



The Brand Lab / May 2026 Schedule

May 04 / 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.

May 06 / 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.

May 11 / 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.

May 13 / 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.

May 18 / 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.

May 20 / 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.

May 25 / Monday / 8 PM / Work in progress

This session is for me to help you build, craft and fine-tune your strategy. So you have enough fire power for the presentation that's coming up.

May 27 / Wed / 8 PM / The presentations

It's showtime. All teams will present their strategy decks. We'll also talk about what happens after The Brand Lab. And how to apply this thinking in the real world. This is where you graduate.