

## #2 SHAPING BRANDS



### ON THIS COURSE YOU WILL . . .

- ✓ **APPLY** your learning to your own brands
- ✓ **BUILD** a brand on a page: informed by market, consumers, competition & insight  
a brand architecture: informed by consumer needs and wants
- ✓ **CULTIVATE** better thinking on the key elements of branding
- ✓ **DETERMINE** how to position your brands distinctly with consumers

# COURSE OVERVIEW

The course is designed to help you **understand brands and branding and how best to position them with consumers.**

In this course you will explore best practice brand building, understand what a brand is and how to define a brand?

You will learn how to put together the key information that will allow you to target your brand to your most valuable consumers.

## OBJECTIVES

- ▶ To understand what brands are and what makes them valuable to businesses.
- ▶ To understand how to develop a brand positioning, collating the information into a simple framework.
- ▶ To understand what a brand architecture is.

## OUTCOMES

“I now see how important it is to think about my brand in a meaningful way. It is not just visual identity.”

“I know the key information to collate into a framework and can do it for my brand.”

“I can apply the brand architecture framework to my brands.”

0830-0900	▶ <b>Breakfast mingle</b>
0900-1000	▶ <b>What are brands and how do we define them?</b> Definition of a brand and where it fits in marketing What distinguishes it from a commodity Introduce the brand-commodity continuum – share a range of example studies Explore concept of positioning and plenary discussion on why it is important. Share examples of great positioning's
1000-1100	▶ <b>The foundations of a brand.</b> Defining the market, the competition, the consumer and insight
1100-1120	▶ <b>Break</b>
1120-1220	▶ <b>Articulating the Positioning</b> Introduction to the Benefit Ladder. Illustrate with range of examples Explain how to articulate a positioning the importance of being single minded. Tips and hints to articulating. Share range of great articulations.
1230 - 1320	▶ <b>Brand Architecture</b> What is brand architecture map? How do you build one? Snickers case study – building the portfolio
1320-1350	▶ <b>Break</b>
1350-1450	▶ <b>Fun time</b> Brand case studies Snickers case study : A Global communications and positioning challenge Have a go
1450-1500	▶ <b>Summary and Close</b>

## WHO SHOULD ATTEND

- Junior professionals in the fields of marketing, sales, supply chain, research and development, design and general commercial business roles
- Graduates and students
- Professionals with 1-3 years experience
- Client or Agency based
- Entrepreneurs and freelancers
- Mature professionals seeking to restart

### ALLISYN & RUTH USE A BLEND OF TECHNIQUES TO MAKE THEIR LEARNING STICKY:

- ✓ Projective techniques
- ✓ Hear one, See one, Do one methodology
- ✓ Interactive materials
- ✓ Audio visual
- ✓ Live working on case studies
- ✓ Peer sharing and coaching



Brands Basecamp is split into 4 courses that combine to give you a full marketing plan. Many people need a focus on one course because they need that now, others want to do all 4 for completeness – the choice is yours.

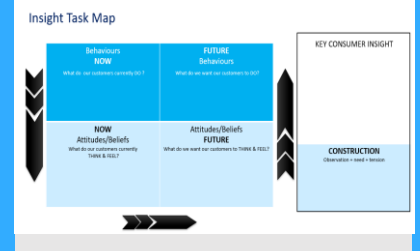
From our years of experience we have distilled huge working documents down to fewer simple and agile summaries that are easy to apply in your business.

Each of the basecamp courses provide two tangible template takeaways relevant to each topic. They are part thinking tools and part summary statements of intent. We will comprehensively cover how to complete each, and provide illustrative examples and case studies for you to practice in the session.



## #1 ALL ABOUT CONSUMERS

Who Am I?	How I behave	My end to end RTM
My rituals that bring me to life	Part 1 My Expectations of your category Why it's important to your product	Part 2 SNOT Can't afford of Truth (often you have time about purchasing)
Lifestyle & Interests (My work, family, leisure, exercise habits)	Part 1 Purchase Behaviour (How / when I purchase your product/service)	Part 3 Usage Behaviour (How / when I use your product)
How I spend my money	Part 1	Part 3 *1 Measure of truth Purchase frequency, £ cost, brand to consumer
Attitudes / Beliefs (My parents, values)	Part 1	Part 3 *2 Measure of truth Consumption
Demographics (My age, social class)	Part 1	Part 3 *3 Measure of truth Repeat purchase
		Part 3 *4 Measure of truth Customer service / Manufacturer care



