

# Branding and Communicating Effectively

## Course objectives

Through its successful and innovative brand building course, the Institute aims to achieve the following goals:

- Participants will learn the key parts of creative branding. By generating brands and logos that achieve a real connection with customers, emphasis will be placed on the importance of generating creative concepts that generate real engagement and long-term loyalty.
- They will identify the importance of building and developing an impactful brand.
- They will learn to develop brands that generate long-term loyalty, through the use of emotions.
- They will know the creative tools and techniques to generate original, high-impact brands.
- They will have a greater ability to generate successful, marketable brands.
- Increase the creative capacity of participants, in order to build new brands through the use and application of tools and techniques that encourage the process of lateral thinking.
- Recognize the importance of marketing and advertising direction to generate impact images that enable the consumer to be captivated, persuaded and engaged, with the aim of conveying a message effectively.
- Recognize the niche and its ground rules that will allow them to develop brands with a high potential for success.
- Increase the creative capacity of participants, in order to build new brands through the use and application of tools and techniques that encourage the process of lateral thinking.

## Course Outline:

### Introduction to branding

- What is a brand?
- Trademark laws.
- Strategic and creative branding.
- Brand strength

### Emotional branding

- Introduction to emotions.
- The concept of emotional marketing.
- Emotional branding
- Aspects of neuroscience, biology and branding.
- Successful brands and beloved brands

### Creative branding

- Techniques and methods for developing brands and logos.
- Handwriting: Creativity, Writing and Branding.
- Forced partnerships.
- Measurement and its applications in trademarks.
- Creative language technique applied to brands