

# Strategic Brand Development and Performance Management

## INTRODUCTION

- The power of brands has increased enormously in the past 25 years – Apple®, Google®, Microsoft®, Amazon® and Facebook® have combined annual revenues in excess of \$800 billion and previously defunct brand names such as Blaupunkt® and Akai® have been revived – because brands sell products and services, to consumers and to businesses.
- This Strategic Brand Development and Performance Management training seminar will provide you with a good understanding of how to track brand value/performance and research/plan brand development.

This training seminar will highlight:

- Valuing brands as assets
- Assessing brand performance
- Research methods for brand managers
- Maintaining the brand portfolio
- Adding to the brand portfolio



## OBJECTIVES

By attending this seminar, you will learn to:

- Discuss how to place a value on a brand
- Explain how to assess brand performance
- Assess different research methods and how to use comparative methods to test brand options
- Formulate a brand architecture
- Plan how to extend a brand/appraise the pros and cons of brand expansion
- Discuss portfolio maintenance

## ORGANISATIONAL IMPACT

- Attending this Strategic Brand Development and Performance Management training course, the participants will return to their organizations with a broader understanding of how strategic brand management activities support business objectives, including how to:
  - Value brands, using a price premium methodology
  - Research brand performance
  - Develop a coherent brand architecture
  - Analyze future brand developments
  - Maintain the brand portfolio
  - Extend the brand portfolio

## PERSONAL IMPACT

This training course will help the participants to strengthen their strategic brand management capabilities, including:

- A structured approach to managing brands
- Assessing brand value
- Applying appropriate brand research methods
- Building brand portfolios using an architectural approach
- Keeping brand portfolios in good shape
- Setting up direct and/or indirect channels to market, as appropriate

## WHO SHOULD ATTEND?

- This training course is suitable to a wide range of professionals with an interest in brand management and marketing, but will greatly benefit:
- Marketing Executives
- Brand Managers
- Key Account Executives
- Business Development Professionals
- Entrepreneurs
- Small to Medium Enterprise (SME) owners and Managers
- Sales Executives and Sales Managers

## Course Outline

### Brand Value, Performance and Research

- Developing brand financials, e.g. return on investment, future cash flows, net present value
- Establishing the brand value chain
- Assessing brand performance
- Supporting brand audits with focused tracking surveys
- Using research to identify customer perception of brands
- Qualitative and quantitative research methods
- Brand based and marketing based comparative methods
- Conjoint analysis, residual based and valuation-based methods

### Brand Architecture

- Brand strategy and brand architecture, developing a hierarchy of brands
- Creating a brand architecture
- Building brand equity Introducing new products and brand extensions
- Designing brand extensions, naming brand extensions for maximum impact
- Managing brands over an extended period of time
- Balancing the brand portfolio, refreshing tired brands, developing acquisitions and divestments
- Introducing new market segments
- Introducing new regional/continental markets, dealing with international considerations, building global brand equity