

# LECTURES BY YAHIEL DEMETER

## **Branding and Sociology:**

### **How to motivate consumers to build the next big brand?**

Consumers are the real developers of brands, and you need to understand them if you want to develop a brand for yourself.

The lecture gives a broad overview of branding over the past few years, how it affects society (and vice-versa), introducing Sociological Branding - a branding method for anyone who wants to develop a successful brand.

The lecture provides participants with hands-on techniques and includes case studies to support these techniques.

### **It's okay to follow your dream: Branding a small business**

Establishing a new business is not easy at all, especially not in a highly competitive environment, where the sharks have extremely sharp teeth. In this lecture Yahiel will uncover Demetrend's brand values and how he implemented them, in a way that will clearly demonstrate the power of such values in a branding process. Participants will be equipped with hands-on tools to create their own brand values based on their competitive edge.

## **All about "Israeli Thinking":**

### **How it can help you develop the perfect branding strategy**

Although Israel takes a spot in every newspaper around the world and not always in a good context, it is not a secret that Israelis seem to have an advantage in the business world, especially in the marketing and branding arena. In this lecture Yahiel will describe, define and demonstrate this "Israeli Thinking" and give participants the right tools to reach their own business goals.

## **What do consumers REALLY want?**

It is well known that before embarking on any marketing process, the company should know what the consumers really want. Amongst other things, you need to place the consumer's desires on the scale of physical and psychological benefits. So how do you know what consumers really want and need? In this lecture Yahiel will provide participants with the answer to this interesting question, based on his Sociological Branding theory.

## **How to choose and present the right brand values?**

Choosing the brand values is not an easy task, mainly because of the fact that it should be based on the customers' needs and desires. Imagine a computer company that one of its most important brand values is usability and simplicity. Now, think about the way they apply it: touch screens, a simple user interface and even typographic elements in their marketing communications. During the lecture, participants will be provided with practical tools for choosing brand values, supported by case studies.

## **The biological clock of brands**

Consumers are the real developers of brands, and believe it or not, they do it in a specific timeframe during their daily schedule. Therefore, there is a need to be familiar with the specific hours in which the consumers build brands, and use it to maximize their efforts. In this lecture Yahiel will explain how to pinpoint this "Branding time". The information provided in this lecture will enable participants to effectively use their marketing communication channels to provide consumers with the right tools to construct their brand successfully. It is highly recommended to combine this lecture with the lecture about Branding and Sociology.

*"Brand consumption isn't based on what you need to buy, but on what you need to be"*

*Yahiel Demeter*



*"Interesting and intellectually challenging..."*

*"Hearing this young man's wise thoughts is highly recommended for managers in all levels..."*

*"He was able to analyze complex problems while offering practical, relevant and creative solutions..."*

## **For further information:**

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**Visit Yahiel's websites:**

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**Youtube Channel:**

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