

YOUR BRAND SUCKS

How to ignite a brand that doesn't.

ERNIE HARKER



Spend an hour with the creative genius credited for converting an old-western, cowboy-themed convenience store into a \$3 billion adventure brand.

Most organizations know that branding is an important component of business success but they don't know *how* to go beyond graphic design to create a truly **remarkable** brand that creates an **emotional connection** with its customers.

In today's ocean of noise and distraction it is essential that businesses capture the attention of their customers in a remarkable way that is true to the heart and soul of their organization.

Your audience will be shown the step-by-step process they can put into action to help their business and products ignite a brand that gets noticed, remembered, and preferred.

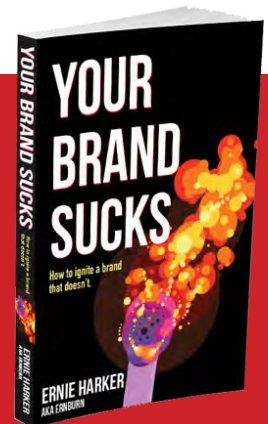
"Best session on branding in NACS history!"

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

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

"Knowledgeable, actually knows retail business, hilarious!"

"Everyone that attended this session will take a second look at their current branding."



ABOUT ERNIE

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 8fish that built a reputation for illustration, animation, video production, ad design, writing, and brand development for a variety of clients. Ten years later he was hired to lead the marketing and branding efforts of a regional retail company as their Executive Director of Marketing which catapulted the company into a \$3 billion brand.

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.

