

STRATEGIC BRANDING AND POSITIONING

Key focus

1. Acquire the proper fundamental process of formulating a Brand Strategy
2. Know how to achieve a consistent Brand Image for their product/ service all the time, thereby increasing customer loyalty and sales, as well as multiply your successful branding.

Who will benefit

This course is suitable for Brand Owners and potential Brand Owners, Corporate Decision-Makers, Financial Controllers, Management/Executives (Brand Management, Marketing, Sales) who need to grasp the fundamentals of successful Branding and Brand Positioning.

Methodology

Dynamic presentation with group sharing to broaden experience. International and Malaysian case studies. On-the-spot exercises with professional coaching.

Take The Next Step

Day one

1. Purpose of Brand Strategy

- ▶ Understanding Key Principles of Branding to make your Brand stand out from the crowd, and to acquire optimum competitive edge
- ▶ Benefit of brand strategy

0900-1030

Morning tea break

1030-1045

- ▶ Psychographics Profiling of Company / Brand, Customers, Competitors, Channels of Distribution/Sale

1045-1300

2. Creating and Defining your Brand Identity

3. Corporate Vision

- ▶ Corporate positioning
- ▶ Vision / mission / goals
- ▶ Values
- ▶ Leadership
- ▶ Human capital
- ▶ Creative capital
- ▶ Structured capital

Lunch

1300-1400

4. Brand Positioning

- ▶ Deciding on the market – niche, mass-market, etc
- ▶ Defining chosen markets

1400-1530

Afternoon tea break

1530-1545

- ▶ Defining the psychographics
- ▶ Sales & marketing strategy, distribution strategy

1545-1700

Take The Next Step

Day two

5. Process of Branding

- ▶ Birth of a brand
 - Packaging
 - Name / design / colors / wording
 - Positioning statement, tag-line / slogan
- ▶ Clear definition of brand
 - The brand promise
 - What the brand has to offer
 - Strategy of mechanisms to implement for constant deliverable

0900-1030

Morning tea break

1030-1045

- ▶ The power of strategic branding
 - What is “Branding”
 - Why the need for branding
 - Who to Brand to
 - When to Brand
 - Where to Brand
 - How to generate maximum mileage with Strategic Branding
- ▶ Strategy for creating brand presence
- ▶ Strategy for sustaining brand presence
- ▶ Strategy for growing brand presence

1045-1300

Lunch

1300-1400

6. Need for Continuous Creativity

- ▶ Keeping up excitement level for the brand
- ▶ Staying in tune with changing trends
- ▶ Setting new standards and trends
- ▶ Staying in touch with consumers’ emotional needs

1400-1530

Afternoon tea break

1530-1545

7. Budgeting for Integrated Brand Communication

- ▶ How much and where to spend on Brand Communication vehicle for maximum effectiveness and sales; Customer-Loyalty, Brand Awareness, Brand Presence, Brand

Association, Brand Partnership, etc

1545-1700

Take The Next Step