that the information in this session can save future Entrepreneurs over \$1,000.

### **Outline:**

1. Creating your signature (name, logo, slogan)
2. Finding the emotion
  - a. Exercises
3. Trademarks and Copyright.
4. Fonts & colors.
5. Hidden Marketing tools.
6. Working with professional agencies
7. Working with service bureaus.
8. Summary and Branding Resources (Web and Books)



***" Lynda has helped us reach our goal of developing a more consistent looking image which creates a more "personal look" for Exhibition Park. She helped us take "the next step" in our corporate image, and her services are invaluable to us."***

***- Darren Milne, Marketing Manager, Exhibition Park, Lethbridge, Alberta***