BRAND MANAGEMENT AND DEVELOPMENT

This course provides a structured approach to brand management and development, providing the building blocks to position your brand so that it endures within a given market.

1 day course

OVERVIEW

Rethink the way in which you perceive your brand and its positioning through a structured approach. This course provides a structured approach to brand management and development, providing the building blocks to position your brand so that it endures within a given market. By implementing a customer-focused proposition and by engaging the people behind it, you'll learn what a brand is, why it is important and the ways in which to create or reinforce your brand's positioning.

IS IT RIGHT FOR ME?

If you are responsible for setting or managing your brand, this course is for you. It is also suitable for those who work in any aspect of marketing and/or are responsible for delivering communications projects.

WHAT WILL I LEARN?

By the end of this course you will be able to:

- Learn about brand and understand why it is important to commercial success.
- Apply the essential elements of a successful and enduring brand.
- Build a brand position that is appealing, feature specific and beneficial for users.
- Develop a brand proposition that incorporates value, tone and personality, as well as purpose and essence.
- Use brand and branding to drive change and empowerment within your organisation.

WHAT WILL IT COVER?

Brand and branding
- Definitions and application

Building a strong brand
- Creating your own brand pyramid

Brand values
- Brand personality
- Brand proposition
- Brand purpose
- Brand essence

How to engage critical stakeholder
- Leadership
- Employees
- Customers
- Intermediaries

The operational aspects of a brand / rebrand project
- Project requirements
- Stages
- Things to think about

Evaluating the impact of brand
- Measuring reach and understanding
- Setting goals for evaluation