

ONLINE MASTERCLASS

HOW YOUR BRAND CAN SURVIVE COVID-19 & THRIVE AFTER THE CRISIS

ABOUT THE BRAND AFICIONADO

THE BRAND AFICIONADO - Let's start at the beginning: what is an aficionado?

The Latin word aficionado describes someone who is deeply knowledgeable and equally passionate about a topic. For us, it's all about **building premium brands** and **helping business soar**! Especially during COVID-19, many brands suffer and are in dire need for professional support to survive.

Founder & CEO Sonja Piontek is an award winning international marketer and looks back on an impressive executive career with one of the worlds most prestigious brands - BMW. For many years, Sonja was the Head of Strategic Naming and Branding for the BMW Group globally before being posted to Singapore as the Director of Marketing for BMW Asia. Her deep love for developing brands continued after she left the corporate world to set up her agency SONNENKIND Pte Ltd in 2018. SONNENKIND specialise in creating remarkable ROI through unforgettable brand experiences and work with leading international brands such as Leica Camera, Land Rover or Lamborghini. Sonja is also an acclaimed Global Keynote Speaker and Bestselling Author on UltraCreativity and Brand Building in the Digital Age. She successfully developed her own premium speaker brand globally in a very short time – which was only possible because she knows exactly how it is done.

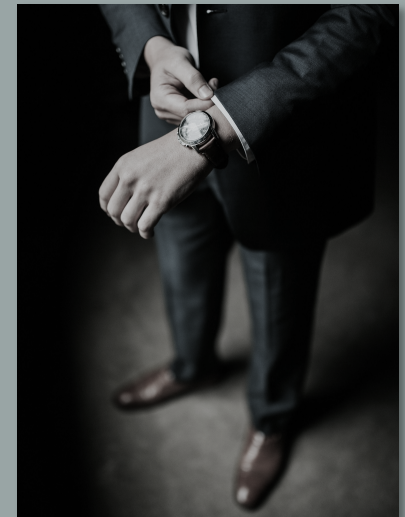
Sonja and her work are regularly featured in leading publications around the globe.

Based on client demand, THE BRAND AFICIONADO was officially established late 2019 and has been successfully supporting businesses and individuals in professionally setting up or elevating their brands.

During the current global crisis, the support clients ask for most is:

- 1) **How can my brand survive the crisis?**
- 2) **How can my brand thrive after the crisis?**

The Brand Aficionado are here to help and have all it takes to make your brand survive and soar!



THE
BRAND
AFICIONADO

COVID-19 IMPACT ON YOUR BRAND

COVID-19 is having massive effects on businesses and lives!

- Has your brand been hit hard by COVID-19?
- Is your business suffering or struggling?
- Are you (a bit) lost and not sure what to do?
- Do you want your brand to survive?
- Do you want to be successful again?
- Do you want your brand to thrive after COVID-19?
- Do you want to have guidance and support?
- Do you want to be seen as top of the game?

