

# CERTIFICATE OF COMPLETION



**JULIA DE PAOLA DALCIN**

completed the online course with an estimated total of 8 hours.

Completed on May 31, 2022

Course\_

**BRANDING: CREATING A STRONG BRAND**

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Handwritten signature of Guilherme Silveira in white ink.

Guilherme Silveira  
Coordinator

Handwritten signature of Paulo Silveira in white ink.

Paulo Silveira  
CEO



<https://cursos.alura.com.br/certificate/ddc80954-d298-4006-95a0-a3a451f4e26a>

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# CLASSES

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- Introduction to Branding
- Understanding the consumer and creating our identity
- Jungian archetypes
- Brand positioning
- Brand strategies
- Cases
- Repositioning and Lovemarks

58 out of 58 were completed.