



MOLSON  Coors /  BrandOpus

# THE PARADOX OF BRANDING

THE MOLSON MARKETING TEAM  
WELCOMES YOU TO JOIN US FOR  
AN EXCITING EVENT WHICH EXPLORES  
HOW OUR CONSUMERS MAKE DECISIONS.

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Join cognitive neuroscientist Dr. Itiel Dror (Harvard PhD),  
*renowned for his transformative insights* for organizations  
including the US Air Force and NYPD, and Nir Wegrzyn CEO  
of our branding agency BrandOpus for a workshop delving  
into the murky world of the human mind and uncover  
*the key to effective brands.*

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TUESDAY JAN 8TH, 2019

WAVEMAKER OFFICES,  
160 BLOOR ST E #500

