



SASEV-WINETECH ^{41st} International CONFERENCE

2-4 Oct 2018 | NH Charles Hotel, Somerset West, South Africa

What is novel and innovative in Grapevine and Wine Sciences?

THURSDAY 4 OCTOBER 2018

W08

DISTILLING YOUR BRAND'S UNIQUE VALUE

Brand building presupposes strategy for uniqueness, not sameness. The challenge is to uncover the most original and meaningful reason for your brand to exist, from the outside-in, that is from the perspective of the people that you aim to connect with. This workshop will explore and apply a strategic model to uncover the compelling motivation for your brand's existence - it is this unique value that informs the development of an effective marketing strategy.

COORDINATORS: Carlen Wahl (Platform 5) & Dr Carla Enslin (The IIE Vega School)

13:15 – 14:00	REGISTRATION	
14:00 – 14:05	Welcoming	Carlen Wahl & Carla Enslin
14:05 – 14:40	Brand, business and marketing: the context and alignment	
14:40 – 15:00	Brand purpose – creating a distinctive and compelling strategy [case scenarios]	
15:00 – 15:20	TEA /COFFEE break	
15:20 – 17:00	Application of purpose modelling to your brand: peer reviews and presentations Implications and strategic imperatives	

