

Workshop: **Build a Breakthrough Brand with a Clear Competitive Positioning**



praise for denise:

"a stimulating and enriching learning experience... excellent and generous interactions"

"a ton of best practices that we can implement right away"

"hands down, the best presentation I took in the entire conference"

"a refreshing outlook on how to more effectively manage brands in a company"

Do you need to strengthen your brand's differentiation vs. competitors?

Are new brands entering your category and changing the competitive dynamics?

Do you know how to establish and maintain your competitive advantage?

In this hands-on workshop, brand expert Denise Lee Yohn will show you how to craft a competitive brand positioning, including:

- ✓ the most effective way to identify and define **your target segment(s)**
- ✓ how to determine an appropriate **competitive frame of reference**
- ✓ three strategies to establish meaningful and lasting **differentiation**
- ✓ the sources that achieve **brand credibility** among today's savvy customers

"Position your brand for sustainable success"

denise lee yohn

president & consulting partner, denise lee yohn, inc.

Blending a fresh perspective, twenty-five years of experience working with world-class brands including Sony and Frito-Lay, and a talent for inspiring audiences, Denise Lee Yohn is a leading authority on building and positioning exceptional brands. Denise is the author of *What Great Brands Do: The Seven Brand-Building Principles That Separate the Best from the Rest*.

at the podium:

selected prior engagements:

Consumer Electronics Show
The Conference Board
Catalyst
Facebook
American Marketing Association
National Restaurant Show
High Tech Marketing Association
DineAmerica
Institute for International Research

published by:

selected publications:

American Management Association
SmartBrief on Leadership
Advertising Age's CMO Strategy
BusinessWeek Business Exchange
Nation's Restaurant News
CMO Council's Marketing Magnified
Forbes CMO Network
800 CEO Read ChangeThis
Consumer Electronics Association

quoted by:

Wall Street Journal, New York Times, BusinessWeek, BBC, USA Today, Inc.

writer of:

brand-as-business bites™

voted one of Top 25 Blogs that Marketing Executives Actually Read

Harvard Business Review Blog contributor

brand new perspectives

QSR Magazine monthly column

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