

YOUR BRAND SUCKS

How to ignite a brand that stands out!



KEYNOTE & WORKSHOP

ERNIE HARKER

SPEAKER • AUTHOR • CONSULTANT

ABSTRACT

Ernie will inspire and entertain your audience with powerful ideas and unforgettable stories that highlight the fastest and most effective way to build a remarkable brand. He explains why most businesses get branding wrong from the start and shares the step-by-step process he used to help sharpen brands like Chuck Norris' C-Force water and revitalize a tired old country store business into a multi-billion dollar adventure brand.

Real experience. Real stories. Really funny!



*Your Brand Sucks keynote is based on Ernie's popular book, **Your Brand Sucks- How to ignite a brand that doesn't.** which explains the step by step process anyone can follow to build a brand that best expresses the company's personality and attracts the most desirable audience.*

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 your brand creates company focus and builds culture.



About Ernie

"Ernie is the real deal."

"Ernie has a gift for breaking down the concept of branding into easy to understand steps using his strong capacity for storytelling!"

"He doesn't talk in fluff and abstraction."

"He's got so many good ideas that are high level."

"I was taking tons of notes."

Ernie began his career in 1993 as a storyboard artist for a large ad agency in SLC, UT.

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. 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 billion brand.

Ernie left Maverik in 2018 to consult, write, *"Your Brand Sucks,"* and teach kids how to draw on his YouTube channel, *Sketch-e*.



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

