



## **Effective Brand Management Mastery Program**

*(Two-Day Workshop)*

### **Program Description**

Strong brands are an essential element of marketing effectiveness. Brands which are relevant and connect with the customer build longer term loyalty and ultimately drive greater value for your organization when compared to the competition. In order to succeed in your business, you must be a strong brand, with strong brand management skills.

This two-day mastery program will help you understand how to build a more effective brand, drive value, and engage customers in long term relationships. By taking you through a carefully curated four-step pathway, marketers will learn the essentials of effective brand management: (1). how to develop actionable insights that get to the human truth behind your customer – and inform on how to engage with them –; (2). crafting and evangelizing a clear brand management framework; (3). developing an integrated marketing plan; and (4). effectively executing on that plan.

We'll cover topics like how to manage your brand; brand positioning; differentiating your products and services; and how to develop a compelling brand promise and personality for your brand. Throughout the program we will use the Brand Bullseye tool, which will provide a framework for you to articulate the brand and a tool to implement your thinking on the job.

In a digitally enabled world, it has never been more important to take a 360-degree approach to marketing planning. We can no longer rely purely on communications to deliver our brand story. Marketers must now develop integrated plans across a broader range of touchpoints and work within their organizations to champion the customer perspective in order to ensure a holistic brand experience. Participants will leave this mastery program understanding how to execute a comprehensive integrated marketing plan, with insights on breaking down silos to drive results.

### **Who is this Mastery Program for?**

This workshop is for marketing managers and marketing directors who are responsible for developing campaign plans, activations and marketing strategies, and who want to increase their understanding of the process of creating a brand and bringing it to the marketplace as a strong consumer proposition.

A research background is not needed for this program.



## **Program Benefits**

The benefits of attending this workshop fall under the following key drivers of growth:

*This program helps attendees **improve marketing effectiveness by teaching them:***

- How to make better decisions on campaigns and activations that are driven by customer insight
- How to build a strong brand and drive value from it
- A framework for thinking beyond marketing communication to all brand touchpoints
- How to identify what integrated execution looks like and how it can be implemented

*This program helps attendees **increase marketing efficiency by teaching them:***

- How to take marketing beyond just communication-based tactics and think about the broader customer experience
- Techniques for making marketing dollars go further
- How to increase the impact of marketing campaigns and activations
- A framework that can be used in briefing and planning sessions
- How to make the best use of internal data and research
- Techniques for 'sweating the assets' across multiple channels

*This program helps attendees **improve marketing ROI by teaching them:***

- How use customer insight to influence customer behavior
- How to drive greater customer lifetime value from having a strong brand
- How to improve the competitive positioning for your products and services
- How integrated marketing drives up your ROI

*This program helps attendees **improve employee alignment and collaboration by teaching them:***

- How to create a common language around the customer within the organization
- How to work more effectively with research and data teams.
- How to be more productive as a marketing team
- How to deploy the RACI model to drive greater collaboration and internal focus



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### DAY 1: Developing Actionable Customer Insights & Brand Management Framework

