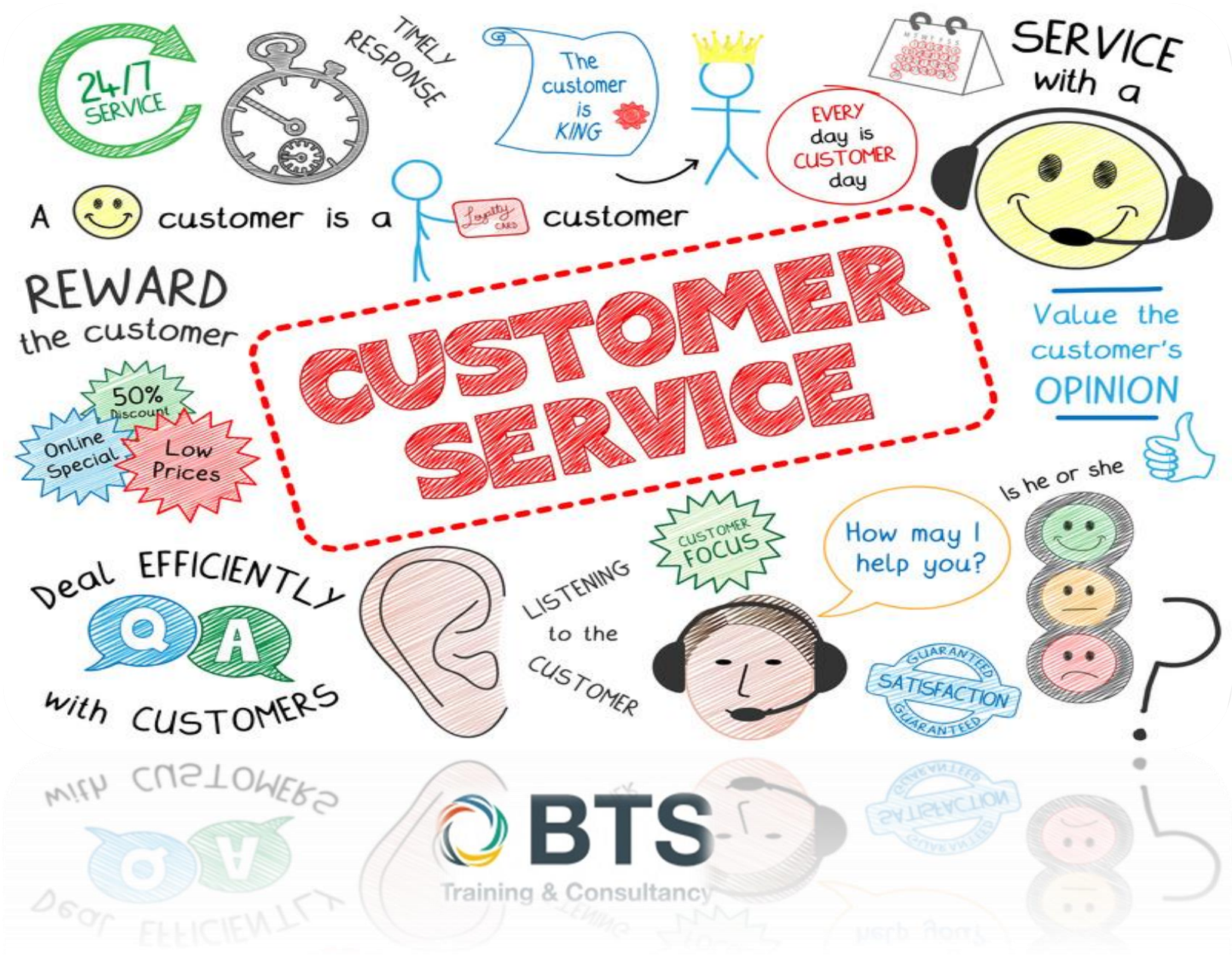

Effective Brand Management

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Effective Brand Management

Introduction:

All those involved in decisions and actions impacting the health of the brand. It is of direct interest to marketing, product and brand managers and supervisors. The concepts introduced are also of key importance to those managers who chart the overall strategic and operational policies of the company.

Course Objectives:

By the end of this course, delegates will be able to:

- Ensure their organization, product or service succeed through careful attention to brand imperatives.
- Craft a powerful brand positioning statement that reflects the brand promise and the expectations of their most valued customers.
- Build a fully aligned, brand-focused operation.
- Measure brand equity, track it and maximize it.
- Avoid the dangers and pitfalls of ignoring the laws of branding.

Course Outline:

Definitions and Concepts

- Everything can be Branded
- Branding: From Business to Consumer to Business to Business
- General Brand Concepts
- The Power of Brands
- Branding as the New Marketing

The Brand and the Customer

- A Matter of Perception

- Identifying Brand Associations
- Types of Associations
- Using Brand Associations to Create Value
- Understanding Brand Personality
- Crafting the Positioning Statement
- The Brand Promise
- The 7 Ps of Branding

Brand Equity and Brand Value

- Definitions of Brand Equity
- Brand Equity Models
- Measuring Brand Value
- An Element of Subjectivity

Building Brand Portfolios

- **Branding Philosophies:**
    - The Branded House
    - Sub-brands
    - Endorsed Brands
    - The House of Brands
- **Brand Growth Strategies**
    - Flanker/Fighting Brands
    - Line Extensions
    - Brand Extensions
- **Successful Brand Extensions**

An Overriding Principle

- Simplicity and the Laws of Branding

The Challenges of Branding

- Cash: The Branding Doom Loop
- Consistency: Living-up to the Brand Promise
- Clutter: Breaking through the Bombardment

Designing Brand Identity

- Brand Touch-Points
- Branding Ideals
- Branding Elements
- Name, Logo and More