

C3Centricity 1-Day Catalyst Workshop **C3: Consistent, Creative Communication**

Overview: Are you satisfied with the effectiveness of your communications? To engage your customers, you need to have correctly identified your audience, and then communicate in a way that both appeals to and impacts them. You must also ensure that what you are saying is relevant and moves your image in the desired direction. This workshop will cover all these major aspects of impactful engagement.

Objectives: Identify and prioritise most relevant channels of communication for the company's category and brands. Understand brand image & equity, how to measure it and how to impact it through rational and emotional communications. Review importance of consistency of messaging and channel relevance.

Content:

- Identification of target audience of brands and their differences, using relevant category examples
- Review of connection opportunities and their uses in communications
- Comparison of perception versus reality of brand image and equity, and its measurement
- Application of rational and emotional elements in communications, including poly-sensoriality
- Understanding consistency across channels and communications
- Summary and Q&A.
- Action planning, evaluation and close.

Pre-work: Pre-workshop communications analysis.

For whom: Category Directors, Brand Managers, Communications partners, Market Research and Insight specialists responsible for evaluating communications and image professionals.

Material provided: Complete training file containing a summary of the presentations; examples of the charts, diagrams and process templates reviewed; blank examples of templates for internal use.