

Design your brand strategy



MR-170 2 Days (14 Hours)

Description

A strong brand strengthens a company's relationship with its customers and helps create value. This training will show you how to design and implement a successful brand strategy.

Who is this training for ?

For whom

Marketing manager, communications manager, product manager, marketing project manager and anyone in charge of brand communication.

Prerequisites

Aucune

Training objectives

- Define the constituent elements of the brand
- Understand the relationship of consumers to the brand
- Determine the target and the identity of the brand
- Make your brand identity visible

Training program

Identifier les fonctions de la marque pour l'entreprise

- Definition and main constituent elements of the brand name: words, pseudonyms, letters, numbers, acronyms.
- An element of functional and symbolic differentiation.
- A tool of value creation.
- An instrument for building consumer loyalty.
- Practical work Analysis of the values ??of a brand through its advertisements.

Comprendre la relation entre la marque et le client

- The guarantee function: the notion of trust, labels.
- The identification function: brand image and recognition by the consumer.
- L emotional attachment of the consumer to the brand: loyalty, repeat purchases, role of prescriber.
- The emergence of brand communities: consumer clubs, social networks.
- Work practices Analysis of brand/consumer relationships.

Construire une marque forte

- Move from business strategy to brand strategy.
- Identify the target audience: segmentation criteria, targeting policy.
- Define its brand identity: DNA, personality, meaning and positioning of the brand.
- Develop the notoriety and image of your brand: the concepts of salience and resonance.
- Elaborate the platform of its brand: DNA, value, target, positioning.
- Practical work Identify the target and brand identity of a range of products.

Exprimer son identité de marque

- Enhance the name of your brand and its qualities: capitalize on its strong points.
- Optimize the signs of brand recognition: the logo, the graphic charter, the signature, the slogans .
- Develop 360° communication: on-line and off-line.
- Brand architecture and extension: product brand, range brand, umbrella brand, brand -caution.
- Brand alliance: co-branding and licensing.
- Practical work Analyze the signage components of several brands.