



## Workshop Overview

Participants on this workshop will learn about the best tools and strategies for managing a brand in the modern market landscape. The trainer will take you through the full process from existing brand analysis to building a new brand strategy. The workshop has clear guidelines on how to build these plans so you can go away confident in your ability to develop a clear and coherent brand strategy.



## Benefits

Meet the needs of your customers by building and managing an effective brand. Apply innovative strategies to ensure your brand fits well into your campaigns. Best practice knowledge of this management is an essential component of ensuring buy in from all stakeholders. This course will instruct participants on employing marketing techniques which will give your business the edge over competitors in a saturated market.

## Outcomes & Content

- ✓ Understand the laddering of benefits
- ✓ The brand identity and anatomy
- ✓ Manage brands across a portfolio
- ✓ Existing brand analysis
- ✓ Build your brand strategy
- ✓ Alignment of brand and business
- ✓ Create an effective plan for your brand
- ✓ Brand identity and its role in communications
- ✓ Monitoring the effectiveness of your brand



## Who should attend ?

This workshop is appropriate for all marketers and managers looking to enhance their brand management knowledge. Brand managers themselves involved in either product or service sectors will benefit from the content, whether selling to consumer or business markets.

