

Brand Strategy Masterclass

Integrating brand strategy into business strategy

TWO-DAY MASTERCLASS

Johannesburg: 31 August – 01 September 2010

Holiday Inn Hotel, Johannesburg | Rosebank

Cape Town: 29 – 30 September 2010

Southern Sun, Waterfront | Cape Town

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Business strategy and brand strategy have become synonymous with one another. Corporate strategy is increasingly determined by how an organisation positions its brand in the market. The concept of a brand permeates throughout organisations, influencing and being influenced by different departments and management disciplines. More and more, successful management of a brand is reflected in the way markets value an organisation, rewarding those who succeed in managing their brands, while punishing those who don't.

Brand strategy and management have come to the fore at a time of great socio-economic turbulence and uncertainty. Organisations face a business environment where the normal cycles of economic activity and the traditional channels of communication have given way to an unpredictable, fluid and dynamic environment. Organisations and their brands have to adapt to the fact that ongoing turbulence and uncertainty are now the normal way of doing business.

However, the management tools for developing and implementing brand strategies largely reside in marketing thinking and advertising methodologies that were developed in the last century. These methodologies are struggling to cope with the demands of brand strategy and management in today's frenetic business environment.

Building on the acclaimed Integrated Brand Strategy workshop, the **Brand Strategy Masterclass** introduces delegates to the new management thinking required to develop and grow brands in the volatile socio-economic environment of today and tomorrow.

Recognising that brands are no longer the exclusive domain of the marketing department, and that their communication extends beyond the advertising agency, the **Brand Strategy Masterclass** takes a holistic approach to branding, drawing from multiple management, socio-economic and technology disciplines to provide an integrated approach to brand strategy and management.

The workshop will also include a special session on digital brand strategy, looking at the trends driving the digital arena, and the digital thinking that brand managers and strategists need to adopt in this fast-evolving environment.

Who should attend:

- Chief executive & operating officers
- Chief brand officers
- Chief marketing officers/marketing directors
- Corporate strategists
- Business development managers/strategists
- Brand strategists/brand managers
- Marketing managers
- Digital and new media strategists
- Creative agency account managers/account planners
- PR account managers/PR strategists
- Market researchers
- Investment analysts and portfolio managers.



About the Facilitator

Patrick Collings

Managing Partner, Sagacite

Patrick is the managing partner at Sagacite, a South African-based management and creative consultancy, focusing on brands and branding. Sagacite's clients include major South African and international brands. Patrick has consulted to clients in various industries including financial, professional services, Internet, non-government regional organisations, wine, luxury, environment, media, publishing and marketing services. He has written on brands and branding for various publications. He is the author of the acclaimed Brand Architect blog, which is read in more than 170 countries and listed on the Advertising Age Power150 list of best international marketing blogs. Patrick is a sought-after speaker and presenter on brand strategy at South African and international conferences and workshops. His current research interest is brand fluidity, which deals with brand strategy and management in constantly changing environments. He has also started working on the concept of blade strategy, which uses the sport of fencing as a metaphor for rapid adaptive brand strategy. A former foreign correspondent, Patrick occasionally dabbles as a copywriter and has a couple of successful campaigns to his name. He is also venturing into script writing and film editing as he explores and harnesses the growth and potential of online video. In recognition of his work, Patrick was awarded the International Brand Leadership Award at the 17th Asia Brand Congress in 2008. His strategies have also helped garner prestigious awards for partners and clients. Patrick holds an MBA from the Henley Business School, University of Reading.

