

BRANDING WORKSHOP OVERVIEW

The purpose of the workshop is to give an overview and insight into where the product stands, its current and potential positioning and exploration into a stronger brand offering.

We would explore various methods to look at the market expectations and possibilities beyond the product offering.

The workshop components would include open discussion, research findings of competitors, practical exercises, shaping of emerging ideas, summary and next step stages.



Brand development for Sarah's Honey, consisting of market positioning, naming, new packaging, image generation and online video promotion.

BRANDING WORKSHOP STRUCTURE

Fact Finding

Design audit of existing communication material. Exploration of company's marketing journey, where they are now and future communication plans.

Practicals

What are the key brand deliverables of the product? Does it have a story and unique offering to build and position on? What other products could fly under the brand.

Positioning

Strengths, weaknesses, opportunities and threats. Who is the target market and their expectations of the product?

Research

What the competitors are doing now. Relevant examples of other brand and product marketing campaigns within the space.

Creative

Innovative approaches to thinking outside the box for the brand/product and other marketing/revenue streams.

Closing and Summary

Invited feedback and discussion of emerging direction. Q&A and conclusions.

Follow Up

Summary of brand positioning identifying product qualities and audience type. Recommendations on next step planning, research, design and communication.

CREDENTIALS

PHILIP DARLING OVERVIEW

Philip has been working within the Irish and UK communications industry for over thirty years and is the creative director of Darling.ie, an agency that specialises in brand generation and promotion, for businesses and products. Services range from consultancy and direction to the visualisation and implementation of marketing collateral.

His strength is understanding client's marketing requirements, creation of message and the consistent application across mediums of choice. Having run and sold a successful design agency, lectured on a number of MBA courses and hosted innovation workshops, he brings real business insight and creativity to his clients.

SKILLS

Consultancy and Innovation Workshops | Brainstorming Conceptual Work | Project Management
Client Briefing | Art Direction and Planning of Photography and Video | Branding Design and Roll Out:
Packaging, Literature, Promotions, Exhibition, Advertising, Digital, Web and Video.

CLIENT EXPERIENCE

A&L Goodbody, AVAFX, Bidy Gonzales, Brand Edge, Broadly Speaking, British Airways, Biotrin, Carers Association, Caragh Nurseries, Chester Beatty Library, Clear Ink, Coca Cola, Contemporary Music Centre, Enable Ireland, Ernst & Young, Facebook, FGS, Gearoid Hardy & Associates, GSK, Heineken, Hennessy Aviation, Heritage Council, Institute of Taxation, J&J, Kavanagh Fennell, KMCS, Megazyme, Bank of America Merrill Lynch, Merck, Mileeven, Microsoft, Monart, Music Network, NAMA, National Museum & Library, National Tailoring Academy, National Truck Rental, Nualight, O2, OSi, RDS, Rotunda Private Clinics, RTE, Roche, Sainsburys, Trinity College, UCD Wexford Strawberries and Xerox.

TESTIMONIALS

"It's crucial that we use design partners who can deliver to a consistently high standard for our clients - that's why we recommend Philip's design consultancy services. He delivers the brief each and every time. Our clients are happy, so we're happy."

Naoimh Murphy | Purcell Masterson

"Philip knows where creativity fits into business strategy. He listens to clients; understands their objectives and translates these into creative, viable concepts and plans. Philip is a pleasure to work with and understands how to consult effectively with business owners and professionals."

Áine Maguire | Persuasion

"I worked with Philip for approximately 3 years during my time at Text 100 Dublin - primarily on my client Xerox Europe. To it very bluntly - Philip as a creative designer is the standard that I have judged all designers that I have worked with since."

Cian MacEochaidh | Tribeca Public Relations