

Ignite Your Brand

ERNIE HARKER



What's the best way to help your audience build their businesses?

Ernie Harker shares the fastest and most effective way to build a remarkable brand that helps business stand out. He shares the step-by-step process he used to help brands like Chuck Norris' C-Force water and re-branding Maverik, a tired old country store into a multi-billion dollar adventure brand.

"Best session on branding in NACS history!"

"This was a comprehensive college marketing semester in 50 minutes."

"I've attended 296 educational sessions. Best ever by far!"

"Knowledgeable, actually knows retail business, hilarious!"

Learning Objectives

- 1 Discover why do most brands get off to a bad start and how to avoid it.
- 2 Learn the four steps of accelerated brand development *you can use today*.
- 3 Learn how to use your brand to stretch your advertising budget.
- 4 Learn how to use Generative AI to do much more with much less.

References

Henry Armour- President and CEO, NACS
Bryce Schneider- VP Sales & Marketing, Harbor Wholesale
Shannon Cox- Director of membership and Meetings, NCPM
Gray Taylor- Executive Director, INFRA



About Ernie

"Ernie's got the midas touch of branding!"

Don't let his boyish face fool you! His experience as an illustrator, graphic designer, writer, creative director, video editor, producer, and executive over the past 30 years gives him uncommon insight into what it takes to build remarkable brands.

Ernie began his career in 1993 as a storyboard artist for a large ad agency in SLC, UT after studying illustration at Utah State University.

Two years later he founded a creative production studio called Ernburn that built a reputation for illustration, animation, video production, ad design, writing, and brand development for a variety of clients. During that time he produced a season of travel television episodes called *Xtreme Tourist*, an animated story series called *FHE on DVD, Inc.*, an illustrated children's book called *"They're Waiting For Me"*, and several other projects.

Ten years later he was hired to lead the marketing and branding efforts of one of his clients, Maverik, a regional retail company as their Executive Director of Marketing which catapulted the company into a \$3,000,000,000 brand.

Ernie left Maverik in 2018 to consult, write, *"Your Brand Sucks,"* and teach leaders how to better use Generative AI for marketing.



Ernie loves to draw, run, wake board, do yoga, hit the gym, mountain bike, watch movies, eat junk food, and spend time with his family and 7 brothers.



"Ernie helped CForce shift the focus of our Brand Spark. Our amazing executives adopted it and sales took off. We love it!"

Gena Norris CEO- CForce



IT'S NO MYSTERY WHY ERNIE HAS BEEN BOOKED OVER 100 TIMES IN THE PAST 3 YEARS.