Delegates attending the workshop will:

- Understand how business strategy equals brand strategy and why brand equity is a key objective in building and managing a successful brand.
- Examine how different management theories can be brought together into a single methodology to develop and manage brands in fluid and fast-developing business and socio-economic environments.
- Unearth the power of scenario planning and how it can be applied to brand strategy.
- Learn how to set and evaluate objectives for the brand, and apply appropriate measurement tools, including brand valuation.
- Look at market research as an ongoing process that needs to indicate future trends and demands and not just what consumers liked yesterday or want today.
- Learn that market research needs to answer more than just what consumers need and want, but also whether the business environment will facilitate the brand's efforts.
- Be introduced to the brand stratline concept and learn how it can guide brand strategy in your organisation.
- Understand why brand positioning, capacity and authenticity are vital to the success of a brand.
- Examine the design of brand portfolios, including brand extensions and the need for shadow portfolios.
- Explore the creative process and learn how to develop a communications campaign for your brand.
- Understand the concept of transmedia and how brands need to communicate across multiple channels to capture the attention of multitasking consumers.
- Understand why brands need to see themselves as members of categories and develop the category in addition to promoting themselves.
- Understand the digital trends that shape our digital lifestyle.
- Be introduced to new strategic concepts essential to developing digital brand strategies.

Programme | Day One (08:30–16:30)

Session One: Brand Strategy Equals Business Strategy

The first session of the masterclass will introduce delegates to brands and their key role in determining the organisation's business strategy. The session will include:

- The concept of branding, its history, the evolution of branding since the 1960s, and the rise of brand valuation from the 1980s.
- How brands create value for customers and organisations, and the importance of brand equity.
- Why brand strategy equals business strategy and what this means when developing and managing brands.

Session Two: New Management Thinking for Brands

Today's management of brands needs a flexible management mindset that can cope with developing and managing brands in the turbulent socio-economic environment of today and tomorrow. Drawing from a wide field of management theory and practice, this session will:

- Explore the three broad areas of management thinking and suggest how best they can be combined to create a flexible, learning-based management mindset.
- Introduce delegates to the concept of scenarios as a way of managing brands in uncertain times.
- Introduce delegates to a methodology for managing brands.

Session Practical: Constructing scenarios

Take-Away Tools & Concepts: Kolb's Learning Loop; Scenario Planning; The Fluid Brand Methodology

Session Three: Brand Objectives, Research and Measurement

Setting brand objectives and research is a vital component of building and managing brands in today's segmented and fast-evolving marketing, but often brand research is too limited to provide the answers that brand owners need. This session will:

- Discuss the concept of the brand core as a way to guide brand objectives.
- Look at the setting and evaluation of brand objectives.
- Explore how brands acquire insight through internal and external research and analysis.
- Look at the four broad areas that a brand audit must cover.
- Explore how brand research must focus on trends and not snap-shot information.
- Introduce delegates to the research concept of the brand neighbourhood.
- Look at brand measurement, specifically the various options to value brands.

Session Practical: Constructing a brand neighbourhood

Take-Away Tools & Concepts: The Brand Neighbourhood Grid; Malcolm McDonald's SWOT Analysis

Programme | Day Two (08:30–16:30)

Session Four: Developing the Brand Stratline and Brand Portfolios

This session is divided into two segments. The first looks at the brand stratline, a way of succinctly defining and communicating a brand strategy so that all stakeholders can embrace and contribute towards it. The brand stratline offers companies a strategic compass as they guide their brands through challenging and changing times. The second segment of the session looks at how to structure a brand portfolio and shadow portfolio. This session will include:

- Positioning a brand through points of parity and points of differentiation.
- Using a strategy canvas to position a brand. The strategy canvas is based on the Blue Ocean Strategy methodology developed by W. Chan Kim and Renée Mauborgne.
- Aligning brand strategy with organisational strategy.
- The importance of authenticity in developing a brand strategy.
- Using scenarios to test the brand stratline.
- Developing a brand portfolio and shadow portfolio.

Session Practicals: Developing a brand stratline; positioning a brand using the strategy canvas

Take-Away Tools & Concepts: The Brand Stratline, The Strategy Canvas

Session Five: Communicating the Brand

This session will explore how to develop a brand communication strategy based on the Customer-Based Brand Equity Pyramid developed by Professor Kevin Lane Keller. Delegates will explore the question of creativity, brand associations, and brands and sustainability. The session will include:

- Creativity and where brand managers can source it.
- The Customer-Based Brand Equity Pyramid.
- Category branding including regional and place branding.
- The brand as a member of society and what it means for a brand to do good.

