

BRANDING WITH EMOTION

Cultivating an innovative brand culture
to create powerful emotional
connections with your customers.



Greg Hoffman.

Former CMO & Creative Director at Nike

The person behind Nike's singular
brand and campaigns during 28 years.



Date: 26th, 27th and 28th of March

Location: Our Quinta, Malveira, Lisbon, Portugal

Instructor: Greg Hoffman (Former Nike CMO)

Audience: 30 Senior brand leaders, CMOs and Creative Directors from 5 different countries

Workshop overview:

- The "Branding With Emotion" Workshop focuses on developing an innovative business culture that excels at establishing deep emotional bonds with their audiences. Participants will be immersed in exploring eight key leadership characteristics, each associated with guiding principles. Through lectures, Nike case studies, and audience participation, attendees will gain actionable insights to enhance their brand's emotional resonance.
- This course is designed to strengthen the marketing and brand-building ability of attendees.
- At the end, we expect the attendee to gain powerful insights that will enable him/her to grow him/herself as a brand leader, grow the team and grow the brand.
- Additionally, there will be practical sessions where the participants will work on their brands and receive feedback and advice from Greg Hoffman and the other 30 participants.

DIVE DEEP WITH GREG HOFFMAN DURING 3 DAYS

GET YOUR QUESTIONS ANSWERED BY GREG

TRADE BEST PRACTICES WITH OTHER BRAND LEADERS

SMALL GROUP, IMMERSIVE ENVIRONMENT ON NATURE

Greg Hoffman Biography:

- Spent 28 years at Nike, holding roles like CMO, VP of Global Brand Innovation, Creative Director and others
- Hoffman led teams in shaping and expressing Nike's singular brand voice and identity.
- He was named one of Most Creative People in Business by Fast Company magazine.
- Hoffman earned recognition on Business Insider's 50 Most Innovative CMOs list.
- He played a pivotal role in promoting equality, sustainability, and empowerment during his tenure at Nike.
- Author of Emotion By Design - Creative Leadership Lessons From A Lifetime At Nike
- Teaches branding at the University

Day One - 26th March

17:00 - 19:00: Meet and Greet - Present yourself and the brand you represent:

We are all on a continuous journey to reach our brand and leadership potential. Whether it's strengthening our individual skill set, empowering our teams and peers, or creating a more meaningful brand for our customers through the work we put into the world, we benefit from embracing a "life long learning" mindset.

Please reflect on the following questions and share your thoughts during our first group engagement in the late afternoon of March 26th.

Each attendee will have 3-5 minutes to share their thoughts.

1. LEAD YOURSELF

What leadership trait or attribute are you looking to invest in more and grow as a brand leader?

2. LEAD YOUR TEAM

Is there an area of focus that you are leaning into, to increase the level of collaboration with your team and peers?

3. LEAD YOUR BRAND

Through your leadership, what aspect of your business are you looking to deliver more value to your audience?

Day Two - 27th March

9:00 – 9:45 am

INTRODUCTION: BRANDING WITH EMOTION

Lecture: Understanding the Power of Emotional Value in Branding

Case Study 1

Audience Participation: Favorite brands in your daily ritual and why they resonate with you. How can you do the same for your brand?

9:45 – 10:45 am

Theme: BUILD YOUR BRAND HOUSE

Lecture: Defining Purpose & Promise

Case Study 1

Case Study 2

Audience Participation: Sharing Your Audacious Brand Vision Statement

11:00 – 12:00pm

Trait: EMPOWERING

Theme: SPARK A MOVEMENT"

Lecture: How to transcend what your product does by inviting your customers to be a part of something bigger than themselves.

Case Study 1

Audience Participation: Where are you and your brand on the journey to create relationships, not just transactions.

