



SmartTalk

Building Brand Identity – The First Step to Marketing Success

Date: Thursday, November 1, 2007

Time: 12 Noon – 1:30pm (Complimentary networking lunch begins at 11:30am)

Place: Science Center, 3701 Market Street, 3rd Floor, Philadelphia, PA

Speaker: Orly Zeewy, Brand Identity Consultant
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Summary

The purpose of this workshop is to help participants develop a recognizable and meaningful brand identity. A strong brand identity is the first step to building brand equity, the key to any successful brand. Find out how to maximize your marketing dollars by putting on the “right face” to your business. Participants will have the opportunity to review concrete examples of successful brand identities and their effect on brand success. Participants are encouraged to provide online brand challenges for discussion.

Key topics covered will be:

- How to create a Brand Identity that connects customers to your brand
- What makes a good name?
- The Six attributes of a successful mark

Orly Zeewy is a brand identity consultant and communications strategist with more than 20 years of experience in design, brand strategy and marketing communications. She is the recipient of numerous awards and her identity work has been widely published both nationally and internationally. For fourteen years, she ran Zeewy Design and Marketing Communications, where she earned a reputation for solid, business-based solutions for clients such as Kraft General Foods, Prince Manufacturing, Inc., CoreStates and Astra/Merck. In 2001, she left The Vanguard Group where she was Senior Design Manager to start her consulting practice. Orly is an adjunct professor at Philadelphia University and Temple University and is a guest lecturer at the University of Pennsylvania.