



# Brand Audit

## Connecting the Head with the Heart

Memories are the link between our past experiences and the present that can be triggered by a thought, word, smell, even an ad on TV. Did you know that in our brain we have one centre for rational thinking and five emotion centres. It only takes a 12<sup>th</sup> of a millisecond for our emotion sensors to react.

As providers of the brand experience and creators of memories, no matter what your product or service offering is, you need to connect the head and the heart, having your customers experience the emotion, not just be exposed to it.

It is about you making a promise to the customer and following through on that promise, creating a lasting impression.

In this presentation Michelle will share tips and strategies how to own your brand, breaking the industry stereotypes and ensuring your brand stands out for all the right reasons.