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**INTRODUCING A NEW VENUE DESIGNED TO BUILD BRANDS,
OWN SOMETHING IN THE CONSUMER'S MIND, DOMINATE A PRODUCT
CATEGORY AND DRIVE BUSINESS PERFORMANCE**

**NATIONALLY LAUDED BRAND MARKETING COACH AND PUBLIC SPEAKER
LARRY GULKO LAUNCHES FRESHLOOK™ BRAND LEADERSHIP RETREAT**

Strategic counselor to top Fortune companies and small business alike shares ideas to drive brand equity and build business value with senior management teams

BOSTON, MA -- SEPTEMBER 18, 2007 – With a fervent belief that a brand is one of a company's most important financial assets, nationally renowned brand marketing coach and sought-after public speaker Larry Gulko today announced the launch of his new FreshLook™ Branding Retreat, where he incorporates decades of experience into a results-producing session designed for senior management teams that want to build their brands, break through the marketing clutter, and ultimately improve their business performance.

Larry created this dynamic daylong strategy venue for leadership teams and key stakeholders to find a focus and unique value proposition for their brands, to capture mindshare, to build brand awareness and leadership position, to drive brand preference and loyalty, to unlock existing and new markets, and to increase revenue and market share. *The result?* Build brand equity and increase business value.

As an example, Larry recently coached **Spatial Corporation**, a leading provider of 3D software technologies, to launch a new product three months ahead of schedule, according to its **President and CEO Keith Mountain**.

"Larry goes cross-functional and engages all audiences—senior executives, marketers, sales management, engineers, customer service—and inspires, motivates, and educates them to understand brand value," Mountain said. "One major result from the FreshLook Branding Retreat was the significant traction and acceptance for our new

focusing on
Building Brands
and Driving Business
Performance



product rollout strategy throughout the entire company. This enabled our executive team to focus on strategy implementation rather than driving acceptance, which helped move up our time to market by three months—a full product cycle in our industry. The lessons learned in one day clearly translated into a real business benefit.”

The secret to the success of the FreshLook Brand Marketing Retreat lies in large part in gathering an organization’s leadership team off-site without distractions and interruptions for a dedicated session on using brand leadership strategies to improve business performance. During the Retreat, participants engage in a think-tank idea discussion designed to ...

- Focus their brand to own something special in the customer’s mind;
- Create a unique value proposition and deliver a remarkable brand experience;
- Create a brand promise that is relevant and builds trust so customers feel “your brand” is “their brand”;
- Build their brand to strengthen leadership posture and earn category ownership;
- Establish an emotional connection to capture mindshare and unlock the market;
- Drive brand preference, enhance loyalty and build lifelong customer relationships;
- Inspire every employee to “live the brand,” become raving fans;
- Identify their key marketing and branding challenges that impact growth;
- Create a great business story

According to **Elaine Eisenman, Dean of Babson College Executive Education** and formerly **Senior Vice President at American Express**, “To be competitive and establish leadership credentials today, organizations need to anticipate and adapt to swiftly changing marketplaces that affect their brands. Larry is a seasoned marketer and infectiously enthusiastic teacher who smartly uses strategic branding ideas and proven strategies to help clients reach the bottom line goals of building a successful business and creating a powerful, intriguing business story.”



“We have an interactive experience that inspires a team to engage in a dynamic discussion where passion runs high and new ideas flow faster than you can imagine,” said Larry Gulko. “Whether it’s a corporation, an association – any branded enterprise- the FreshLook Branding Retreat identifies the strategies to compete in highly competitive marketplaces so that these organizations can find the emotional connection, the personal relevance that is vital for building powerful brands, enhancing customer loyalty, and creating trusted, valued brands - not commodities.”

“Larry exceeded expectations, inspired our Board of Directors and helped us get consensus on a brand promise in an efficient and entertaining manner. I was impressed with his business savvy, unending passion, and unique creative approach to engage us, and get us to build a powerful marketing engine to propel brand success long term,” said **Pam Swensen, CEO of the Executive Women’s Golf Association.**

To schedule a FreshLook™ Brand Leadership Retreat, call 781-784-0089 or visit larrygulko.com.

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