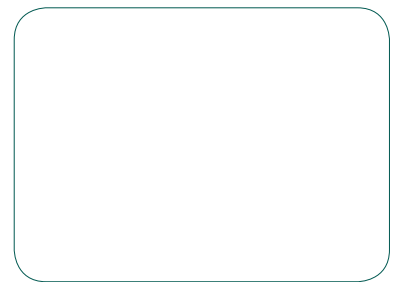




Developing A Brand Central Idea



Every brand has a central idea. It is the meaning of what the brand stands for in the consumers mind. The brand identity - the look, the feel, the behaviour and all the brand activities revolves around a brand central idea providing a consistent, single-minded position for sustainability.

Developing A Brand Central Idea is a 1 day branding programme designed specially for you - entrepreneurs and professionals. Discover the methodologies behind building one of the world's most valuable brands. Delivered by leading industry experts, this programme will inspire and enlighten you on the importance and intricacies of product and corporate branding.

KEY BENEFITS

Develop a strategic direction for your brand, benchmarked against competition and with a sense of identity to drive future growth.

CERTIFICATE OF PARTICIPATION:

Endorsed By Majlis Rekabentuk Malaysia

ABOUT THE TRAINING PROVIDER

| Rifaie Chua Sethi

Rifaie Chua Sethi Sdn Bhd is an integrated brand marketing and design consultancy with multi discipline structure to assist clients in branding, image and identity creations. It's aim is to help local businesses compete with international brands from a position of strength. Rifaie Chua Sethi Sdn Bhd is the company behind REKANEGARA, a voluntary program empowering creative community, professionals and entrepreneurs through knowledge sharing sessions in branding and design disciplines.

Supported By





Developing A Brand Central Idea

ABOUT THE SPEAKERS

Shukri Rifaie was the CEO of Bates Malaysia between 2002 and 2006, and Publicis Groupe Malaysia between 2007 and 2009. He has been part of the success of some of the most respected global and local brands including Malaysia Airlines, Tourism Malaysia, Maxis, Sepang F1 Circuit, Sime Darby Property, Coke, Levi's, Nokia, Citibank, HP, Cadbury, F&N, Nestle, Unilever, Gillette, Honda, Opel, and more. Shukri was a recipient of the prestigious McCann Erickson Chairman Circle Award, NYTop 50 Executives Worldwide in 1998 and the Harrison K McCann Leadership Award in 2001. He also received the Anugerah Khidmat Cemerlang 2008 from Matrade and was part of the MITI Brand Promotion Grant technical committee from 2005 to 2009.



Asri Ahmad began his career in 1982 at Johan Design Associates, one of the first design consultancies in Malaysia, before moving to become the Creative Director for Art & Magic, a design subsidiary of Bates Advertising in early 1991. Among the brands that he has helped to develop are Malaysia Airlines, Petronas, Putrajaya Holdings, Telekom Malaysia, Celcom, Astro, Digi, KL Sentral, Dutch Lady, 100 Plus, Levi's, Nokia, Sheraton Hotels, KFC, Pizza Hut, Mamee Double Decker, Lam Soon, Giant Hypermarket, Sapura and more. Asri is also a founding member of wREGA (Graphic Design Association of Malaysia) and a regular curriculum syllabus reviewer for Multimedia University, Cyberjaya. He was recently appointed as an Industry Advisor for Universiti Sains Malaysia, Penang and Taylor's University Lakeside Campus, Subang Jaya.




SCOPE OF THE WORKSHOP

- Branding in Business
- Rebranding - When is the right time?
- Brand and the Central Idea
- Understanding Consumers
- Brand Image & Identity
- Design in Branding - Design Beyond Aesthetics

For registration and enquiries please contact our team:

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please cut here 

REGISTRATION FORM

YES! I/We would like to register for the **Developing A Brand Central Idea** Programme.
 * Please tick (✓) where appropriate

DETAILS OF PARTICIPANT/s

Name: _____	Name: _____
Designation: _____	Designation: _____
Tel/Mobile no: _____	Tel/Mobile no: _____
Email: _____	Email: _____
Company Name: _____	Nature of business: _____
Mailing Address: _____	