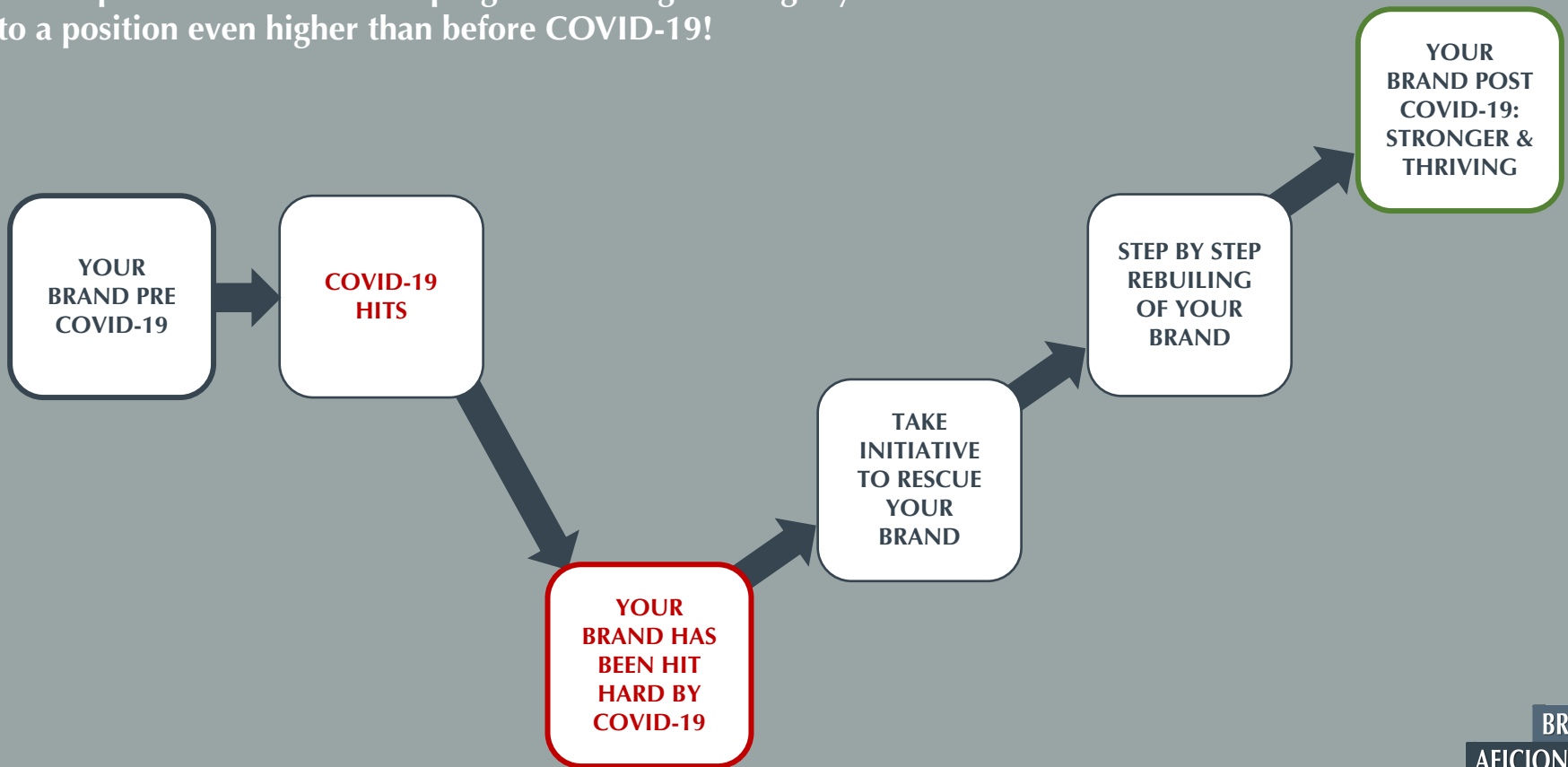
If you answered at least 4 of these questions with YES then it is highest time to act and do all it takes to save your business and your brand!



ONLINE PROGRAM

The biggest asset you have is your brand - but it has been hit hard! NOW is the time to step up and rebuild your brand so it will survive COVID-19 and thrive after the crisis.

The impactful 6 week online program is designed to get your brand from rock bottom to a position even higher than before COVID-19!



ONLINE PROGRAM

The highly impactful 6 week online program contains all the components you need to rescue your brand and make it thrive after the crisis:

- Professional brand assessment
- Potential analysis
- Refurbishment of brand image
- Definition of strong brand positioning and brand claim
- Development of suitable brand identity
- Development of professional corporate identity
- Introduction to the powerful concept of UltraCreativity
- Development of marketing strategy
- Development of ideas for fast and fruitful campaigns
- Tools and inspiration how to run low budget high impact campaigns



ONLINE PROGRAM

This holistic brand & marketing masterclass will:

- 1) help you get your brand through the COVID-19 crisis
- 2) help you make your brand stronger than it ever was.

This program has been specially curated by award winning global marketing pro and thought leader Sonja Piontek – CEO of The Brand Aficionado.

The 6 week program consists of:

- 1) 12 hours of in depth online masterclasses with CEO Sonja Piontek
- 2) In depth 1:1 consultation with CEO Sonja Piontek
- 3) Powerful and easy to use worksheets
- 4) Highly professional course material
- 5) Deep insights and powerful tools
- 6) Personal eBook copy of "UltraCreativity - The Experiment"
- 7) Certificate after successful completion of the course
- 8) Follow up session one month after completion of the course

SPECIAL COVID-19 PRICE

Our global clients regularly pay USD 4800 for similar high impact branding programs we used to offer before COVID-19.

Based on the current global crisis, The Brand Aficionado is offering this special one-off COVID-19 program at a highly reduced rate.

Spots are limited – based on client feedback we expect this program to fill quickly and slots to be gone in no time.

The powerful 6 week program with 1:1 consulting, in depth online masterclasses, highly professional worksheets, powerful tools, deep insights and specially curated content to help you survive COVID-19 and thrive after the crisis will be offered at only USD 780.

Only 20 slots available – better be quick!

Original price	USD 4800
COVID-19 special	USD 780

The course runs from 4th July – 15th August.

CONTACT DETAILS

THE BRAND AFICIONADO

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