

Brand strategy is vital



Different brands all vying for attention.
Picture by Nigel Duncan Media taken at The
Grey Horse gastro pub in Balerno

Communicating your brand effectively is a must for SMEs and Giles Etherington aims to provide tips when he headlines the next breakfast club hosted by Midlothian and East Lothian Chamber of Commerce.

It is at the Dean Tavern at Main Street, Newtongrange on Thursday, February 22 (8am to 10am).

Giles said it is essential to understand what makes you relevant to your customers.

Businessmen and women need to work out how they can connect with them on an emotional level, rather than just giving them rational reasons for buying.

Giles of Brand Satellite has over 25 years of experience, much of which has been with some of the world's biggest and best advertising agencies in London, San Francisco and Amsterdam.

He has worked on brands including Andrex, BT, Esso, Heineken, Kellogg's, Nestle, Persil and Volvo.

A local business will also share their success story in improving their brand communication strategy.