



FOR IMMEDIATE RELEASE:

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Living the Brand® Institute Reveals Brand and Innovation Interdependency

Creating “Brand Innovation Quest”, a full day immersive event that will transform your thinking

Chicago area: Naperville, IL

Living the Brand® Institute announces the arrival of “Brand Innovation Quest”, a one-day discovery of the interdependency of Brand and Innovation. This immersive event will take place on January 26, 2017 at North Central College, Wentz Concert Hall (Madison Theater), 171 E. Chicago Ave., Naperville, IL 60540 from 8:00am – 5:45pm.

“Brand Innovation Quest” brings together leading thinkers and practitioners to envision what the company of the future will be like and how companies today can achieve the transformation they need if they are to continue to flourish – content relevant across many industry segments.

Attendees will learn why branding is critical for big business and small business success. They will learn how to differentiate their brand in an era of fierce competition. And, they will see why strong brands are not just supported by innovation, but are a path to and source of innovation.

“We reinvented the one-day business conference”, says Patty Lindstrom, CEO of Creative Logic Inc. and Founder of Living the Brand® Institute and “Brand Innovation Quest”. “Much like transforming a brand from the inside out, our aspiration is an experience that will transform you, your collaborations and your culture”.

About Creative Logic, Living the Brand® Institute and “Brand Innovation Quest”

- Creative Logic Inc. is a Chicago area brand strategy, marketing and innovation consultancy focused on brands and the role they play in shaping business, influencing culture, building pipeline, www.creatvlogic.com.
- Growing out of this mission, Living the Brand® Institute www.livingthebrandinstitute.com was formed (growing out of our processes trademarked in 2003) to enable the success of better brands and work to shift the world to a sustainable economy and celebrate companies that lead with values and purpose.
- “Brand Innovation Quest” www.brandinnovationquest.livingthebrandinstitute.com is designed to lead individuals and organizations to see that strong brands are not just supported by innovation, but are a path to innovation itself.

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