

Workshops to re-energise your brand.

"The whole process was very efficient and we were particularly impressed by the brand matrix, which really helped us define the business personality."

When's the last time you took a really good look at your business? What drives it, where it's going, what it stands for, how it stands out from your competitors?

Often, you're too wrapped up in the day-to-day to keep sight of guiding principles. That's understandable. In a business world spinning faster and faster, it's easy for vision to become blurred.

But at a time when there are more companies finding more ways to reach more customers with more products and services than ever before, clarity of purpose is more important than ever.

A clearly articulated purpose definitively tells the world who you are, what you do and why you're the one they should choose over any of your competitors. And BrandLab is here to help you define it.

What is BrandLab?

BrandLabs are workshops designed to give companies an objective expert view of your business through the lens of your brand.

Based on our proven workshop methodology, it's a perceptive, participative and productive way to uncover new ideas and energy for your business in a process we call 'constructive provocation'.

Together we'll apply powerful tools and exercises to get up close and personal with your brand. We'll work through key business issues, analyse your real points of difference, explore opportunities in your market and start to define your brand proposition and positioning.

Our expert team of brand consultants and designers will ask some challenging questions and reveal some critical answers for your business. And more than likely, you'll have a lot of fun along the way.

What will I get out of it?

BrandLabs are a time and cost-effective method of generating brand insights that inform tangible business results. The outputs ultimately depend on where you are in your brand journey, but the objective is always to define a focused and customised way forward for your brand.

Workshops to re-energise your brand / *continued...*

"I was impressed with the methodology and process that VGROUP proposed. They helped us keep all our stakeholders involved and delivered a brand that truly reflects our mission and our values."

Work with us to:

- Align your business and brand strategy
- Define your brand essence, purpose and values
- Articulate your brand language (messaging and tone of voice)
- Update and coordinate your brand communications (digital, print and 3D)
- Audit existing communications for strengths and weaknesses

BrandLabs can help your business to:

- Convert prospects and inspire loyalty in customers
- Increase profitability by adding a price premium
- Boost your employer brand to attract the best people
- Empower and motivate employees around a shared vision
- Build brand value for future succession or sale

BrandLab puts a spotlight on your business and brand and helps you decide:



Workshops to re-energise your brand / *continued...*

"A new definition of our organisation has emerged. It frames our declaration of intent, our motivation to change and our determination to succeed."

Where are BrandLabs held?

Some clients prioritise the convenience and time/cost savings of sessions held at their offices. Others prefer the fresh perspective that comes with being out of their familiar work environment.

We've delivered recent workshops at creative London venues including Soho Works, Shoreditch House and The House of St Barnabas. If you're inspired by the buzz and beach life of Brighton, we can hold your BrandLab at our purpose-built studio, a pebble's throw from both Brighton station and the seafront.

How many people can attend?

We hold two types of workshop:

1. For individuals or small groups (2-3 people)
2. For larger team sessions (up to 8 people)

Do we need to prepare?

Possibly. In some cases we send out our proprietary online questionnaire ahead of the workshop and use the responses as a catalyst for dialogue and ideation. We'll decide whether this is the right approach for you when we're scoping out your BrandLab.

How much will it cost?

BrandLabs are created to be cost-efficient, with fees based on location, workshop format and number of attendees. We'd love to have an initial chat about your requirements and estimated cost.

Why VGROUP?

VGROUP is a brand strategy, design and communications agency with a simple but powerful belief. We see branding as a valuable tool capable of transforming businesses and the way people experience and interact with them.

Our point of difference lies in integrating business strategy with brand strategy, creativity and technology to help businesses **find their voice, project their personality and fulfil their potential.**

Independent and with over 20 years' experience, we combine big-agency vision with the personal touch of a boutique agency to help companies align their core proposition and positioning with their brand identity and communications – at every stage of their development. See the proof at vgroup.com

Workshops to re-energise your brand / *continued...*

Client endorsements can be referenced on our website vgroup.com

What our clients say...

“A **new definition of our organisation** has emerged. It frames our declaration of intent, our motivation to change and our **determination to succeed.**”

“Thanks to VGROUP, now we have the tools to help **change perceptions**, drive new marketing initiatives and **unite the company** around a **practical and integrated** brand identity system.”

“The team at VGROUP **helped simplify our messaging** and **developed a brand strategy** that facilitates quick and **easy expansion into new niche markets.**”

“VGROUP seemed **to immediately understand our requirements**, were **easy to work with** and focused on the brief in hand. We have been **delighted with the results** and are definitely planning to work with them again in the future.”

“I was **impressed with the methodology and process** that VGROUP proposed. They helped us keep all our stakeholders involved and **delivered a brand that truly reflects our mission and our values.**”

“As a cutting-edge start-up technology firm, developing complex artificial intelligence, we needed a brand that matched our capabilities. VGROUP were **fantastic at cutting through the complexity** of our solution **to get to the heart of our vision** for the future.”

“The **whole process was very efficient** and we **were particularly impressed by the brand matrix**, which really **helped us define the business** personality.”

Ready to talk?

To start your BrandLab conversation, please email richard@vgroup.com or call

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