

LEARN WHAT GREAT BRANDS DO

Keynote Speaker **DENISE LEE YOHN**

Delivers Fresh Ideas and Clear-Cut Tools for Brand-Building Success



You know what a strong brand looks like. You recognize it every time you pay a premium for a certain type of frozen yogurt. Or whenever a friend insists on flying with a favorite airline. Or as you sidestep a line of people camping out to catch the newest smartphone release.

Companies that are rock stars at brand-building—like Starbucks, Apple, Nike, Lululemon, and Shake Shack—not only fuel the most passionate responses from customers but also enjoy:

- Fast rates of growth
- Distinct and attractive corporate cultures
- Higher profit margins than their competitors

So why do other companies keep missing out on these benefits and wasting advertising dollars that fail to help them reach their brands' full potential? The answer is that too many business leaders view brand-building as subjective, discrete, and experimental.

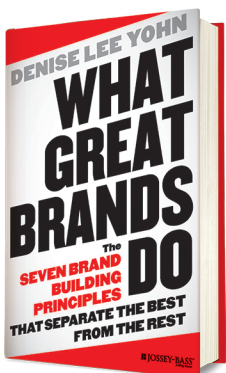
SPEAKING TOPICS

- What Great Brands Do: Seven Brand-Building Principles
- More Walk, Less Talk: Build Your Brand Through Culture and Customer Experience
- Re-Thinking Corporate Social Responsibility: Use Level 5 Relevance to Create Shared Value

That's where Denise Lee Yohn comes in, to turn this mindset on its head. Twenty-five years of experience with such world-class brands as Sony, Frito-Lay, Nautica, and Burger King have made Denise a sought-after expert and an electrifying speaker. Now, as the author of *What Great Brands Do: The Seven Brand-Building Principles that Separate the Best from the Rest* (Jossey-Bass), Denise demystifies the brand-building process and empowers managers to revitalize and strengthen their brands.

DURING HER ENGAGING AND PERSONALIZED SPEECHES, DENISE:

- Teaches the seven principles that successful brands consistently implement
- Explores how strong brand-building drives profitable growth, enhances stakeholder relationships, and engages employees
- Reveals how a brand platform should guide and fuel every aspect of a business's operations
- Shares case studies and real-life examples of brand-building successes and failures
- Explains how to close the gap between bold brand promises and actual customer experiences



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DENISE LEE YOHN
brand-building expert | speaker | author

WHAT GREAT BRANDS DO:

The Seven Brand-Building Principles that Separate the Best from the Rest

(Published by Jossey-Bass, January 2014)



“Denise’s keynote took our customer summit to new heights . . . Her talk was inspiring and informative—worth every penny!”

—Ken Romley, president and CEO, Zift Solutions

“Her experience and insights were amazing and helped to make the conference a huge success. She is brilliant and entertaining—able to point out a unique twist or opportunity on what might otherwise be a very clinical case analysis.”

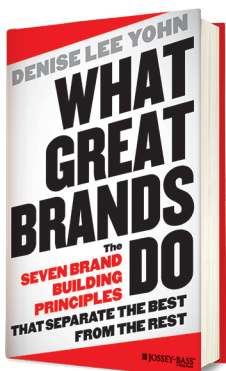
—Mark G. Anderson, conference producer,
Business Growth Conference 2010

“Best speaker of the day . . . a fresh perspective.”

—Mike Fox, director, Global Vertical Marketing, Facebook

INDUSTRY AND CORPORATE AWARDS

- Sony Corporation Chairman's Award
- Sony Electronics Inc. President's Award
- Financial Communications Society Portfolio Award
- American Marketing Association EFFIE Award
- *HOW* Magazine's Interactive Design Competition for Consumer Website



Packed with insightful case studies from companies like Google, Trader Joe's, and IBM, Denise Lee Yohn's *What Great Brands Do* explains how top companies develop standout brands that foster customer loyalty and increase profit margins. Denise translates these studies into actionable guidelines by sharing what she has identified as the seven major principles essential for brand excellence.

