

# Workshop: **Build a Breakthrough Brand with a Clear Competitive Positioning**



## **praise for denise:**

*"a stimulating and enriching learning experience... excellent and generous interactions"*

*"a ton of best practices that we can implement right away"*

*"hands down, the best presentation I took in the entire conference"*

*"a refreshing outlook on how to more effectively manage brands in a company"*

Do you need to strengthen your brand's differentiation vs. competitors?

Are new brands entering your category and changing the competitive dynamics?

Do you know how to establish and maintain your competitive advantage?

In this hands-on workshop, brand expert Denise Lee Yohn will show you how to craft a competitive brand positioning, including:

- ✓ the most effective way to identify and define **your target segment(s)**
- ✓ how to determine an appropriate **competitive frame of reference**
- ✓ three strategies to establish meaningful and lasting **differentiation**
- ✓ the sources that achieve **brand credibility** among today's savvy customers

*"Position your brand for sustainable success"*

## **denise lee yohn**

president & consulting partner, denise lee yohn, inc.

Blending a fresh perspective, twenty-five years of experience working with world-class brands including Sony and Frito-Lay, and a talent for inspiring audiences, Denise Lee Yohn is a leading authority on building and positioning exceptional brands. Denise is the author of *What Great Brands Do: The Seven Brand-Building Principles That Separate the Best from the Rest*.

## **at the podium:**

*selected prior engagements:*

Consumer Electronics Show  
The Conference Board  
Catalyst  
Facebook  
American Marketing Association  
National Restaurant Show  
High Tech Marketing Association  
DineAmerica  
Institute for International Research

## **published by:**

*selected publications:*

American Management Association  
SmartBrief on Leadership  
Advertising Age's CMO Strategy  
BusinessWeek Business Exchange  
Nation's Restaurant News  
CMO Council's Marketing Magnified  
Forbes CMO Network  
800 CEO Read ChangeThis  
Consumer Electronics Association

## **quoted by:**

Wall Street Journal, New York Times, BusinessWeek, BBC, USA Today, Inc.

## **writer of:**

**brand-as-business bites™**

voted one of Top 25 Blogs that Marketing Executives Actually Read

**Harvard Business Review Blog** contributor

**brand new perspectives**

**QSR Magazine** monthly column