



# The Brand Lab / July 2026 Schedule

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## **July 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.

## **July 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.

## **July 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.

## **July 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.

## **July 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.

## **July 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.

## **July 27 / 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.

## **July 29 / 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.