#	Module	Time	Learning Experience Summary
1	<b>Setting the Stage</b>	:15M	<ul style="list-style-type: none"> <li>Welcome and expectations</li> <li>Summary of ANA Member benefits</li> <li>Agenda and workshop objectives</li> <li>Discussion on attendees' goals for the day</li> <li><b>Group Exercise:</b> Attendees introduce themselves and talk about their favorite brand</li> </ul>
2	<b>What is Brand Management?</b>	:30M	<ul style="list-style-type: none"> <li>What is a brand?</li> <li>Core responsibilities of brand management</li> <li>Introduction to the Brand Bullseye Tool</li> <li>The importance of robust customer insights</li> <li><b>Group Exercise:</b> Illustrate what makes a great brand</li> </ul>
3	<b>Introduction to Insight-Led Marketing</b>	:20M	<ul style="list-style-type: none"> <li>Exploration of the concept of insight-led marketing</li> <li>The value of true customer insight that goes beyond data</li> <li>Cross-channel insights</li> <li>Methods for gathering robust insights – pros and cons</li> <li><b>Group Exercise:</b> Who knows me well? How do they do it?</li> </ul>
4	<b>Market Segmentation</b>	:45M	<ul style="list-style-type: none"> <li>Introduction to market segmentation in B2C and B2B</li> <li>Creating robust B2C and B2B market segments</li> <li>Case study of effective segmentation</li> <li>Briefing on the main goal of the day and introduction to our case study brand that we will be working on. Each table will be an “agency” team and will undertake a number of tasks.</li> <li><b>“Agency Task 1”:</b> Develop a segmentation for the case study brand</li> </ul>
	<b>BREAK</b>	:15M	
5	<b>Discovering Your Customer Needs and Human Truth</b>	:45M	<ul style="list-style-type: none"> <li>Rational vs emotional needs</li> <li>Digging for the universal human truth</li> <li>Examples of B2C and B2B brands that have successfully mined for the human truth and acted upon it</li> <li>The value of Empathy Maps and how to create them</li> <li><b>“Agency Task 2”:</b> create an Empathy Map for a customer segment you identified before the break</li> </ul>
6	<b>Implementing an Insight-Led Approach Within Your Organization</b>	:15M	<ul style="list-style-type: none"> <li>Ways to keep the customer in focus always</li> <li>Introduction to the concept of the collaborative consumer</li> <li>Sharing insights across the organization</li> <li>Creating a customer-centric language within the organization</li> </ul>
	<b>LUNCH</b>	:45M	

#	Module	Time	Learning Experience Summary
7	<b>Defining Your Points of Difference</b>	:60M	<ul style="list-style-type: none"> <li>How to differentiate your brand including case studies</li> <li>Identifying Points of Parity (POP) / Points of Difference (POD)</li> <li>Demonstration using B2C and B2B case studies</li> <li><b>“Agency Task 3”</b>: Analyze the case study brand’s POP/PODs and plot on the Brand Bullseye</li> </ul>
	<b>BREAK</b>	:15M	
8	<b>Creating Reasons to Believe</b>	:30M	<ul style="list-style-type: none"> <li>Definition of Reasons to Believe (RTBs)</li> <li>Demonstration using B2C and B2B case studies</li> <li><b>“Agency Task 4”</b>: Analyze a brand’s RTBs and plot on the Brand Bullseye</li> </ul>
9	<b>Your Brand Promise</b>	:45M	<ul style="list-style-type: none"> <li>Definition of a brand promise</li> <li>B2C and B2B case studies of effectively implemented brand promises</li> <li><b>“Agency Task 5”</b>: Group work to brainstorm a brand promise. Then plot on the Brand Bullseye</li> </ul>
10	<b>Brand Personality and Identity</b>	:30M	<ul style="list-style-type: none"> <li>Definition of brand personality and identity</li> <li>Demonstration using B2C and B2B case studies</li> <li><b>“Agency Task 6”</b>: Determine a brand’s personality and identity descriptors and add them on the Brand Bullseye</li> </ul>
11	<b>“Agency” presentations</b>	:20M	<ul style="list-style-type: none"> <li>Each “agency” team presents their Brand Bullseye “pitch” to the group</li> </ul>
12	<b>How to implement your Brand Bullseye</b>	:15M	<ul style="list-style-type: none"> <li>Show how the Brand Bullseye can be used in marketing and the wider organization.</li> </ul>
13	<b>Summary of Learnings</b>	:10M	<ul style="list-style-type: none"> <li>What have we learned? (learner led)</li> <li>Preview of tomorrow’s session and polling of group on brand case study preferences (B2B or B2C)</li> </ul>



