

The Regis Group, Inc. Press Release

April 2010

Richard Earle, Affiliate at The Regis Group, Inc. speaks on Brand Essence at The Enterprise Center at Salem State College.

Regis Affiliate Richard Earle led a Branding workshop as part of the Spring Marketing Seminar Series co-sponsored by the Enterprise Center and the Small Business Development Center at Salem State College on Thursday, April 8, at 8:30am.

The seminar, which was attended by over ninety individuals was titled “Developing a Brand Essence to Capture and Keep your Clients.”

“It’s not just whether prospective clients know your name, it’s how they *feel* about you.” said Earle. “You’ve got to create a strong emotional tie; a Brand Essence. In this economic climate, only the strong brands survive.”

During his 30-year career in advertising, Earle created campaigns for over 50 national Brands.

For more information about the Enterprise Center please contact Christine Sullivan at csullivan@enterprisectr.org or call 978.542.7528.

For more information about The Regis Group, Inc. please visit their website at www.regisgroup.com or contact Claudia Barrientos at infotrg@regisgroup.com or 703.777.2233.