PAST SPEAKING VENUES

- Cornell University
- Consumer Electronics Show
- American Marketing Association
- High Tech Marketing Association
- National Restaurant Show
- ad:tech
- Institute for International Research
- Facebook
- The Conference Board and many others . . .

RECENTLY FEATURED IN

- *New York Times*
- *Wall Street Journal*
- *Businessweek*
- *USA Today*
- *Harvard Business Review*
- *Advertising Age*
- *QSR magazine*
- *OPEN Forum*
- *National Restaurant News* and other outlets . . .

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MEET DENISE

Blending a fresh perspective, twenty-five years of experience, and a talent for inspiring audiences, Denise Lee Yohn is a leading authority on building and positioning exceptional brands.

Denise initially cultivated her brand-building approaches through several high-level positions in advertising and client-side marketing. She served as lead strategist at advertising agencies for Burger King and Land Rover and as the marketing leader and analyst for Jack in the Box restaurants and Spiegel catalogs. Denise went on to head Sony Electronic Inc.'s first-ever brand office, where she was the vice president/general manager of brand and strategy and garnered major corporate awards.



An influential writer, Denise enjoys challenging readers to think differently about brand-building. She contributes the monthly column “Brand New Perspectives” to *QSR* magazine and has published work in numerous outlets, including *SmartBrief on Leadership*, *Advertising Age*, and *OPEN Forum*. In 2008 she launched her blog, brand as business bites™, which the Marketing Executives Networking Group named as one of the top 20 marketing blogs.

With her expertise and personal approach, Denise delivers an array of inspirational workshops, presentations, and keynote addresses to business leaders in all industries. When she’s not writing or speaking, she serves as the brand director for TEDx San Diego and sits on the board of directors for a branch of the YMCA.

Outside of her professional roles, Denise counts hiking Mount Kilimanjaro, dancing with a professional ballet company, and flying a helicopter as some of her greatest life experiences.

PRAISE FOR **WHAT GREAT BRANDS DO:**

“If you care about building your brand to grow your business, you can’t afford *not* to read *What Great Brands Do* by Denise Lee Yohn.”

—Ken Blanchard, coauthor of *The One Minute Manager®* and *TrustWorks!*

“I wish Denise had written *What Great Brands Do* five years earlier—I would have made it required reading for all P&G brand builders!”

—Jim Stengel, former Global Marketing Officer, P&G, and author of *Grow*

“Denise Lee Yohn has bottled the elixir of brands and the magic behind brands in this book.”

—Om Malik, founder, GigaOM

“Denise Lee Yohn beautifully highlights some of the most beloved brands and how they’ve separated themselves from the rest by creating an emotional connection between the organization and its stakeholders.”

—Kip Tindell, Chairman and CEO, The Container Store

“The seven brand-building principles of *What Great Brands Do* represent a provocative view of branding. You will look at brand-building with new eyes.”

—David Aaker, Vice-Chairman, Prophet and author of *Brand Relevance*

“Chock full of astute insights, compelling case studies, and practical tools, *What Great Brands Do* demystifies the brand-building process and shows business leaders how to revitalize and strengthen their brands.”

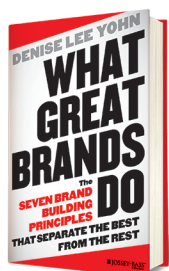
—John Gerzema, Executive Chairman, BAV Consulting, and coauthor of *New York Times* bestseller *The Athena Doctrine* and *The Brand Bubble*

“Follow Denise’s principles, embrace her tools, and execute through every single thing you do. As she taught me, that’s what great brands do.”

—B. Joseph Pine II, coauthor of *The Experience Economy* and *Authenticity*

“While brands have become increasingly complex and challenging to manage, Denise has done a terrific job of breaking down what matters in building brands that don’t just thrive, but win.”

—Scott Davis, Chief Growth Officer, Prophet, and author of *Building the Brand-Driven Business*



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Pre-orders including custom and bulk orders for digital and hardcovers

available now. Contact Denise at mail@deniseleeyohn.com or (917) 446 9325.

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