



### Workshop Overview

Brands represent the organisation's most important assets, yet few organisations have the capability to successfully assess brand performance and establish the link between the brand and business performance. Many organisations lack a formal and systematic programme of metrics and analytics that enable them to assess brand impacts and ROI.



### Benefits

This workshop will provide guidelines and best practice examples to support you in developing more effective measures of brand performance. Supported by presentations, exercises, discussions and video the focus throughout this workshop is to deliver practical knowledge and applications that can be applied in your organisation.



### Who should attend ?

Marketers new to the brand measurement or who are preparing or reviewing a brand plan. It is also invaluable for senior managers having to evaluate the brand plans and justify brand related investments.

### Outcomes & Content

- ✓ Undertake market research
- ✓ Conduct a comprehensive 'brand audit'
- ✓ Design appropriate brand metrics
- ✓ Avoid implementation and management pitfalls
- ✓ Create and integrate new digital brand metrics
- ✓ Create a 'Brand Dashboard/Scorecard'
- ✓ Establish links between brand & performance
- ✓ Determine brand value (ISO10668 standard).