DAY 2: Integrated Marketing Planning & Execution

#	Module	Time	Learning Experience Summary
1	<b>Setting the Stage</b>	:10M	<ul style="list-style-type: none"> <li>Welcome and expectations</li> <li>Summary of ANA Member benefits</li> <li>Agenda and workshop objectives</li> <li><b>Exercise:</b> “Warm up”</li> </ul>
2	<b>Introduction to Integrated Marketing Planning</b>	:45M	<ul style="list-style-type: none"> <li>The importance of integration in modern marketing</li> <li><b>Tool:</b> Introduction to the Integrated Marketing Planner</li> <li>The importance of thinking beyond communication.</li> <li>Evolving your 4Ps to the 4E’s to deliver a 360-brand experience</li> <li>The Integrated Planning Roadmap</li> <li><b>Group Exercise:</b> Who does integration well and why?</li> </ul>
3	<b>Understanding the customer decision journey</b>	:45M	<ul style="list-style-type: none"> <li>How to develop actionable customer insights based on their needs</li> <li>Mapping the customer decision journey incl. examples</li> <li>Introduce the brand groups for day 2 and assign everyone</li> <li><b>Group Exercise:</b> Create a need / decision journey for your brand</li> </ul>
	<b>BREAK</b>	:15M	
4	<b>Breaking Down Silos: Identifying Brand Touch Points</b>	:45M	<ul style="list-style-type: none"> <li>Exploration of brand touchpoints and how they cross all organizational functions</li> <li>Discussion on “what the customer sees” when they interact with your brand</li> <li>How to map your brand touchpoints using the four E’s incl. case study</li> <li>The role of the marketing team as the voice of the customer across the organization</li> <li><b>Group Exercise:</b> Identify the priority brand touchpoints across the 4Es for your brand</li> </ul>
5	<b>Creating an Integrated Marketing Strategy</b>	:45M	<ul style="list-style-type: none"> <li>Introduction to strategy</li> <li>Distinguishing strategy from tactics</li> <li>Case Study</li> <li><b>Group Exercise:</b> In groups define the key strategy for each of your 4E’s that could be used to brief in execution</li> </ul>
	<b>LUNCH</b>	:60M	
6	<b>The Principles of Integrated Marketing Execution</b>	:20M	<ul style="list-style-type: none"> <li>Recap on journey, touchpoints and strategies from the morning session</li> <li>The role of the 4Es</li> <li><b>Tool:</b> The Integrated Planning Road Map</li> </ul>
7	<b>Best Practices in Integrated Marketing Execution</b>	:45M	<ul style="list-style-type: none"> <li>The role of marketing techniques at different stages of the purchase process</li> <li>Omni-channel marketing techniques to drive engagement and results</li> </ul>

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			<ul style="list-style-type: none"> <li>• Case study</li> <li>• Integration best practices</li> <li>• <b>Group Exercise:</b> Analyze examples of recent integrated marketing programs and assess their strengths and weaknesses using the list of best practices.</li> </ul>
8	<b>Making Integrated Marketing Happen Internally</b>	:20M	<ul style="list-style-type: none"> <li>• How to break down the internal silos and increase efficiency</li> <li>• Discussion on the concept of 'sweating the assets'</li> <li>• Shared goals, cross functional teams and communication</li> <li>• Case Study</li> <li>• The RACI model: uses in governing integrated marketing practice</li> </ul>
	<b>Break</b>	:15M	
9	<b>Developing Integrated Marketing Tactics</b>	:60M	<ul style="list-style-type: none"> <li>• What's hot in omni-channel marketing right now</li> <li>• How to foster innovative thinking</li> <li>• <b>Group Exercise:</b> Identify the key tactics for each of the 4Es, for your brand and present your recommendations to the group</li> </ul>
10	<b>Measuring the Impact of Your Integrated Marketing Plan</b>	:30M	<ul style="list-style-type: none"> <li>• An overview of potential brand metrics including: <ul style="list-style-type: none"> <li>- brand</li> <li>- channel ROI</li> <li>- cross-channel metrics</li> <li>- 'return on experience'</li> </ul> </li> <li>• <b>Group Exercise:</b> Identify key measures for your integrated marketing plan, as defined during the morning session.</li> </ul>
11	<b>Summary and recap</b>	:10M	<ul style="list-style-type: none"> <li>• Learner led recap of key learnings and concepts. Group feedback session.</li> <li>• Paper survey distributed by the ANA.</li> </ul>