

MBC

MARKETING
BRANDING
CREATIVE



The *world's smallest*
global agency, delivering

world-class workshops

wearembc.com

WORKSHOP 1

Marketing like you mean it

Marketing is frequently termed as 'fluffy', but done in the right way; marketing is the route to revenue. Campaigns that are supported by a powerful marketing strategy are ones that generate results, and people remember.

Our one-day workshop will cover all the necessary ground to create a definitive strategic platform for your product, service or company that will ensure that your campaign is successful. If 'fluffy' isn't what you're about, isn't it time to do marketing like you mean it?



WORKSHOP 3

From poor brief to super brief

The bane of every creative – a bad brief. Come on we've all done it, copied and pasted an old brief and tried to create a new one. But the importance of a good brief cannot be underestimated. It sets the direction for an entire campaign – Get that right, get it all right. Get it wrong, get it all wrong.

In this one-day workshop we'll lead you through the jungle of briefing, to explain simply what constitutes a good brief. We'll show you how best to organise your information to create a brief that's clear, concise and gives creatives what they need to deliver you the best quality work.



WORKSHOP 2

Building a brain for your brand

Think about a brand as a person that can be judged on how they look, sound, think and behave. Most people believe a brand is a logo or how it looks. More fundamental is how the brand thinks and behaves, influencing how it looks and sounds.

Our one-day workshop will give you the knowledge and the tools to build an aspirational and purpose-driven brand from the ground up. Together we will answer the questions buried deep in your brand's DNA, unlock how to respond to them and discover how to distil your brand's essence.

Contact us now at:

hello@wearembc.com

+44 7767 827 200

We don't just work for our clients, we work with them.

Workshops are an integral part of our service offering. These often set the stage for brand or campaign development, and our clients find them invaluable.

What to expect from an MBC workshop

We believe in working collaboratively with clients. That means we don't just take a brief from the client, we work with our clients to shape a brief. The same is true when creating a brand or a go to market strategy. Our approach is highly valued by our clients, and results in work that is truly world-class.

The workshops themselves, are designed to be enjoyable, engaging and interactive. MBC personnel facilitate the workshop, providing the guidance and expertise that helps clients discover the answers that ultimately drives both brand and business growth (and wins a few awards along the way!).

“ *Thank you once again for making this a success for us. It was great to see all this unfold and take form and I know our team are really looking forward to what happens next. We really feel we have a strong, solid brand moving forward. It's really exciting!*

Gabrielle Browne / Marketing Director / Alpha Vet Tech

MBC

We Are MBC

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