

# BRANDING: MORE THAN A LOGO

## FREQUENT ASKED QUESTIONS (FAQ)

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S/N	Category
A	GENERAL QUESTIONS ON BRAND STORY PROGRAMME
1.	<p><b>What is the Brand Story Programme?</b></p> <p>The Brand Story Programme is a 2-day interactive workshop masterclass for enterprises and individuals from the Retail or Food Services Sector to deep dive into brand strategy and storytelling. Participants can learn how to craft your brand purpose and experience, and how this can be developed for different consumers and communication channels</p>
2.	<p><b>Who are the trainers for the Brand Story Programme?</b></p> <p>The 2-day interactive workshop will be led by Cowan, an international brand design agency. Cowan is an international design agency that combines strategy, innovation, design and experience to help brands reimagine their future. Established in 1987, Cowan has seven offices globally: Shanghai, Beijing, Singapore, Vietnam, Melbourne, Sydney, London. Cowan works with some of the world's largest brands, including: P&amp;G, Johnson&amp;Johnson and F&amp;N.</p>
3.	<p><b>What will be covered during the 2-day workshop?</b></p> <p>The 2-day interactive workshop will cover the following pillars.</p> <p>Day 1:            Branding Basics: A quick introduction on the importance of branding            Segmentation &amp; Targeting: A look at segmentation and how to target audiences            Positioning: What is your brand's purpose? Why do you do what you do?</p> <p>Day 2:            Storytelling: Successful brands leverage unique stories to differentiate themselves from their competitors            Hard Working Assets (HWA): What are your brand assets? Learn the tools to assess your visual and verbal world, learning what to focus on and develop            Brand Experience: Building upon storytelling and HWAs assessment, learn how they come together to form a brand experience</p> <p>All modules will include activities and homework for the enterprise and individuals to work on.</p>

4.	<p><b>What is the target audience for the Brand Story Programme</b></p> <p>The Brand Story Programme is open to enterprises in the Retail and Food Services sector who wish to improve on their branding or brand story.</p>				
5.	<p><b>How can you apply?</b></p> <p>Interested parties may register through <a href="https://forms.office.com/r/pUDiJffw2T">https://forms.office.com/r/pUDiJffw2T</a> or approach Singapore Productivity Centre through <a href="mailto:enquiry@sgpc.sg">enquiry@sgpc.sg</a>.</p>				
<b>B</b>	<b>PROGRAMME FEES</b>				
1.	<p><b>What is the programme fee for the Brand Story Programme?</b></p> <p>The programme fee for each individual is:</p> <table border="1" data-bbox="448 770 1145 934"> <tr> <td data-bbox="448 770 884 848">Full Fee</td> <td data-bbox="884 770 1145 848">SGD 300</td> </tr> <tr> <td data-bbox="448 848 884 934"><b>After GST</b></td> <td data-bbox="884 848 1145 934"><b>SGD 321</b></td> </tr> </table>	Full Fee	SGD 300	<b>After GST</b>	<b>SGD 321</b>
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2.	<p><b>Is there any funding support available for the Brand Story Programme?</b></p> <p>The programme fee above is 90% funded by Asian Productivity Organization and is not supported by any further grants or funding.</p>				
<b>C</b>	<b>CONSULTANCY PROJECT ON BRANDING/BRAND STORY</b>				
1.	<p><b>Is there any follow-up after the Brand Story Programme?</b></p> <p>Cowan will provide a follow-up report that includes recommendations for the companies who have participated after the workshop. If companies are interested in consultancy projects on brand story/branding with Singapore Productivity Centre/Cowan, please approach Singapore Productivity Centre after the programme for further details.</p>				