

#4 COMMUNICATING BRANDS



ON THIS COURSE YOU WILL . . .

- ✓ **APPLY** your skills to communicating your brand
- ✓ **BUILD** a **communication brief**: inspired by insight
a **connections plan**: informed by consumers
- ✓ **CULTIVATE** better thinking around how to bring brands to life
- ✓ **DETERMINE** how your campaigns will cut through the media noise

COURSE OVERVIEW

The course is designed to help you consider how to **communicate your brand to your consumers in the most effective and efficient way**, as a way to drive growth for your business.

In this course you will consider what are the key elements that make a great brief, and how that translates to truly impactful brand communications.

OBJECTIVES

- ▶ To introduce the concept of integrated Brand communications and the important ingredients to set yourself up for success.
- ▶ To share what makes a strong commercially driven communication brief.
- ▶ To understand the importance in developing a Single Minded Message that connects with the consumer through insight.
- ▶ Be able to identify the most appropriate times to connect with consumers.
- ▶ Be inspired by winning communications.

OUTCOMES

"I understand that there are many factors that drive successful marketing, and how important it is to think before acting."

"I recognize the importance of powerful briefs and the need to capture the key information."

"I can develop a brief that delivers a single minded message that will connect with my consumers."

"I appreciate how critical it is to connect with consumers when they are receptive and I know how to do this using a Connections Plan across all marketing channels."

"I am feeling super inspired to get some great communications to market."

0830-0900

Breakfast mingle

0900-1000

The definition of integrated Brand Comms

Explore what we mean by Integrated Brand comms (definition) and how integration drives commercial performance.

Facilitator explores in plenary what we mean by integration and the impact of the digitally networked environment.

1000-1100

The Communication Brief

Share the power of having a good brief, importance to bring all of the key information into 1 place. A brief should be brief – best in class get to 1 page. Share key requirements for a brief.

1100-1120

Break

1120-1220

Single Minded Message

The power of having a single minded message threaded through all communications, how to develop one, share some best in class examples

1230 - 1320

Connecting with Consumers

Share the importance of connecting with the client at the right time using the right Touchpoints

Importance of the development of media neutral ideas

1320-1350

Break

1350-1450

Fun time

Communication case studies

Snickers case study : A Global communications and positioning challenge

Have a go

1450-1500

Summary and Close

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

Consumer Dossier

Why Am I?	How I behave	My end to end RTM
My values that bring me to life	My Expectations of your category	DMT Can I meet or beat (often you have time about purchasing)
Part 1	Why I'm important to your product	Part 2
1) Needs & Interests (My work, family, leisure, needs/habits)	Purchase Behavior (How / when I purchase your product/service)	Usage Behavior (How / when I use your product)
Part 1	Part 3	Part 3
How I spend my money		1) Repeat of truth (Purchase Behavior, E com, Direct to Consumer)
Part 1		2) Repeat of truth (Consumption)
Attitudes / Beliefs (My parents, values)		3) Repeat of truth (Repeat purchase)
Part 1		4) Repeat of truth (Customer service / Manufacturer com)
Demographics (My age, social class)	Part 1	

Insight Task Map

Behaviors NOW	FUTURE Behaviours	KEY CONSUMER INSIGHT
What do our customers currently DO?	What do we want our customers to DO?	
HOW Attitudes/Beliefs	Attitudes/Beliefs FUTURE	CONSTRUCTION (Illustrative - based on research)
What do our customers currently THINK & FEEL?	What do we want our customers to THINK & FEEL?	



#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)

Insight (Given to me that you understand my needs, that you really know what is going on in my head)	Images to bring to life
Idea, Differentiating Benefit and Reason to Believe (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?)	
Reprise of "why you should buy it" (*Please summarise precisely why I should buy you and how will this make me feel*)	

Writing an innovation idea

Basics

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


Articulation

Use 1-6 words - which are more essential
(5 Daily or responsibility)

Metaphors & Similes

Reference understood terms or explanations
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?	
Messages/Themes	
What do we need to tell them?	
How can 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