



BRANDING WORKSHOP

Did you know that consistent brand messaging can boost revenue by up to 20%.

A SkyParlour branding workshop is a powerful way to:



Define and refine your brand's identity



Uncover what makes your brand unique



Build trust and stand out in a crowded market



Align your values with your audience's needs creating a stronger emotional connection



Ensure consistency across all customer and partner touchpoints.

Whether launching a new brand or refreshing an existing one, a branding workshop provides clarity, direction, and a solid foundation for long-term success.

We believe strategy is key to achieving deliberate results. SkyParlour takes a phased approach with branding workshops designed to get to know you, your offering and provide an external competitive review.

1. Build (Pre-workshop)

- Survey your customers and stakeholders
- Measure brand sentiment
- Competitor analysis
- Define your audience personas

2. Create (Workshop)

- Who we are now – looking at ourselves in the mirror
- Review and refine your brand positioning
- Refine the tone of voice
- Develop a unique brand voice with
- Positioning statements
- Brand story and heritage
- Mission, vision and values

3. Conceptualise

- New elevator pitch
- High-level value propositions
- Case studies
- Proof points

4. Present

- Present full findings
- Refine findings
- The roadmap to evaluate and change

We work at pace. We do our branding activity as a sprint and will need to spend three days in your office and have access to the right people. On the third day we will present our initial findings.

Get in touch

Define your brand, stand out, and connect with your audience - book your branding workshop today!