

Brand Management for Sustained Success

Target Audience: Brand Managers, Product Managers, Product Developers, Marketers, Commercial Managers and similar roles that are involved in product management process and product branding.

Key Learning Outcomes

- Explore the importance of having a strategic mindset around branding whilst still implementing tactical and operational product management plans.
- Understand how to build a brand around current customer needs and based on your environment and competitor analysis.
- Practice using proven tools and techniques for market segmentation, product differentiation and product positioning.
- Build a values map for your product and use this to create a brand with a personality.
- Develop strategies and action plans to ensure the success of your products and brands.

Course Experience

- ✓ Theory: Latest best practice
- ✓ Team discussions
- ✓ Group exercises
- ✓ Case studies
- ✓ Technique application practice
- ✓ Business problem solving
- ✓ Personal action planning

Course Outline

DAY 1

Introduction to Brand Management

- Principles of Brand Management
- What Brands Are All About
- How Brands Are Created
- Shifting Your Product Paradigm to a Brand Mindset

Understanding Consumer Demand

- Product Planning and the Benefit/Risk Grid
- Market Attractiveness vs. Business Position
- Why People Buy

Market Research - Analysing the Playing Field

- Situation Analysis
- Environmental Audit
- Portfolio Analysis
- Competitor Analysis

Market Segmentation

- Choosing Customer Segments
- Defining Your Product-Market Structure
- Segmenting your Product Market

DAY 2

Differentiating and Positioning the Brand

- Determining Critical Customer Touch Points
- Using Matrices to Differentiate from Competitor Brands
- Developing a Positioning Statement
- Developing a Proposition Statement

Delivering Value

- Developing a Value-Focused Mindset
- How is your Brand Valued ?
- Attaching Superior Value to your Brand
- Dimensions of a Brand Personality
- Building a Brand Values Map

Brand Promotion

- Advertising and Promotion Strategies
- Understanding and Measuring Brand Equity
- Action Plans for Strengthening your Brand

Pre-Course Work: Completion of Pre-Course Questionnaire

Course Material: Includes facilitator's slides, exercise worksheets, background reading/articles and recommended books

Ideal Number of Participants: 9

Maximum: 12

Minimum: 4