



# Breakthrough Branding for Businesses

## Speaking Topics



Catherine Kaputa, Brand Strategist, Speaker, Author

Catherine Kaputa cut her teeth in branding and advertising in three of the most demanding and innovative environments: Madison Avenue, Wall Street and a top five business school. Now, Catherine shares those experiences with others. Catherine Kaputa is known for her compelling content and entertaining style, using storytelling, branding insight and humor in a keynote or workshop program tailored for each audience.

Catherine's trademark keynote talks and workshops on business branding are:

### Business Branding Talks

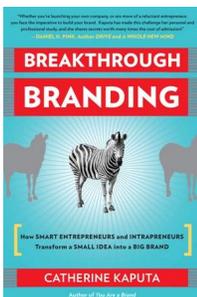
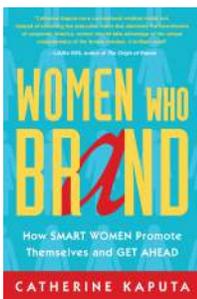
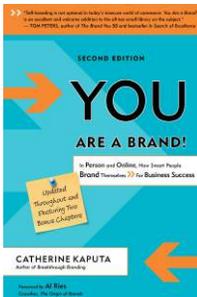
- **And A Name Workshop: Brand Strategy and Naming**
- **Brand Ambassadors: Brand Yourself in Tandem with the Company Brand**
- **Breakthrough Branding: Transforming a Small Idea Into a Big Brand**

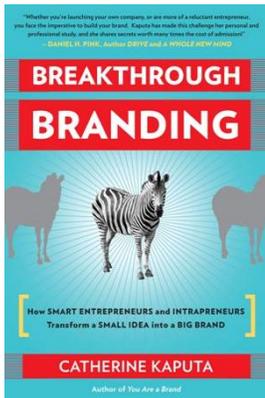
### Why Catherine Kaputa

Catherine Kaputa is a brand strategist, speaker, author and founder of SelfBrand, a New York City-based branding company - [www.selfbrand.com](http://www.selfbrand.com). From Madison Avenue to Wall Street to the halls of academe, Catherine Kaputa perfected her ability to market products, places, and companies. She studied brand strategy under Al Ries and Jack Trout. She led the award-winning "I Love NY" campaign and was SVP, Director of Advertising and Community Affairs at Citi Smith Barney, and she taught a branding course at New York University's Stern School of Business. She has been internally recognized as a leader in branding, ranked #22 among Top Global Gurus in branding 2014.

Catherine has written two award-winning and best-selling books, *You Are a Brand*, winner of the Ben Franklin Award for Best Career Book, and *Breakthrough Branding*, silver medal winner in the Book of the Year Awards 2012. Her new book, *Women Who Brand* is on female leadership. Catherine has spoken and done workshops at a wide range of companies including Google, PepsiCo, Microsoft, Intel, AT&T, Merck, UBS, Unilever, Marsh, ADP, KeyBank, Whirlpool, Symphony IRI, Time Warner, Citi, Dow Jones, and the U.S. State Department. She has been featured on NBC, ABC, MSNBC, The Wall Street Journal, The New York Times, Fortune, Fast Company and Wired

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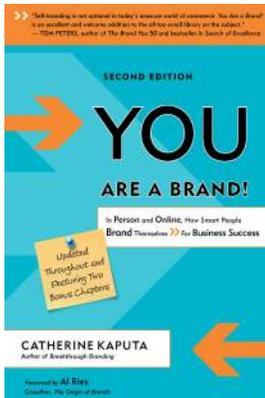


### Breakthrough Branding: Transforming Ideas Into Brands

The way you position an idea or product to appeal to your target audience and to distinguish your brand from competitors is a very important strategic and creative decision. In positioning your brand, idea or service, you need to find the best competitive angle so that your brand is clearly different from competitors and offers a unique, relevant brand promise to customers. There are two big motivators in branding: You can appeal to benefits and consequences (if you use this brand, you'll get better performance; if you don't, you'll have problems). Or you can appeal to identity - appealing to the dreams and aspirations of people. The workshop will introduce 10 positioning strategies that take advantage of these motivators and are commonly used by marketers in brand-building.

In this program you will learn:

- 10 positioning strategies commonly used by marketers
- How to analyze your brand and competitors to find the best positioning strategy



### The Power of a Name: Naming Strategies of Breakthrough Brands

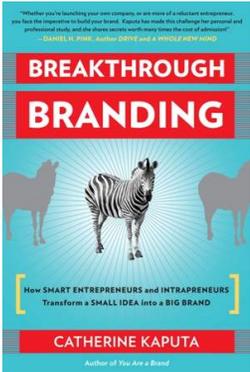
You have a vision for your business idea but first you must name it. The name is your first and most important strategic and creative decision. In many ways, the brand is the name. It's the first impression others have of your brand. So you need to come up with a powerful name that tells a story and connects with customers. What makes a name great? Great brand names tend to follow certain principles: they're different, sound good, easy to remember, convey meaning and are short and easy to spell. Today, finding a name that you can own on the internet is especially difficult, but there are secret techniques to do that, too.

In this talk, you will learn:

- The principles behind great brand names and why they work
- How to come up with a name that is good and you can own on the Internet
- The stories behind great brand names



# Breakthrough Branding Talks and Workshops

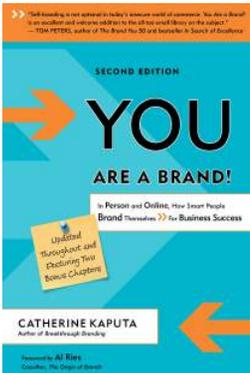


## Brand Ambassadors: Build Your Personal Brand In Tandem with the Company Brand

Brand ambassador programs can be a win-win situation both for companies and individuals. It turns out what employees say is much more credible than what key executives say about a company's products according to a 2012 survey of over 30,000 people done by the Edelman Trust Barometer. Turning employees into brand ambassadors also increases employee engagement. Being a brand ambassador is also valuable for employees. Today, it's particularly important to develop an online brand. A weak digital brand is like a weak reputation. People won't think you are as good as someone who had a strong brand on the internet. Smart brand ambassadors use LinkedIn to build their online career identity and they use online tools to measure online reputation in addition to their posts and tweets as brand ambassadors. Through vivid case study examples and principles, you'll learn how successful brand ambassadors brand themselves as trusted advisors and engage others with useful, different and surprising content.

In this workshop, you'll learn:

- Brand ambassador programs that have been successful and why
- The mindset of top brand ambassadors and how they build a personal brand in tandem with the work they do as brand ambassadors
- How being a brand ambassador can boost your career success and company success
- How to own your value online through a powerful LinkedIn profile
- How to develop a steady stream of effective content efficiently



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