## #2 SHAPING BRANDS

Brand		
Brand Promise		
Brand Values	Brand Personality	
Reasons to Believe		
Functional Benefits	Emotional Benefits	
Insight		
Market Definition	Target Consumer	Competition

**The Brand Positioning Statement**

For \_\_\_\_\_ (Target Consumer)

Brand \_\_\_\_\_ is the

\_\_\_\_\_ (Category reference)

That \_\_\_\_\_ (The Benefit)

Because \_\_\_\_\_ (Proof)



## #3 GROWING THROUGH INNOVATION

Concept Ingredients (Structure of concept in user language)	Images to bring to life
<b>Insight</b> (Given to me that you understand my needs, that you really know what is going on in my head)	
<b>Idea, Differentiating Benefit and Reason to Believe</b> (Can you have got my attention... but not for long. Who are you? What are you? How can you satisfy my needs better than anyone else? Why should I believe you?)	
<b>Reprise of "why you should buy it"</b> (Please summarise precisely why I should buy you and how will this make me feel?)	

**Writing an innovation idea**

**Basics**

What is it?  
How it works / you use it  
Why is different?  
Claim

**Justification**

Useful words - which are more essential  
(e.g. safety or responsibility)

**Metaphors & Similes**

Reference understood items or experiences  
eg like a plastic bottle that is made of paper



## #4 COMMUNICATING BRANDS

Communication Brief	
Objective	
Where are we now?	
Where do we want to be?	
What are we doing to get there?	
Who do we need to talk to?	
Insight into target Consumer	
What do we want them to do?	
Benefits/Challenges	
What do we need to tell them?	
How will we know when we've arrived? (KPIs)	
Budget	
Approvals	

Target Consumer	How will we engage with them?	What can we do?
	Tell them	TV, Radio, Outdoor, Print
	Talk to them	DM, RM, Social
	Let them experience	Sampling, experience days
	Let them recommend	Social, Word of Mouth

## FACILITATOR PROFILES



**ALLISYN JAMES**

Independent consultant and practitioner with over 25 years' experience. Allisyn is an experienced facilitator and trainer across the full suite of business and commercial capabilities. Known for her strong strategic thinking skills coupled with real tactical expertise, she loves to share best practice and create innovative and immersive training events.

Allisyn brings a wealth of industry experience having held senior commercial positions in both client and agency side across multiple categories and in multiple geographies. She has written and delivered many capability academies for multinationals – improving the ability of marketing and sales professionals to stay contemporary and do their job better!

Geographically she has worked extensively in Europe, Asia Pacific, the Middle East and The Americas delivering programmes on behalf of Multi Nationals. She has proven ability to meet new challenges with confidence and enthusiasm. A clear lateral thinker she loves to look through multiple lenses to drive innovation and harness trends to unleash possibilities.

For Allisyn it's all about the consumer at the heart. She is constantly fascinated by people and why they think, feel and behave the way they do, and is passionate about driving growth through cultural context.



**RUTH WILLIAMS**

Ruth is an experienced facilitator who has a passion for helping teams understand their consumers and deliver experiences and products that will excite them. Ruth has over 20 years senior client side experience developing and launching products globally.

Her Diageo career included a variety of senior marketing and innovation roles up to director level working with teams globally. Launched initiatives on Smirnoff, Guinness, Bailey's, Jose Cuervo and Bundaberg Rum in UK, US, Spain, Australia, India and Africa.

As a consultant for the last 10 years, Ruth has written and delivered many capability academies for multinationals – imbuing each intervention with practical and actionable content so that delegates can deliver right away. Clients such as Royal Sun Alliance, Zain (telecoms), MSN, Shell (forecourts), Akzo Nobel, Dairy Crest, Diageo, Novo Nordisc, Carlsberg, Twining's, Asia Pacific Breweries, EFES, PepsiCo, Constellation Wines, BT, BA, Boden, ABG, Brother, SSE, Invesco, Euroclear Legal & General, Legg mason. She has run client events in Europe, Asia, Africa and the USA.

Known for her desire to help organisations drive strategic marketing combined with a real focus to make things happen, she enjoys nothing more than working with diverse teams, understanding their issues and delivering a program that will bring real change for individuals.

## COSTS

### STANDARD

US\$4000 per delegate  
per 4 day course

### AFRICAN special available!

SAVE 50%

US\$2000 per delegate  
per 4 day course

## AVAILABLE VENUES

- Accra – Ghana : date TBC
- London – UK : date TBC
- Lagos – Nigeria : date TBC

*NB: All courses are general and applicable for B2C & B2B but they can be tailored to a specific category or sector for an additional development fee*