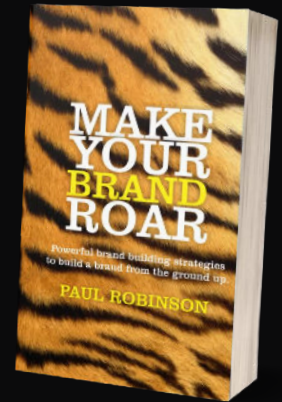


TWO FULL DAYS

CERTIFICATION INCLUDED

# BRANDING & MARKETING MASTERCLASS



"Build brands that customers remember, trust, and choose – over every competitor claiming to be just as good."

A TWO-DAY CERTIFIED PROGRAMME BY PAUL ROBINSON

Products get copied. Services turn into commodities. Technology dates within a product cycle. What survives every disruption is the brand. The world's most valuable companies were never just businesses – they built trust, forged emotional loyalty, and earned the right to charge more. **Brand is the one advantage that compounds.**

## WHY ATTEND

Think like a strategic brand builder, not just a marketer

Build distinctive brands that escape price-based competition

Turn brand storytelling into measurable customer behaviour

Understand why people buy on emotion, then justify with logic

Position a brand to own – and dominate – a category

Compound brand equity without a big-agency budget

## THE FIVE PS OF BRANDING

01

### PERSONALITY

The human character that earns emotional attachment.

02

### PERCEPTION

The deliberate design of trust, reputation and experience.

03

### POSITIONING

Own a space in the mind before owning the market.

04

### PROPAGANDA

Storytelling, PR, social and AI-powered communication.

05

### PERSUASION

The psychology behind every decision to buy.

One  
Page  
Branding  
Plan

# THE ONE PAGE BRANDING PLAN™

Day Two turns concepts into execution. Participants work through Paul Robinson's proprietary six-block system — the same framework used in his consulting engagements — to move from business idea to brand in market.

01

### CONCEPTUALISATION

Define the market, the customer, and the white space before building anything.

02

### DESIGN

Shape a personality, promise and visual identity people recognise instantly.

03

### STRATEGY

Build the roadmap from first glance to loyal advocate.

04

### STORYTELLING

Turn the product into a story worth sharing.

05

### BUDGETING

Direct every rupee toward real brand value.

06

### EXECUTION

Convert the plan into campaigns and measurable results.

#### BONUS MODULE

**Personal Branding Masterclass** — In a digital-first economy, people are brands too. This session covers executive presence, thought leadership, LinkedIn positioning, and using AI to build authority that opens doors before the first conversation.

#### WHO SHOULD ATTEND

MBA & PGDM Students

Entrepreneurs & Founders

Marketing Professionals

Brand Managers

Digital Marketers

Agency Teams

Consultants

Business Leaders

#### WHAT MAKES IT DIFFERENT

- ▶ Branding psychology & behavioural economics
- ▶ Positioning, storytelling & AI for branding
- ▶ Consulting-grade, field-tested frameworks
- ▶ A practical, one page execution system



### PAUL ROBINSON

**FACILITATOR · BUSINESS STRATEGIST & BESTSELLING AUTHOR**

Paul Robinson is a business strategist, bestselling author and keynote speaker with 18+ years of experience helping organisations grow through branding, leadership and strategy. He has advised 350+ organisations worldwide and is the author of *Make Your Brand Roar* and *One Page Branding Plan*.

**Certification:** Certificate in Branding & Marketing Masterclass, issued by Positive Revolution, Bangalore. Ideal for MBA & PGDM batch and campus bookings.

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