



Power Your Root Word and Reveal Your Brand Essence



THE TRIGGER PROGRAM

Do you need a awareness?
Do you need a brand name?
Do you need a brand correction?
Do you need a brand diversification?

This session is designed for participants to dig into their business and identify what are their branding needs.

In 2-hours, participants are invited to explore their values, their stand and their why, through which they will uncover the relevance (or irrelevance) of the existing brand..





A 4-HOURS PROGRAM THAT UNCOVERS THE ESSENCE OF A BRAND THROUGH THE POWER OF WORDS.

An immersive learning program that utilises accelerated tools to dig deep into participants thoughts processes and connect it to the heart of the matter - emotions.



WHAT IF I TOLD YOU THAT YOU CAN TRANSFORM YOUR BRAND IN 2-DAYS?

- *Learn to swim in the Red Ocean and be seen in Blue.
- *Identify the best ways you can get Your Market to Sell for You.
- *Build a Legacy/Centennial Brand.
- *Receive 7 Tools to Strategic Communication Planning.
- *Leave with a Communication Brief.

Stay in Red. Seen in Blue.

WHICH OCEAN IS YOUR BRAND?

Branding with Words uses Accelerated Learning technology, that takes you into a journey of fun games and activities for you to grasp:

Brand Mastery **Product Knowledge** **Brand to Market**
Shared Experience **Survival vs Sustainable Brand**

Seven (7) tools will be introduced to further support participants with the learning.

Is the **Market Selling** for you? **Why NOT?**



BRANDING IS A HIGH FORM OF LEVERAGE!

Branding with Words dives into the essence of a chosen word that the market can relate to and trust!

Once the awareness is heightened and trust is built, the market will champion and be a cheerleader for life. Wouldn't that be great for your business brand?

Leverage on Trust and let the market sell for you!

Branding Power is Pricing Power.

BE BOLD AND PRICE IT!

You know your business is up to mark and you have the ultimate weapon to serve your market. Why sell for less?

There is a **direct correlation** between a powerful brand and its ability to demand a price.

So, what is a brand that demands the best price in the market? Shouldn't it be yours?

Learn the tips and tricks to a Centennial Brand...then **PRICE IT!**

Pre-Session

Market Experience

Session 1

The Marketing Quadrant and Branding

Session 2

Who Owns Your Brand?
Business vs Market.

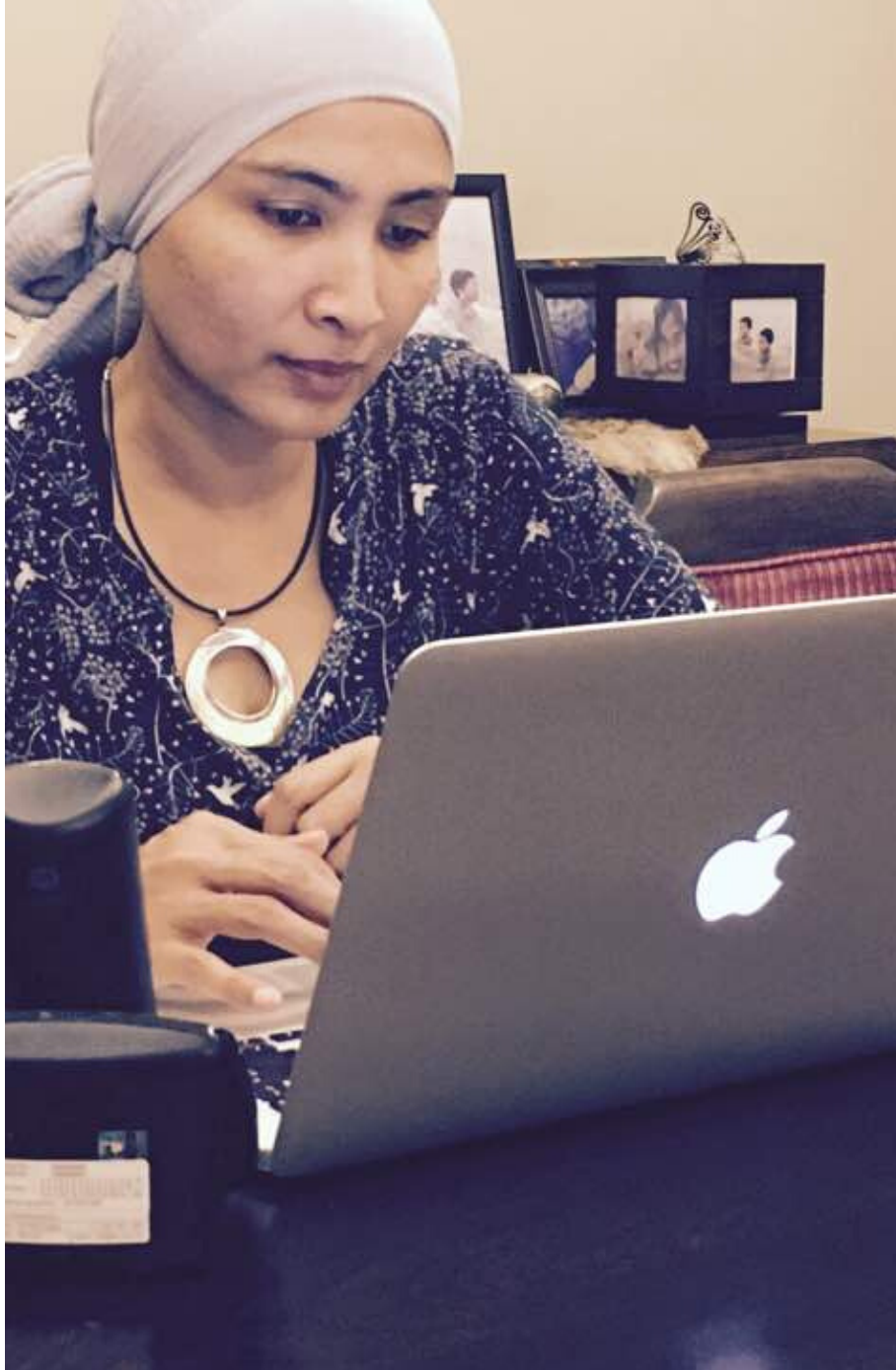
Session 3

Communication Planning:
Diving into the Essence and Planning the USP.

Session 4

Survival vs Sustainable Brand:
Experience brand evolution through the Ages.





CONTACT US

e-mail: hello@peachesnpen.com

mobile: 019 388 1774

www.peachesnpen.com

FB: [peachesnpen](https://www.facebook.com/peachesnpen)

IG: [peachesnpen](https://www.instagram.com/peachesnpen)

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