



The Brand Lab / April 2026 Schedule

Apr 06 / Monday / 8 PM / Introduction to brand building

What the hell does a creative strategist actually do? In this session we reveal two live briefs and begin the journey of building a brand from scratch.

Apr 08 / Wed / 8 PM / Behaviour & tension

Good strategy begins with observation. We'll decode human behaviour, uncover hidden tensions, and learn how great brands find meaning beyond features.

April 13 / Monday / 8 PM / Brand positioning

This is where things get serious. You'll learn how brands choose what they stand for, define their enemy, and claim territory inside the human mind.

Apr 15/ Wed / 8 PM / Brand personality & voice

Brands are people. We'll define archetypes, tone of voice, and the emotional world your brand will live in.

Apr 20 / Monday / 8 PM / Naming & tagline

What's in a name? Everything. Learn how strong brand names and taglines emerge from positioning - not random brain farts.

Apr 22 / Wed / 8 PM / Building the brand world

From moodboards to visual language, we'll explore how brands create recognisable worlds that people want to belong to.

Apr 27 / Monday / 8 PM / Final presentation

You've spent weeks building your brand. Now it's time to present it. I'll review each one live and help you sharpen your thinking.

Apr 29 / Wed / 8 PM / Wrap up

What happens after The Brand Lab? We'll reflect on the journey, discuss what you've learned, and talk about how to apply this thinking in the real world. This is where you graduate.