



Learn How to Build Brands that Matter: Join the CEO Branding Masterclass by Creativeans

Description

As leaders, we have likely encountered a decision between branding and marketing and have been unsure which one we should prioritise more. Surprisingly, many individuals are unaware of the difference between the two; some even believe branding and marketing are interchangeable concepts. To understand the distinction, it is essential to delve into the fundamental differences between branding and marketing.

The solution to your branding needs will be provided in the CEO Branding Masterclass by Creativeans. The branding masterclass will be curated as a free three-hour course to showcase proven branding strategies and design thinking techniques. The objective of the CEO Branding Masterclass is to help you elevate your branding game and reach new levels of success.

Get to Learn From Top Brand Consultants

Creativeans is a highly acclaimed Singapore agency specialising in branding and design consultancy. With over a decade of experience in the industry and a reputation as one of the leading

branding agencies in Singapore, Creativeans is a well-respected company. Under the guidance of its founders, [Kimming Yap](#) and [Yulia Saksen](#), certified brand consultants and educators, Creativeans consistently strives to maintain its position at the forefront of the field. Participating in this branding masterclass offers a unique chance to gain knowledge and insight from the experts at Creativeans.

Yulia and Kimming have co-written a must-read branding book titled [Are You Brand Dead?](#). This light-hearted and informative guidebook helps business owners understand the mysteries of branding and provides a proven methodology, the Creativeans BrandBuilder® that Creativeans design for building successful brands. As a certified International brand consultant and experienced design thinking expert, Yulia Saksen has extensive experience in consulting, specialising in branding and design. Given her expertise and extensive knowledge in this field, she is a sought-after coach for our CEO Branding Masterclass.

The CEO Branding Masterclass was initially only offered in Singapore. Now, the company has expanded its reach, bringing its proven and curated branding knowledge to CEOs in Indonesia as well. The master trainer, Ms. Saksen, leads the branding masterclass herself, sharing her vast knowledge and experiences in branding with business leaders. The course is attended by top-level executives, business owners, or simply "bosses" from various industries.

What You Get To Learn Free

The 3-hour free branding masterclass provides insightful materials and interactive practices for participants to learn more about branding comprehensively and engagingly. The course is designed to be interactive, allowing participants to ask questions about their companies and even receive free brand consultations after class.

As the market continuously evolves, staying updated with the rapidly changing technology and social media trends is crucial. This branding masterclass course will ensure you are equipped to deliver your brand and products to the right target market. By guiding your company in creating a strong brand position and identity, learn how your brand can make personal connection with potential customers quickly. This connection will enable them to determine whether your product is the right fit for them.

The branding masterclass has become increasingly popular as seats fill up quickly in every session. Attendees have the opportunity to network with other like-minded individuals and bosses from different industries. The branding masterclass offers a unique and valuable opportunity for those looking to expand their knowledge and network with other business owners.

Testimonials from CEO Branding Masterclass

The CEO Branding Masterclass has been a valuable resource for individuals looking to enhance their personal brand and position themselves for success. Celebrity Chef Vania Wibisono, who attended the CEO Branding Masterclass attests to having learned various brand strategies and

ideas that are not easily accessible elsewhere. This masterclass also provided her with a unique opportunity to network with like-minded individuals and engage in discussions on branding strategies that others have successfully applied.

Other attendees, such as Elina Wibowo of Happy Letters Preschool and Vanny Dealova of Chrismira Utama Logistik, have gained insight into the importance of personal branding and how it can be applied to their businesses. Brenda of Eudora Aesthetic Clinic has learned the fundamentals of building a strong brand, including the key differences between marketing and branding, which gives her a competitive advantage. The masterclass is not just lectures and speeches; we designed it to include interactive activities that make it easier for attendees to grasp the presented concepts.

Get to Network with Other Brands

The CEO Branding Masterclass attracts a group of professionals from diverse fields which are driven and determined to achieve branding success. You will have the opportunity to engage with a group of like-minded individuals to get new perspectives and ideas on how to shape one's brand and how others perceive it. Therefore, our branding masterclass focuses on not only the importance of a brand and its logo but also provides networking opportunities and the chance to hear others' opinions.

A Brand Is Not Just About Your Logo

Aligned with Creativeans' mission to build brands that matter, the CEO Branding Masterclass aims to educate and raise awareness about the importance of branding among its participants. Good branding is essential for success in today's digital age, especially given the impact of online channels and social media in spreading awareness about a brand. With this branding masterclass, Creativeans hopes that participants get to apply these branding strategies to their businesses, thus enabling them to grow and steer their businesses in the direction they desire. The CEO Branding Masterclass provides business leaders with the necessary knowledge and tools to start their branding journey. In addition, attendees will receive the "Are You Brand Dead?" branding book for participating in the branding masterclass.

Join our Next CEO Branding Masterclass

Therefore, if you are a CEO or a business leader looking to elevate your corporate and professional branding, pre-register for our next CEO Branding Masterclass and be prepared to connect with like-minded leaders in a way you never thought possible!

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See you soon, bosses!