



Strategic Messaging & Positioning Workshop.

Whether you are launching a new business, brand, product, or service, we'll work with you and your team to help you build a positioning framework and messaging architecture that allows you to develop focussed messages which resonate with your audience.



This hands-on session will help you to build a differentiated market position and compelling marketing messages by taking you through:

Understanding
your brand
structure

Identify your
competitive
advantage

Develop your
key selling
points

Identify your
unique selling
point

Formulate
key brand
messages