

## Harvard i-lab: Positioning Your Brand Out Front

BOSTON, MA

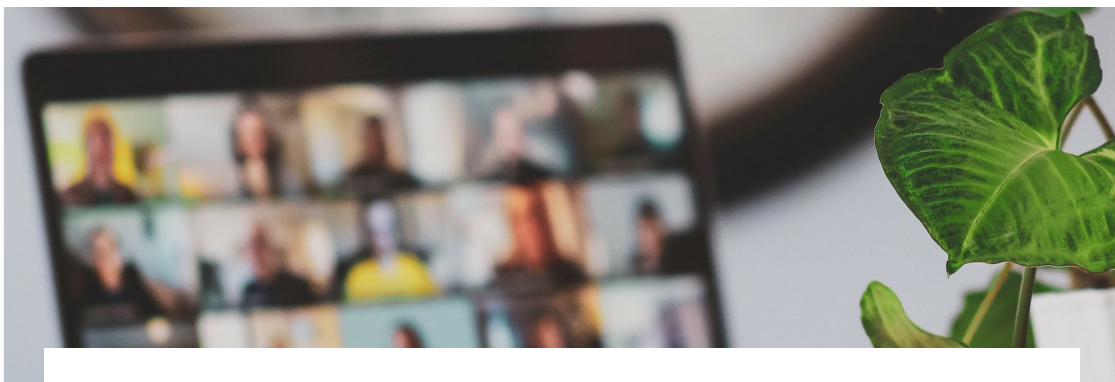
Adrian Gill, Brand Consultant and Mentor at the Harvard Innovation Lab, shares a pragmatic view on how founders can create and maintain a more sustainable brand advantage through focus on three simple things: Desirability, Differentiation and Design.

Join us for a very entertaining, highly visual presentation with:

- Case study examples including client work on the Barbados + Rihanna brand campaign.
- Guidance on Designers, Logos and developing impactful creative with no money.
- Ways to avoid the trap of relying too heavily on functionality of technology to create differentiation. Where the new is instantly visible, functionality alone is not a bankable advantage.
- Critical thinking around defining Brand Identity and how to make your brand "hard to follow" for the competition.

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