
GfK ACADEMY

At the Forefront of Marketing Thinking

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Strategic Brand Management



GfK GfK Academy



STRATEGIC BRAND MANAGEMENT

CREATING POWERFUL BRANDS IN A NEW MARKETING WORLD

OVERVIEW

The brands developed and invested in by a company over time are one of its most valuable assets. Recent years have seen a number of significant changes in the marketing environment: consumers have become much more informed, economies have experienced a severe recession, environmental concerns have heightened, and globalization has accelerated. This new marketing world puts greater pressure than ever on companies to manage their existing brands skillfully and leverage those assets intelligently in order to create successful new marketing opportunities.

In branding, there is no doubt that the rules of the game are changing dramatically. The straightforward mass marketing techniques of previous decades are no longer effective. While this new marketing world poses significant threats, it also offers tremendous opportunities. Companies must opt for new branding practices and fresh thinking on how to operate and compete. Those that don't make the right adjustments will be left behind.

This program includes a comprehensive, integrated and thoroughly up-to-date examination of the state of branding and how this new marketing world is reshaping brand marketing. It provides the latest and most detailed thinking and practical insights into the art and science of branding. The program focuses on improving the profitability of branding strategies by providing specific guidelines for developing, measuring and managing brand equity in this new marketing world.



BENEFIT

Through this GfK Academy seminar, you will gain the following skills:

- > Establishing strong competitive positions
- > Creating intense, active relationships with customers
- > Integrating online and offline marketing programs and activities
- > Aligning internal and external marketing activities
- > Understanding ROI of marketing investments
- > Leveraging brand equity across categories & markets
- > Designing and implementing brand strategies
- > Implementing holistic branding practices

PROGRAM CONTENT

Understanding 21st Century Branding Management

- > How marketing and branding has changed
- > Strategic brand management process
- > Lessons from the world's strongest brands
- > Eight keys to branding excellence

Brand Planning

- > Brand positioning model: how to establish competitive advantages
- > Brand resonance model: how to create intense, activity loyalty relationships with customers
- > Brand value chain model: how to trace the value creation process to better understand the financial impact of marketing expenditures and investments.

Building Strong Brands

- > Three key drivers of brand equity
- > Integrated online and offline channel and communication strategies
- > Blending new and traditional media opportunities
- > Incorporating corporate social responsibility and green marketing

Measuring Brand Equity

- > How to measure brand equity
- > How to design and implement a brand equity measurement system
- > How to value brands

Brand Growth Strategies

- > Brand architecture, brand hierarchies and brand portfolios
- > Effective brand extension strategies
- > Managing brands across markets and cultural segments
- > Managing brands over time

Putting it all together

- > Holistic brand management
 - > The new 4 P's
 - > Assembling a marketing toolkit
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LEARNING STYLE AND LANGUAGE

This GfK Academy seminar will use an interactive approach, specifically involving:

- > Highly interactive sessions and discussions
- > Exercises and group work
- > Work on actual business case studies, including such top brands as Red Bull, Nike, Nivea, American Express, GE and iPod

English will be the language of instruction and a considerable amount of 'business language' may be used. Delegates are expected to participate fully in the intensive group discussions, and should therefore have sufficient knowledge of English.

WHO IS THE COURSE AIMED AT?

The program is designed for brand managers, marketing managers, new product development managers, marketing research managers and customer service managers who seek greater breadth and depth in their branding knowledge and skills. The program's perspective is relevant to a wide range of industries including consumer products, high-tech, retail and services. Entire marketing teams are encouraged, as attending with colleagues creates a common marketing language and toolkit that will help maximize the company's branding efforts.

COURSE DIRECTOR

Kevin Lane Keller, Ph.D.

E. B. Osborn Professor of Marketing at the Tuck School of Business at Dartmouth College.

Professor Keller is an international pioneer in the study of strategic brand management and marketing strategy. His impressive academic résumé includes degrees from Cornell, Duke, and Carnegie-Mellon universities, award-winning research, and faculty positions at Berkeley, Stanford, and the University of North Carolina. He has served as brand confidant to marketers for some of the world's most successful brands, including Accenture, American Express, Disney, Ford, Google, Intel, Levi-Strauss, SAB Miller, Procter & Gamble, Samsung, and Starbucks. From his vantage point as one of the world's leading academic thinkers and top industry consultants in marketing, Professor Keller provides best practice, leading-edge strategic guidelines and tactical insights to help create strong brands in a fast-moving, highly competitive economy. His textbook, *Strategic Brand Management*, in its 3rd edition, has been adopted at top business schools and leading firms around the world and has been heralded as the "bible of branding." He is also the co-author with Philip Kotler of the all-time best-selling introductory MBA marketing textbook, *Marketing Management*, now in its 13th edition.



LOCATION AND DATES

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Module #0602

(Strategic Brand Management)

Country and City: Germany, Mainz

Venue: HYATT REGENCY, Mainz

Journey: Flight to Frankfurt Rhine Main Airport

Duration: 3 days

Date: 21 – 23 March 2012

Attendance fee: 2,850 Euro (VAT not included)



GESCHÄFTSBEDINGUNGEN

ANMELDUNG:

Per Post oder Fax mit dem Anmeldeformular, direkt per Internet oder via E-Mail unter Verwendung der Angaben auf dem Anmeldeformular.

