

Strategic Brand Management

Lisbon (Portugal)

2 - 6 December 2024

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Strategic Brand Management

Code: CC28 From: 2 - 6 December 2024 City: Lisbon (Portugal) Fees: 4400 Pound

Introduction

Branding is the process by which companies distinguish their product offerings from the competition. A brand is created by developing a distinctive name, package, and design, and by arousing customer expectations about the offering. This course tackles all the competencies needed to build a strong organizational brand and evaluate its performance and perceptions in the marketplace. It also details the role brand management plays in the strategic marketing process, the steps of the consumer adoption process, the different types of branding strategies, and the signs that can indicate a troubled branding strategy.

Course Objectives of Effective Brand Management

- Define brands and understand the opportunities and challenges facing them in highly competitive business landscapes.
- Plan and craft a powerful brand positioning statement that reflects the brand's promise and the expectations of its most valued customers.
- Build a strategic brand and track its growth and sustainability using researched processes.
- Explore the elements of brand equity and the constituents of brand identity to build consistent and sustainable brands.
- Identify various brand strategies to come up with sound actions aligned with the status of existing and new markets and products.
- Master the process for conducting a full brand audit to evaluate brand performance and take remedial actions.

Effective Brand Management Course Outlines

Day 1

Definitions and anatomy of brands

- The definition of a brand.
- Reasons why brands matter.
- A brief history of brands.
- Difference between branding and marketing.
- The challenges and opportunities of branding today.
- Understanding branding.

Day 2

Brand planning models

- The concept of customer-based brand equity.
- Building customer-based brand equity.

A graphic of a chessboard with several chess pieces (a king, a queen, a rook, and a pawn) on it. The pieces are gold and silver. The board is white and black squares. In the background, there are concentric circles radiating from the center.

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- Benefits of customer-based brand equity.
- Three tools to facilitate brand planning
 - Brand positioning model.
 - Brand resonance model.
 - Brand value chain model.

Day 3

The strategic brand management process

- The brand management process: a useful model.
- Developing a brand vision.
- Establishing a brand position.
- Fulfilling brand contract.
- Brand communication.
- Brand metrics: measuring RoBI Return on Brand Investment.
- The elements of the strategic brand management process
 - Identifying and establishing brand positioning and values.
 - Planning and implementing brand marketing programs.
 - Measuring and interpreting brand performance.
 - Growing and sustaining brand equity.

Day 4

Brand equity and identity

- Brand equity defined.
- Elements of brand equity
 - Brand loyalty.
 - Brand awareness.
 - Perceived quality.
 - Brand associations.
- Designing brand identity.
- Elements of brand identity.
- Brand essence.

Day 5

Building brand portfolios

- Branding philosophies.
- Brand growth strategies
 - New brand.
 - Flanker/fighting brands.
 - Line extensions.
 - Brand extensions.
- Successful and unsuccessful brand extensions.

Brand evaluation

A graphic of a chessboard with several chess pieces (a king, a queen, a rook, and a knight) on it. The board is white and black, and the pieces are gold and silver. The text 'UK Training PARTNER' is overlaid on the board.

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- Brand audit defined.
- Brand audit techniques.
- The brand audit questionnaire.
- Reviewing the 'big idea'.
- Evaluating advertising.

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 International House 185 Tower Bridge
Road London SE1 2UF United Kingdom

 +44 7401 1773 35
+44 7480 775526

 Sales@blackbird-training.com

 www.blackbird-training.com

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