Day Two - 27th March

LUNCH 60 MIN

1:00 – 2:15

Trait: MEMORABLE

Theme: DARE TO BE REMEMBERED Part 1

Lecture: Expressing Your Brand Personality

Case Study 1

Case Study 2

Audience Participation: Defining your Brand Archetype

2:15 – 3:15 pm

Trait: INSIGHTFUL

Theme: DARE TO BE REMEMBERED Part 2

Lecture: Creating Your Brand Story

Case Study 1

Case Study 2

3:30 – 4:30 pm

Trait: INSPIRING

Theme: DARE TO BE REMEMBERED Part 3

Lecture: Defining a Modern Media Approach.

Leveraging the channels of paid, earned, shared, and owned media.

4:30 – 5:00 pm

Wrap Up and Closing Thoughts 30 MIN

Day Three - 28th March

9:00 – 10:00

Trait: RISK-TAKER

Theme: NEVER PLAY IT SAFE, PLAY TO WIN Part 1

Lecture: A History of Nike Marketing Innovation

Case Study

10:00 – 11:00

Trait: CURIOUS

Theme: NEVER PLAY IT SAFE, PLAY TO WIN Part 2

Lecture: How to incentivize risk-taking and curiosity in your business culture

Case Study

BREAK 15 MIN

11:15 – 12:00 pm

Trait: REVOLUTIONARY

Theme: NEVER PLAY IT SAFE, PLAY TO WIN Part 3

Lecture: The Art of Launching Innovation

Case Study

12:00 – 1:00 **Lunch**

Day Three - 28th March

1:00 – 2:00 pm

Trait: AUTHENTIC

Theme: DON'T CHASE COOL

Lecture: How to build authentic brand partnerships that are influential in culture

Case Study

Audience Participation: Examples of industry best and worst partnerships

2:00 – 3:00 pm

Trait: COURAGEOUS

Theme: LEAVING A LEGACY, NOT JUST A MEMORY

Lecture: How to deliver social impact at scale by connecting what you sell (your purpose and promise) to what the world needs.

Case Study 1

Case Study 2

Audience Participation: Examples of industry best and worst impact campaigns

Day Three - 28th March

3:00 – 4:30 pm

Group Exercise and Pitchbacks - Participants will make a plan on what they will implement in the next 30, 60 and 90 days and they will share with Greg and the group and receive feedback.

4:30 – 5:00 pm

Wrap Up and Closing Thoughts - Time that participants can make individual questions and receive feedback.

Package

Meet & Greet + 2-day training + capstone meeting

2 Day Training with Greg Hoffman

Full of Greg perspectives, case-studies and free Q&A.

+ Branding with Emotion Manual

Take notes directly on Greg's exclusive templates and frameworks, and share it with your team.

+ Meet & Greet with Greg Hoffman on 26th

Get to know Greg and other participants.

The networking effect starts here.

+ Backyard Grill Experience on 27th

Conversation meet fun. With a hilarious comedian-magician and premium meat cuts, restore all your energy for the second day.

+ Lunch, dinner and coffee-breaks

We have options for you. Vegan. Non-gluten. Non-lactose. Our personal chef will take care of your nutrition and health.

+ Hotel Included (2 nights)

Plan nothing. Let us take care of operational burdens so you can chill and focus on the masterclass.

+ Signed Certificate

The certificate have your personal name to be able to verify its authenticity, signed by Greg.

Until 20th February

3500€ +VAT

After 20th February

4000€ +VAT

Reserve your seat. Click Here.

26-28
March 2024

Our Quinta,
Malveira

Whatsapp
Click Here



Catarina Barradas
Brand Director EDP

It was two enriched days of shared knowledge and interaction with an exceptional instructor.



Sofia Alves
Head of P. Experience - Outsystems

I brought tools and ideas to myself, my team and my company.



João Machado
Head of Marketing - GALP


Excelent program content, networking and event organization.

CLIENTS FROM PREVIOUS EDITIONS



FARFETCH

NESPRESSO

 **outsystems**

NOVABASE



**Jerónimo
Martins**

gato preto