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Business Unit GfK Academy
Nordwestring 101
90419 Nürnberg, Germany

Nach Eingang Ihrer Anmeldung erhalten Sie umgehend eine schriftliche Anmeldebestätigung. Anmeldungen werden in der Reihenfolge ihres Eingangs berücksichtigt. Sind keine freien Plätze mehr verfügbar, werden Sie unverzüglich darüber informiert.

SEMINARGEBÜHR:

Die Seminargebühr beinhaltet das Kurshonorar, die Seminarunterlagen sowie die Verpflegung (Business Lunch, Dinner). Übernachtung und Frühstück sind in den Gebühren nicht enthalten. Diese werden direkt mit dem Hotel abgerechnet.

Werden nur Teile des Seminars besucht, kann keine Erstattung erfolgen. Die Teilnehmergebühr ist innerhalb von 30 Tagen nach Erhalt der Rechnung ohne Abzug fällig. Sie ist in Euro zu entrichten.

TAGUNGSORT:

Im angegebenen Hotel ist bis 4 Wochen vor Seminarbeginn ein Zimmerkontingent zu Sonderkonditionen reserviert. Die Buchung erfolgt direkt durch den Teilnehmer, Detailinformationen erfolgen mit der Anmeldebestätigung. Die Hotelrechnung wird vom Teilnehmer beim Auschecken selbst bezahlt.

PROGRAMMÄNDERUNGEN:

Sollte es die Situation erforderlich machen, behalten wir uns das Recht vor, kleine Programmänderungen und Umdispositionen von Referenten/Dozenten vorzunehmen, ohne jedoch die Seminarziele zu verändern.

ANNULLIERUNG:

Sollte aufgrund zu geringer Teilnehmerzahl ein Seminar nicht durchgeführt werden können, ist die GfK Academy berechtigt, bis 14 Tage vor Seminarbeginn unter Rückzahlung der bereits geleisteten Zahlungen vom Vertrag zurückzutreten.

Absagen bereits bestätigter Buchungen durch den Teilnehmer bedürfen der schriftlichen Form. Sie sind bis 8 Wochen vor Seminarbeginn kostenlos. Danach fallen folgende Rücktrittsgebühren an:

- > weniger als 42 Tage: 25 % der Seminargebühr
- > weniger als 28 Tage: 50 % der Seminargebühr
- > weniger als 14 Tage: 100 % der Seminargebühr

UMBUCHUNG:

Eine Umbuchung auf ein anderes Seminar ist bis 42 Tage vor Beginn des gebuchten Seminars kostenfrei möglich. Ansonsten gelten die unter Annullierung aufgeführten Bedingungen.

Wenn Sie darüber hinaus weitere Informationen benötigen, wenden Sie sich bitte an:
GfK Academy, Nordwestring 101, 90419 Nürnberg,
Tel.: +49 (0) 911 395-2266, Fax: +49 (0) 911 395-2715,
academy@gfk-academy.com, www.gfk-academy.com

GENERAL TERMS AND CONDITIONS OF BUSINESS

REGISTRATION:

By post or fax using the application form or direct on our website or by e-mail using the details indicated on the application form.

www.gfk-academy.com
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Fax: +49 (0) 911 395-2715
Address: GfK-Nürnberg e. V.
Business Unit GfK Academy
Nordwestring 101
90419 Nürnberg, Germany

On receipt of your application, we will promptly send written confirmation to you. Applications will be processed in order of the date of receipt. If the relevant seminars are full, we will advise you of this immediately.

SEMINAR FEES:

The seminar fee covers course fees, seminar handouts and other course material as well as meals (business lunch, dinner). Accommodation and breakfast are not included and should be settled direct with the hotel.

If you attend certain sections of the seminar only, you will not be reimbursed for the seminar days missed. Seminar fees are payable within 30 days of receipt of the invoice without deduction. The amount is payable in euros.

CONFERENCE VENUE:

A number of rooms have been reserved in the hotel indicated. These will be available for booking at a special price up to 4 weeks prior to the course starting. Participants should book their own rooms, details will be sent together with confirmation of registration. Participants should settle their hotel bill when they check out.

CHANGES TO THE PROGRAM:

The program may be subject to minor changes and rearrangements regarding lecturers/speakers if circumstances make such changes necessary. However, the basic focus of the seminars will not change.

CANCELLATION:

If a seminar cannot take place due to the minimum number of participants not being met, the GfK Academy has the right to cancel the seminar with at least 14 days' notice prior to the start of the seminar. Any payments already made will be reimbursed.

Cancellations of confirmed bookings on the part of participants must be made in writing and are free of charge provided they are made at least 8 weeks prior to the start of the seminar. For cancellations made at a later date, the following cancellation fees apply:

- > less than 42 days: 25 % of the course fee
- > less than 28 days: 50 % of the course fee
- > less than 14 days: 100 % of the course fee

CHANGES IN BOOKINGS:

You may change your registration free of charge from one seminar to another up to 42 days prior to the start of the seminar you have registered to attend. Rearrangements at a later date are subject to the terms and conditions specified under Cancellation above.

Should you require any additional information, please contact:
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