

Module 2 - BRANDING

New Hocus Pocus Branding



DAY I - 28.05.

9:30-10:30

Framing: What happened to classic branding?

There are at least seven strong arguments that support the need to change the way we've been working so far. However, the overriding one in favor of this is – good results!

10:30-11:30

Can the brand exist without loyal consumers? (Case study 1)

Here's a fact to illustrate: The brand in and of itself objectively doesn't even exist! It is merely a set of perceptions that its consumers create in their minds. We can thank Susan Fournier for this wakeup call! How can we then determine our brand's intended target audience? Is that even possible (A bit of a spoiler: It sure is!) how do we get there?

11:30-12:30

How do we know whose right choice our brand is? (Case study 2)

Sometimes we just have to make a U-turn and get off the planned route! Especially when we know that we've made an occasional small mistake with the brand... The blinker is on when the perception shows us the real faults with the target audience. How do we get out of this dead end and keep the flame going for the ideal brand-consumer couple? Let's see, we've got a few ideas!

12:30-13:30

Lunch

13:30-14:30

How do changes in targeting affect communication planning? (Case study 3)

We'll say it out loud: Demographic targeting is dead! Experience tells us that demographic targeting today is unacceptable/unreliable and that defining target audiences involves an entirely new focus: The focus on the very consumer and their personal lifestyle! The new Renaissance – man is once again at the center of everything. His microcosm is reflected in the macrocosm of the market.

14:30-18:00

The novel (and not just the story) of our brand (Case study 4)

The foundation of any brand's strategy today must be the brand story. Writing the story of a brand that is just entering the market seems quite simple – at least according to Google and the results that pop up when you type in your qualms. However, in reality it's much more complex. Especially when you need to write the story of a brand that already has an established market presence, its consumers, and its competition. One of the big mistakes is writing that story within the agency's own four walls – on your own or with your coworkers in the marketing team. Regardless of how creative you are! The golden rule is that the brand story (or – even better – saga) must be written by the brand's own loyal consumers!

That is why we will be presenting a methodology that gives wings to the pen while you write the pages – wait, scratch that – while you write the entire saga of the brand! Bring your pencil sharpeners!

DAY II - 29.05.

10:00-13:00

Workshop: Let's write the best story of a brand that we all know

"I'll give you the data – you give me a bestseller!" Mitja Tuškej

13:00-14:00

Lunch

14:00-18:00

Mindscapes workshop: Cracking the codes of creativity and innovation or how do we decode the creative and innovative

People usually think that patterns' biggest enemy is innovative and creative thinking. And that's where they're wrong. Because behind even the most innovative ideas, hidden codes can be identified. Codes that – when mastered – might give your team an important leap forward when creating highly disruptive ideas. This workshop involves a conversation about these slightly mysterious codes, as well as the powerful tools that can stem from them. The Mindscapes methods are tools created by analyzing the most innovative and creative award-winning campaigns from around the world, while decoding the recurring thought patterns embedded in them. The workshop will present examples of these thought patterns, as well as ways to translate them into simple practical thinking tools geared to direct the mind into specific creative thinking paths.

18:00-18:15

Thank you and come again!