

Making Your Brand Stand Out and the Fundamentals of Brand Strategy by Prof. R. Hanna, Launch and Grow Program Webinar - January 10, 2018



From the left E. Maina, M. Koech, Dr. J. Mutune, WMI, D. Mbaya, B. Kokonya, R. Emerson, S. Jepkorir and M. Mulwa during Branding/Marketing webinar

The Wangari Maathai Institute for Peace and Environmental Studies in collaboration with Babson College holds a successful webinar session on Branding/Marketing. This session was held on January 10, 2018 at the College of Agriculture and Veterinary Sciences. The webinar was facilitated by Professor Richard Hanna, Babson College. The forum provided a platform from which importance of branding and how to create a unique brand identity that supports women entrepreneurs' business goals were discussed. An examination of a variety of well-known global and local brands was also conducted and importantly a discussion on what makes them memorable and how they achieve this by learning about what makes a brand identity was

done. Prof. Hanna also gave an insight on why brand identity matters, what it consists of, and how it differs from logos and basic marketing. The Brand identity's impact on consumer decision-making and performance was also highlighted. He concluded by sharing the tactics the entrepreneurs can apply for building a strong brand identity. WMI is grateful for the continued



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