

BrandStart™ Workshop

Put your branding challenge on the fast road to success.

Do you need to develop strong positioning and branding strategies for your company, product or service? Would you like to address your challenge quickly without the long days, short attention spans and complex marketing speak? Do you want to build consensus with key stakeholder in order to guarantee success?

Then you need the Experra BrandStart Workshop.

You'll be amazed what the "seven dwarfs" tell you about your brand. Or how "word blast" describes you and the competition. Become a "brain surgeon" and get into the heads of your various target audiences. Play with some "mental blocks" and build your brand identity. Then get into a "time machine" and see what the future holds.

This isn't branding as usual. And that's the whole idea.

The *Experra BrandStart Workshop* is a proprietary three-hour program that consists of interactive and experiential exercises that provide the insight, information and analysis to help us fully understand how you see yourself and your brand. This valuable "inside/out" data is then used in the development of your comprehensive brand platform.

The *Experra BrandStart Workshop* has been specifically designed so that people from all disciplines of the company can contribute. In fact, the more the better. So bring Senior Management, Brand Management, R&D, Sales & Marketing – everyone with a stake in the brand.

Three hours will put you on the fast road to success.

The logo for Experra, featuring the word "experra" in a bold, lowercase, sans-serif font. The letter "x" is orange, while the remaining letters "perra" are red. A small orange exclamation point is positioned above the "x".