

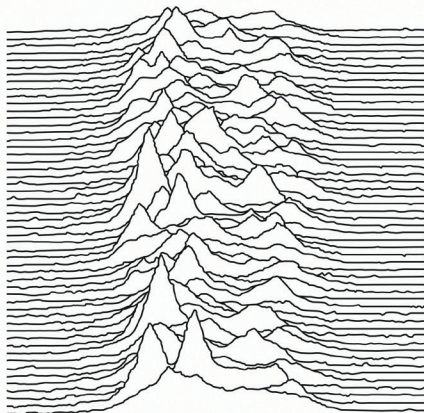
Dear  
Sir/Madam,  
Why do Sir  
and Madam  
always come  
in that order?



Yours,  
Laura

Laura Bates (St John's College 2004), founder of [everydaysexism.com](http://everydaysexism.com)  
[cam.ac.uk/YoursCambridge](http://cam.ac.uk/YoursCambridge)

Dear World,  
We designed that  
t-shirt you love.



Yours, Jocelyn and Antony

Jocelyn Bell Burnell (Murray Edwards College/New Hall 1965) and  
Antony Hewish (Churchill College 1942) discover first radio pulsar in 1967  
(discovered later by Joy Division) [cam.ac.uk/YoursCambridge](http://cam.ac.uk/YoursCambridge)

## THE COURSE

# Brand Design and Brand Strategy for Creatives

MICHAEL JOHNSON

This workshop is designed to demystify branding and give those who attend a much clearer understanding of what it means, and what it does. Drawing and building on his bestselling book *Branding*. In five and a half steps, Michael Johnson shows how to firstly define, then design brands that make a difference.



training



Michael Johnson  
—  
Creative Director  
and Founder of  
johnson banks





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## BRAND DESIGN AND BRAND STRATEGY FOR CREATIVES

Taking inspiration from Johnson Banks' portfolio of blue chip, cultural and charity clients, and applying what he's learned in 25 years at the coalface, Johnson gets under 'the bonnet of branding'. In an intense day of workshops, discussion, thinking, writing and design, key insights will be revealed that you'll be able to apply in your own work.

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### LEARNING OUTCOMES

**By the end of this workshop you will have:**

- Learned new ways to analyse a market, how to 'map' it and look for gaps and opportunities
- Tested out Johnson's own brand model to clearly define a brand's verbal and strategic basis
- Taken at least one example through, from research to narrative, to naming, then design
- Seen and heard examples throughout the day backing up each of the stages of the process, including in-depth examples of Johnson's own projects and case-studies from across the world
- Gained unique insights into both the strategic and design sides of the process, when and how they interact and how each side can learn from the other

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### SUITABLE FOR

- Anyone who wants a better understanding of the full spectrum of the branding process
- Marketing and communications directors and managers
- Designers
- Anybody who is employed in the communications industry
- *Ideally participants will already have some experience/knowledge of branding*

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### YOUR FACILITATOR

Michael Johnson is Creative Director and Founder of Johnson Banks, the award winning branding consultancy. He is a frequent speaker on branding and a decade ago served as our president at D&AD. Johnson Banks' clients include the Science Museum, charities such as Shelter and Unicef, blue-chips such as Virgin Atlantic and the internet pioneer Mozilla. Michael's projects make a creative impact, as demonstrated by his seven Yellow and one Black Pencil, from fourteen nominations, at D&AD. And they also make a measurable impact too – his work for the University of Cambridge raised £310 million in just one year. As you might expect, Michael is passionate about the subject of branding – if you want to know how it works, what it can do, and use it to your advantage, then this is the session for you.

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### CONTACT

For more information:  
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