



Workshop Overview

This workshop introduces the principles of branding and brand management. Its intent is to give a definition of the key terms related to brand and branding and managing successful brands in today's challenging market environment. It will highlight the ability to differentiate your brand through an integrated marketing mix delivered through insight driven rational and emotional connections delivered to your target market.



Benefits

Using contemporary examples and case studies, you will learn new ideas and apply skills about contemporary brand concepts and be able to write more effective brand plans utilising a brand planning framework. You will leave with and an understanding of the key activities that build long term brand equity.

Outcomes & Content

- ✓ The principles of branding
- ✓ Components that make up the brand
- ✓ The brand planning process
- ✓ Importance of market and customer insight
- ✓ Brand strategy and positioning statement
- ✓ The structure and content of a brand guidelines
- ✓ The role of marketing communications
- ✓ Evaluating the performance of the brand



Who should attend ?

Marketers new to the brand management role or who are preparing or reviewing a brand plan for the first time. It is also invaluable for senior managers having to evaluate the brand plans submitted to them by marketing specialists.

