

Strategic Brand Development:

Creating Differentiation to Drive Revenue

Philadelphia, PA September 16-17

MarketingPower.com/BrandDevelop • 800.AMA.1150

Save up to \$200 when you register early!
See below for details.



Take-aways

- Learn to uncover “White Space” opportunities—unmet needs overlooked by the competition
- Develop the right proposition that fits your brand and your company
- Create meaningful differentiation for new ways to grow your brand in difficult times
- Evaluate specific marketing tools to deliver real brand value
- Develop features, tactics and other support that delivers on the brand experience

With declining markets combined with the commoditization of products and services, there is a compelling need for Strategic Branding: the single-minded focus to make the tactics of branding work best—from breakthrough advertising to great graphic design. The best way to hold customers and attract new ones is to ensure you have a unique value proposition that is both rationally and emotionally different. In this workshop you will learn how to use Strategic Branding to create a meaningful, differentiated approach for your brand, including practical tools and methods you can use back at your office.

Changing consumer needs, emerging technologies and competition are making it more difficult than ever to create a brand that is meaningfully differentiated in the mind of the consumer—and undifferentiated brands are proven to underperform financially. But differentiation is not the only thing that matters. Once you determine the source of differentiation then you have to deliver. Strong brand platforms “walk the talk” by delivering their point of difference through all facets of the brand experience. Using cases, exercises and best practices, you will learn how to create a meaningful, differentiated brand as well as how to fully deliver a brand experience capable of driving revenue and profit growth.

Special Price Available

	Member	Non-Member
Before 6/18/10:	\$895	\$1,195
Before 7/19/10:	\$995	\$1,295
Before 8/17/10:	\$1,095	\$1,395

Robert Kincaide

Managing Director and Founding Partner, Principal,
Growth Strategies/Innovation

For over 25 years, Mr. Kincaide has lead strategic growth projects for Fortune 500 firms throughout North America, Europe, Latin America and Asia/Pacific. He and his teams have created successful new products/services as well as re-invigorating existing brands for renewed growth in consumer and business-to-business categories.

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Day 1

Course Overview

- Introductions, goals, overview

Defining Strategic Brand Development

- What is a brand; success criteria; consumer-centric strategy: strategy vs. tactics

Collapse of Traditional Brand Marketing

- Forces that have made the old business model obsolete

New Approach for Positioning

- New methods to create differentiation; case histories

Uncovering Under-served Consumer Needs

- Knowledge vs. insight

Defining Brand Equity

- Functional and non-functional dimensions

Briefing on Case Study

Day 2

Presentation/Review of Case

Process for Strategic Brand Development

- Overview of methods

Brand Architecture

- Role of brand naming to capture strategy

Uncovering Under-served Consumer Needs

- Knowledge vs. insight: discussion of techniques
- Isolating needs drivers for differentiation

Needs-Based Target Audience

Segmentation Develop Brand Character

- Differentiation on brand character

Creating New Features and Products to Deliver the Positioning

- How to “walk the talk” and add value

How to Organize for Brand Development

- New organizational design

Summary