

Event Notification



The Chartered
Institute of Marketing
Kent Branch

Branding beyond the logo

James Hammond
Brand Halo
June 10th 2009



Branding beyond the logo:

How sensory perception is the new marketing.

Every day, we are assaulted by over 10,000 brand communication messages coming at us from posters, websites, radio, television and word-of-mouth. We are constantly bombarded with a myriad of colours, themes, sounds and shapes all relating to different brands.

How, then, can we clear a path through all this 'noise' so that our company's brand is prominent and effective, rather than fall victim to the brain's filtering process where as much as 95% of this information overload is trashed in the first few milliseconds?

All too often, marketers limit the opportunities to present a powerful brand to the customer by focusing too much time and energy on 'brand cosmetics' – logos, colours, straplines and the like, merely adding to the noise. Even customer care is abdicated to the I.T. department where sophisticated technology drives the mindless call-waiting systems – despite the contempt such ill-conceived approaches breeds.

The EPIC approach

In this lecture, Brand Doctor James Hammond will present the EPIC model of building a powerful brand. He will argue that a brand is a 'total customer experience retained in long-term memory' and will show how all brands are emotional, not rational. James will explain how the four-stage process of Emotion, Perception, Innovation and Communication can turn 'bland' into 'brand'.

What the lecture will cover

James will draw on information from his international best-selling book *Branding Your Business* to explain how branding is about psychology, not technology. Key points include:

- How features and tangible benefits are 'old hat' and how emotional benefits are the key, because 'all brands are emotional.'
- How perception drives emotion – and how the five senses play a unique part.

- How to create 'Brand Reflections' to deliver the ultimate customer experience.
- How the age of storytelling is now upon us...and how to capitalise on it.

Who is this lecture for?

Whether you are an experienced marketer or a student, you need to keep up with the changing world of brands. This is an opportunity to understand what Rod Wilkes, CEO of the Chartered Institute of Marketing, has called 'an outstanding and intelligent guide to branding in the 21st century.'

About James Hammond, The Brand Doctor

James has over 27 years of experience working in brand management and strategy, consulting for many blue chip organisations including Virgin, Honda, BT and EMI. He is an experienced speaker, conducting workshops and training programmes across the UK. James is also a qualified psychotherapist. As James puts it, 'Understanding how people think is crucial to helping them as a therapist. But it's also one of the vital keys to knowing how to brand a business. Psychology is a rare ingredient in marketing, but it should really lead the way. My work as a therapist has greatly influenced my approach to branding.'

Visit the author's website at www.brandhalo.co.uk

Each delegate will receive a copy of James's new book 'Branding Your Business'.

How to find us



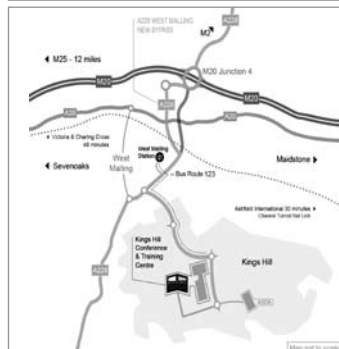
University of Greenwich, Kings Hill Conference & Training Centre,
6 Alexander Grove, Kings Hill, West Malling, Kent, ME19 4GR
Tel: 01732 842842 Fax: 01732 872955



By Rail

West Malling Station is approximately 50 minutes from London Victoria on the line to Maidstone East and Ashford (Kent). There are also some services running directly to and from London Bridge (40 mins). Kings Hill Business Park is 5 minutes by taxi from the station.

Local Connections: Bus 123 connects West Malling Rail Station to the Business Park. Other bus routes provide direct connections with Maidstone, Tonbridge and Chatham.



Date: Wednesday June 10th 2009

Time: 7.00 p.m. Reception and Networking
7.30 p.m. Speaker
Buffet Supper

Cost: £22.50 CIM members and students
£27.50 CIM non-members (includes buffet supper)

Events Notification is published by The Chartered Institute of Marketing Kent Branch. Designed and produced by Mediaflo Communications, www.mediaflo.co.uk © CIM Kent Branch 2008.

Events Booking:

In order to reserve your place for this event, please visit and book online at: www.cim.co.uk
Alternatively call the events team on 01628 427120.