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# Strategic Brand Management

## INTRODUCTION

- The power of brands has increased enormously in the past 25 years, Apple®, Google®, Microsoft®, Amazon® and Facebook® have combined annual revenues in excess of \$800 billion and previously defunct brand names such as Blaupunkt® and Akai® have been revived – because brands sell products and services, to consumers and to businesses.
- This Strategic Brand Management training seminar will provide you with the fundamental understanding of how to manage your brands strategically, as well as providing a useful set of tools and techniques to help you achieve your goals.

### This training seminar will highlight:

- First principles of strategic brand management - what is a brand, brand management, types of branding
- Assessing and creating brand positioning and values - building a customer-based brand equity and getting the positioning right
- Planning and creating brand marketing initiatives - identifying the building blocks, designing marketing programs, leveraging marketing communications, leveraging the power of brand associations
- Monitoring and decoding brand performance - creating a process to assess performance, understanding customer perception and measuring performance in the marketplace
- Nurturing and maintaining equity - analyzing, formulating and executing brand strategies, introducing new products, extending the brand, naming new products in line with the brand, recognizing and exploiting new market segments, introducing new regional/continental markets and dealing with international considerations

## OBJECTIVES

### At the end of this training seminar, you will learn to:

- Debate how brands are valuable assets and how careful management is essential in their creation and development
- Describe how to determine brand values and select appropriate market positions
- Discuss planning and creating marketing initiatives and how this is best achieved
- Explain how brand performance can be managed and appropriate action taken
- Analyze how to develop brands through brand/category extensions and consider whether market diversification is appropriate

## TRAINING METHODOLOGY

- This course will be highly interactive and feature expert lectures, discussions, case study analysis, financial analysis, brand design reviews, video presentations, quizzes, designing surveys, reviewing a brand architecture, creating a simulated brand extension and reviewing the balance of a simulated product portfolio.

## ORGANISATIONAL IMPACT

Attending this Strategic Brand Management training course, the participants will return to their organizations with a broader understanding of how strategic brand management activities support business objectives, including:

- Adopting a structured approach to strategic brand management
- Creating and maintaining brand equity
- Selecting the right brand positions in the market
- Creating effective brand marketing campaigns
- Choosing viable channel and pricing strategies
- Analyzing brand associations and choosing internal/external strategies to exploit these

## PERSONAL IMPACT

- Undertaking end to end strategic brand management
- Choosing strategies to create and name new brands
- Assessing where your brand(s) fit in the marketplace
- Selecting strategies to take your brand to market and defend its position
- Setting up direct and/or indirect channels to market, as appropriate
- Leveraging brand associations

## WHO SHOULD ATTEND?

The training course will provide valuable benefits for a broad range of people who are involved in brand and marketing management, including (but not limited) to:

- Brand Managers
- Marketing Executives
- Product Managers
- Key Account Executives, Business Development Professionals, Sales Executives and Sales Managers
- Entrepreneurs
- Small to Medium Enterprise (SME) owners and Managers

## Course Outline

### Introduction, Brand Position and Brand Values

- Definitions - brand, brand v product comparison brand architecture and examples
- Why do brands matter, what can be branded, Brand assets, brand strengths and brand values
- What is brand management, definition of brand equity, Providing a link from the past to the present and on to the future
- The crucial importance of building consumer knowledge/perception
- Creating brand equity through awareness, image and associations, how outstanding brands stand out
- Designing appropriate product category structures – using the CBS (Category Breakdown Structure)
- Key aspects of strong brands (performance, image, consumer judgments, consumer emotions, consumer rationale, brand significance, overall resonance with customer), the relationship between brand and customer equity

### Brand Equity and the Consumer

- The essentials of brand positioning, developing a strong position, identifying core brand associations, auditing brands
- Selecting appropriate brand identities – six key factors to consider, gambits to make the brand identity memorable, protocols for naming brands
- Logos, symbols characters and slogans, don't forget the packaging
- Using personalization techniques to connect with the consumer
- Developing an appropriate strategy for products, channel strategy, pricing strategy and value engineering
- Taking a joined-up approach to designing brand marketing programs, using personalization techniques to connect with the customer and developing an appropriate strategy for products

### Brand Marketing

- Prospering in the New Media, advertising channels, promotional activities and media relations
- Sponsoring events and taking a joined-up approach to designing marketing communications
- Working with brand associations, the relationship between existing and new brand associations
- The relationship between brands and channels, geographic factors, brand alliances and co-branding
- The concept of ingredient branding
- Licensing
- A brand as an asset, developing brand financials, e.g. return on investment, future cash flows, net present value
- Establishing the brand value chain

## Brand Performance

- Assessing brand performance
- External environment analysis
- Supporting brand audits with focused tracking surveys
- Using research to identify customer perception of brands, qualitative research methods, quantitative research methods
- Assessing customer attitudes to brands, brand based comparative methods and marketing based comparative methods, conjoint analysis – pros and cons
- Residual based methods and valuation-based methods
- Brand strategy, brand architecture and developing a hierarchy of brands
- Building brand equity

## Maintaining Brand Equity

- Introducing new products to the brand, The pros and cons of brand extensions
- Considering potential customer perceptions of brand extensions, designing brand extensions
- Naming brand extensions for maximum impact
- Managing brands over an extended period of time
- Balancing the brand portfolio to reflect changing business strategy and environment, refreshing tired brands, developing acquisitions and divestments
- Introducing new market segments, introducing new regional/continental markets, international considerations, building global brand equity
- Prospering in the New Media, advertising channels, promotional activities, media relations, sponsoring events, designing marketing communications

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