

Gearing You For Growth

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Branding Creating and Managing Your Corporate

Course Overview

Your brand is the vehicle that propels your product or service into your customer's lives, and into their hearts. A good brand is much more than an attractive image combined with some witty type. Your brand must reflect the heart and soul of your product and offer a promise that you can live up to.

This two-day course will get you started on the road to creating a perfect brand. The first day will cover the basics of branding, including how to develop a visual identity from start to finish. The courses also gives you some graphic design tips to help you communicate your expectations to a professional designer.

The second day will focus on how to put your brand out there in the right way. Delegates talk about how to keep their brand energized and alive with monitoring and evaluation tools.

Course Objectives

- Define what a brand is (particularly a strong brand) and what branding is about.
- Define various types of brand architecture and brand extension.
- Identify your brand's products, the features of those products, and their values.
- Write a mission, vision, and style statement for a brand.
- Describe the basics of positioning a brand.
- Understand the basics of creating a visual identity, including a brand name, slogan, and logo.
- Help your employees live the brand by empowering them to be ambassadors and creating strong brand touchpoints.
- Effectively plan an internal and external brand launch.
- Monitor and evaluate your brand, and understand how to respond to the results.

Prerequisite

The are no prerequisites.

Target

This workshop is for Marketing Managers, Supervisors, Brand Ambassadors, Sales Managers or anyone moving into such a role.



Duration

- 2 Days

Course Outline

Defining Branding

To begin, delegates will explore what a brand means and what branding is all about. Delegates will also discuss some popular brands and what makes them stand out.

What Are You All About?

Next, delegates will get started on the branding process by learning how to identify a product's features, benefits, and values.

Creating a Mission

A mission statement is where you can express your big dreams for your product. In this session, delegates will learn what a good mission statement looks like. They will also get some hands-on practice in creating a mission statement for a product of their choice.

Creating a Vision of the Future

Next, it is time to outline how you want things to look for your brand in the short term. This session will give delegates some tips for creating a vision statement and share some sample statements for a fictional company.

Positioning Your Brand

Positioning describes how your brand will be seen in the minds of customers. Delegates will learn what a positioning statement looks like and they will take part in a positioning workout to get some hands-on practice.

Developing Your Style

The next component of your brand identity is the style statement: what attitude will your brand have? This session includes both a theory and practice component.

Developing a Brand Name and Slogan

Now it is time for the fun stuff! To begin, this session will recap what we have covered so far. Then, delegates will get practical tips on creating a brand name and a slogan.

Creating a Visual Identity

Although we cannot turn delegates into professional graphic designers, this session will help them understand the basics of graphic design. Concepts include image perception, colour spectrum analysis, font types, and types of visual identities. A pop culture quiz rounds out the session.

Living Your Brand

To begin the second day, delegates will learn how to transform company employees into brand ambassadors and how to create a unique experience at each brand touchpoint.



Connecting with Customers

Next, we will share ten easy ways to connect with customers.

Launching Your Brand

This session will share some ideas for making internal and external brand launches a smashing success.

Taking Your Brand's Pulse

In order for a brand to be as successful as possible, it must evolve with your company, your customers, and the marketplace. This session will introduce delegates to the basics of brand evaluation.

Performing a SWOT Analysis

To begin, delegates will learn about one of the most popular tools for brand analysis: the SWOT (Strengths, Weaknesses, Opportunities, Threats) matrix.

Measuring Brand Health with a Balanced Scorecard

Next, delegates will learn how brands can be evaluated with a balanced scorecard.

Middleton's Brand Matrix

The final evaluation tool that we will explore is Simon Middleton's brand matrix, which plots strength, weakness, positivity, and negativity.

Interpreting Evaluation Results

In this session, delegates will learn what to do with brand evaluation results. We will also share the six most common signs of brand trouble.

Keeping the Brand Alive

Next, delegates will learn about refreshing a brand, re-launching a brand, and re-branding. They will then apply their knowledge to a case study.

Going Beyond the Brand

To wrap up the day, delegates will learn about various kinds of brand architecture and brand extension.