



Workshop Overview

In many organisations across a variety of industries the primary assets are increasingly intangible. The brand is one of these, and the brand as an asset needs to be managed to drive customer loyalty, competitive advantage and commercial growth. This two-day intensive workshop will help you plan, build and implement a compelling brand from brief to creation and implementation.



Benefits

Learn how to use brand strategy to create a sustainable and differentiated brand proposition. And understand the process on how to make branding central to your organisation's success, developing the skills to manage and sustain brand value.



Who should attend ?

The programme is specifically for B2B or B2C brand, marketing, strategy and product managers. Whether you are new to the role or have experience, you will benefit by attending and it does not require prior knowledge of brand marketing. The attendees will ideally have the responsibility to manage and instigate brand identity communication.



Outcomes & Content

- ✓ Brand importance
- ✓ Structuring your strategic brand plan
- ✓ Profiling your target customer
- ✓ Clarifying the substance of your brand
- ✓ Establishing the business case
- ✓ Identifying sources of value in your brand
- ✓ Brand architecture / brand archetypes
- ✓ Brand strategy & culture
- ✓ Defining your brand Values
- ✓ Articulating your brand essence
- ✓ Clarifying your brand promise
- ✓ Establishing your brand positioning
- ✓ Brand portfolio management