Take-Away Tools & Concepts: The Customer-Based Brand Equity Pyramid

Session Six: Digital Brand Strategy

The final session of the masterclass will focus on digital brand strategy – an increasingly important and fast-developing component of brand strategy and management, but one that is often mistakenly treated as distinct from overall brand strategy. This session will include:

- Identification of the major trends underpinning the digital arena, including online video, social networking, mobility, digital content, virtuality, and branded content.
- New thinking needed to take advantage of the digital arena, including the concepts of transmotion, fractal branding, constructed contextualisation and earned resonance.

Take-Away Tools & Concepts: Fractal Branding; Constructed Contextualisation; Earned Resonance

SETA accreditation

Many of our delegates enquire after our accreditation status. There is a misguided opinion that organisations can only claim their levies back if they use accredited training providers only. This is not entirely correct. In the Government Gazette (No.20865 of 7 February 2000), it clearly states that the Skills Development Levies Act provides for recovery of a levy payment based on the submission of Workplace Skills Plans (WSPs), Workplace Skills Implementation Plans (WSIPs), and the submission of the names of Skills Development Facilitators (SDFs), and not on the basis of making use of accredited providers or NQF-aligned training and development events only.

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Registration fee

R6 800.00

The above registration fee includes VAT, lunch and refreshments, parking and workshop material

Terms And Conditions

Please note: Payment must be received before the event takes place. Knowledge Resources reserves the right to refuse admission where evidence of payment cannot be shown.

CONFIRMATION OF BOOKING

Please note: If you have not received confirmation in writing, of your booking before the event, please contact us on 011 880 8540 to confirm that we have received your registration.

SOMETHING HAS COME UP AND I CANNOT ATTEND

If you cannot make it to the event, you have several options (the below options need to be received in writing):

- You may send a substitute delegate in your place, please inform the Customer Care Department of the new name for registration purposes. No additional charges will be applicable for substitutions
- You may transfer at no extra charge to another event, provided you do so in writing at least 10 working days before the event. Transfers within the 10 working days will be charged an administration fee of 20%
- You may cancel your registration, in writing, up to 10 working days before the event takes place. Cancellations inside of 10 days will be liable for the full fee
- Unfortunately, no refund or credit can be given to delegates who do not attend without giving prior notice
- Registrations received during the 10 working days before the event date, will not be excluded from any terms & conditions

In the event of unforeseen circumstances Knowledge Resources reserves the right to change the programme content, the speakers, the venue or the date. You will be notified no less than 5 working days prior to an event. Should the event be postponed, you will have the option to attend the next available date of the relevant event. The registration fee will be credited on delegate accounts, should they opt not to attend the next available date of the relevant event or in the case where an event is cancelled.

PAYMENT

- Cheques should be made payable to Knowledge Resources (Pty)Ltd. Please do not mail any cheques.
- Electronic Transfer or Direct Deposit into our bank account, validated by faxed copy of transaction slip

Nedbank Cresta
 Account No.: 1913164489
 Branch Code: 191305
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Please note: Payment must be received by no later than 15:00 the day before the first morning of the event.



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DELEGATE 4

DELEGATE 5

Special Offer

- Register 3 delegates and the 4th delegate attends free of charge!
- Special discount for registered NPO's, small businesses (30 or less employees) & full-time lecturers at universities/colleges/schools – contact us for more information!

Registration Methods

- Register online GO TO www.kr.co.za
- Phone Plaxy Kathumba on 011 880-8540
- Fax completed registration form to 011 880-8700 / 9829
- Email completed form to plaxy@knowres.co.za

Once payment has been made please fax through proof of payment with the event's name written in the top right-hand corner

PLEASE NOTE Delegates will not be allowed entry to the event if payment has not been received.

Booking made by

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Date Signature

By signing this registration form, the delegates agree to the enclosed terms and conditions

DELEGATE 1

Tick option JHB CT

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Card Holders Visa / Master Amex Diners Mark appropriate box Expiry Date

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