BLACKBIRD FOR TRAINING

Strategic Brand Management

12 – 16 July 2027
Amsterdam (Netherlands)



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Introduction

Branding is at the core of how businesses distinguish their offerings in a competitive marketplace. It goes beyond just a logo or name - it's about crafting an experience that sets a product or company apart and shapes customer perceptions. Strategic brand management plays a pivotal role in building, sustaining, and growing a brand in today's fast-evolving markets. In this Strategic Brand Management Course, participants will explore how to develop a comprehensive brand strategy, understand the key steps in the strategic brand management process, and apply essential tools to evaluate and refine a brand's performance.

Whether you are a marketing professional or an entrepreneur, this course provides an in-depth understanding of the strategic brand management meaning, how to craft a brand strategy, and the best practices to ensure brand longevity. You will gain the skills to assess your brand's current position and develop actionable strategies that align with market demands and consumer expectations.

Course Objectives

The Effective Brand Management course is designed to provide participants with the skills and knowledge to manage and develop brands strategically. Upon completing this course, you will be able to:

- Define what a brand strategy is and understand the importance of strategic brand management in achieving competitive advantage.
- Plan and craft a powerful brand positioning statement that resonates with your target audience and clearly communicates the brand's promise.
- Build and track the growth of a strategic brand by utilizing researched processes and tools that ensure sustainability and long-term success.
- Understand the key components of brand equity and brand identity, and how these elements contribute to building consistent and strong brands.
- Learn the process of conducting a full brand audit to evaluate your brand's performance and implement remedial actions when necessary.
- Explore various branding strategies and choose the most appropriate approach based on the brand's lifecycle and market conditions.
- Understand strategic brand management process steps, including brand positioning, communication, and measurement of Return on Brand Investment RoBI.



Course Outlines

Day 1: Definitions and Anatomy of Brands

- What is a brand? Understanding the fundamental concept and purpose.
- Why do brands matter? Exploring the value of branding in today's market.
- A brief history of brands: Key milestones in the evolution of branding.
- The distinction between branding and marketing and their interconnected roles in business success.
- The challenges and opportunities of branding today in a highly competitive environment.
- A deep dive into branding strategy and how it drives business growth.

Day 2: Brand Planning Models

- Introduction to the customer-based brand equity model and its importance in brand management.
- Building customer-based brand equity and the benefits of fostering strong relationships with customers.
- Tools for brand strategy development:
    - Brand positioning model: Creating a unique position for your brand.
    - Brand resonance model: Building deeper connections with customers.
    - Brand value chain model: Measuring and maximizing brand value.

Day 3: The Strategic Brand Management Process

- The strategic brand management process: A step-by-step guide to managing and developing a brand.
- Developing a brand vision that aligns with your company's overall strategy.
- Brand positioning: Establishing a distinct space in the market.
- Fulfilling the brand contract and ensuring brand promises are met consistently.
- Brand communication: Communicating your brand's message effectively to your audience.
- Brand metrics: Measuring RoBI Return on Brand Investment to assess brand performance and financial impact.
- Planning and implementing brand marketing programs that sustain brand growth and equity.

Day 4: Brand Equity and Identity



- Brand equity defined: Understanding the value a brand adds to a product or service.
- Key elements of brand equity:
    - Brand loyalty: Building long-term customer relationships.
    - Brand awareness: Ensuring customers recognize your brand.
    - Perceived quality: Maintaining high standards in product and service offerings.
    - Brand associations: Creating emotional and functional connections with customers.
- Designing brand identity: How to craft a unique brand identity that reflects your values and resonates with your audience.
- Exploring the elements of brand identity and how they contribute to brand perception.
- Defining brand essence: The core values and beliefs that shape your brand.

Day 5: Building Brand Portfolios

- Understanding branding philosophies and how they inform brand strategy.
- Brand growth strategies:
    - Creating new brands that fit within your portfolio.
    - Flanker/fighting brands: How to launch brands to compete in specific segments.
    - Line extensions and brand extensions: Expanding your brand's reach through new products and markets.
    - Case studies of successful and unsuccessful brand extensions.
- Conducting a brand audit to evaluate the current state of your brand and identify areas for improvement.
- Brand audit techniques: Tools and strategies for performing an in-depth review of your brand.
- Reviewing the 'big idea' and assessing the effectiveness of advertising efforts.

Why Attend This Course: Wins & Losses!

In an increasingly competitive marketplace, mastering strategic brand management is no longer optional - it's a necessity. This Strategic Brand Management Course is designed to give you a comprehensive understanding of the brand strategy development process and the tools you need to craft a powerful and sustainable brand.

By attending this course, you will:

- Learn how to develop a brand strategy that captures market share and aligns with customer expectations.
- Understand the strategic brand management process and how to apply it to your own organization.
- Gain the knowledge to implement the steps of the strategic brand management process, from brand positioning to brand communication.
- Discover the importance of brand equity and how it contributes to long-term brand success.
- Master the tools for conducting a brand audit and assessing the overall performance of your brand.
- Walk away with a brand strategy certificate, a credential that highlights your expertise in strategic brand management.

This course is ideal for brand managers, marketing professionals, entrepreneurs and anyone who wants to develop the skills to successfully manage a brand in today's competitive landscape.



Conclusion

In conclusion, the Effective Brand Management course provides you with the tools, frameworks, and knowledge needed to build a successful brand. Whether you're seeking to create a brand from scratch or optimize an existing one, this course will guide you through every stage of the strategic brand management process. You'll leave equipped with actionable insights into branding strategies, brand strategy services, and the ability to measure and enhance your brand's performance.

Join us in this brand strategy course and take the first step towards mastering strategic brand management for sustainable brand growth. The course will not only enhance your brand's market position but also prepare you to face the challenges of an ever-evolving business environment.

Don't miss the opportunity to earn your brand strategy certificate and transform your approach to strategic brand management.

