

# Advanced Brand Experience Bootcamp

- ↪ 23 & 24 April 2020, Central London
- ↪ 18 & 19 June 2020, Central London
- ↪ 24 & 25 September 2020, Central London

*Learn how to build brand experiences that will help your brand retain relevance and drive long-term brand performance*



**Dr Darren Coleman, Bootcamp Facilitator**

Founder of Wavelength Marketing (UK) & author of Building Brand Experiences:  
A Practical Guide to Retaining Brand Relevance.





# Advanced Brand Experience Bootcamp

## FREE takeaways from this Bootcamp

- **A copy of Building Brand Experiences:**  
A Practical Guide to Retaining Brand Relevance.

- **The Brand Experience Blueprint:**  
Printed on a dry wipe board so you can share and refine your outline plan with your team.

- **The Brand Experience Toolkit:**  
Practical tools, templates and techniques you can use to build brand experiences with your teams at work.



## You should attend this Bootcamp if you are responsible for:

Brand, marketing, brand/customer experience, strategy, service design, corporate communications and hold one of the following positions:

- Chief Marketing Officer
- Marketing Director
- Head of Department
- Senior Management
- Executive
- Senior Executive
- Executive Vice President
- Vice President

### Note:

We're unable to accept enquiries from marketing agencies due to the commercial value of the knowledge we share. However, if you are interested in licensing the Brand Experience Blueprint and Brand Experience Toolkit, please email [info@wavelengthmarketing.co.uk](mailto:info@wavelengthmarketing.co.uk)

## After attending our Advanced Brand Experience Bootcamp you'll:

- **Enhance** your ability to structure and lead brand experience building initiatives by using the Brand Experience Blueprint.
- **Translate** the C-suite's brand experience aspirations into action.
- **Obtain** a robust and rounded understanding of how to build brand experiences.
- **Create** an outline brand experiences plan focused on helping your brand retain relevance.
- **Engage** colleagues with your brand experience plan via clear and concise thinking.
- **Secure** greater buy-in for your brand experience plan from senior executives due to the scientific approach you'll adopt.
- **Align** strategic and operational brand experience building activities with greater certainty.
- **Acquire** advanced brand experience knowledge that will position you as a thought leader in your organisation.
- **Know** how to build brand experiences based on scientific insight not personal anecdote.

*The world's smartest executives appreciate brand experiences drive brand relevance and organisational performance. But knowing how to start, structure, then lead brand experience building initiatives is something many struggle with. This Advanced Brand Experience Bootcamp solves that problem.*



### Thinking of sending more than five members of your team to our Advanced Bootcamp?

Why not run this Bootcamp in-house with customised content? In-house Bootcamps are the most cost-effective and convenient option for teams. For more information, contact Wavelength on Tel: +44 (0) 121 285 0045 / Email: [bx@wavelengthmarketing.co.uk](mailto:bx@wavelengthmarketing.co.uk)

# Advanced Brand Experience Bootcamp

## Meet your Bootcamp Facilitator



Dr Darren Coleman has over 20 years' global branding experience. This spans projects in the UK, continental Europe, the Middle East, South East Asia and Japan. He has helped brands such as Johnson & Johnson, Orange (UK and Group), Maybank and Standard Life.

Darren is the founder and managing consultant of Wavelength Marketing. Wavelength specialises in helping services brands retain relevance through the experiences they build. Darren holds an MA in marketing and a PhD in services branding and brand performance. Darren is frequently invited to speak at international conferences, run executive workshops around the world and comment on brand-related issues in national and international media. He is the author of Building Brand Experiences: A Practical Guide to Retaining Brand Relevance (Kogan Page) and has published articles in *Industrial Marketing Management* and *European Journal of Marketing*.

He has a penchant for travel, tennis, scuba diving, powerboating, mountain biking, yoga and Birmingham City Football Club. Granted, some are more enjoyable than others.

## This is how the three days will play out

### Day 1: Building your brand experiences on solid foundations

We start by establishing why brands that compete through experiences retain long-term relevance. Following this, we work on your brand experiences business case so you feel confident when selling your brand experience plan to colleagues and the C-suite. The Brand Experience Blueprint is then introduced as the practical tool we will use to help you build brand experiences before we go on to take a look at how you should measure brand experiences. We then take a deep dive into the context that shapes brand experiences (Brand Experience Environment).

Next we evaluate frequently used but misunderstood branding concepts: brand values, essence, promise, positioning and personality (Brand Experience Essentials) before connecting your Brand Experience Essentials with the Brand Experience Environment to enhance the relevance of the experiences you build.

### Day 2: Bringing your brand experiences to life

We tie everything together on the second day by considering how you can bring your brand experiences to life through employee behaviour, communications and design (Brand Experience Enablers). Particular emphasis is placed on how these three areas should work together so you can deliver consistently more relevant experiences. During the final part of the day we put your outline plan to the test in a fun simulation.

#### Take note:

**The start and end of each session involves a guided discussion and/or use of a template from the Brand Experience Toolkit. This keeps things practical and applied.**

**Darren really knows what he is talking about when it comes to branding.  
This course was definitely worth flying over to London for.**

*- Head of Marketing, Global Pharmaceuticals Brand, Netherlands.*



## Brand experiences: Introduction, insight and business case

- Appreciating why brand experiences win
- Building your brand experiences business case to secure board buy-in

## The Brand Experience Blueprint: A practical management tool

- How to use the Brand Experience Blueprint in practical ways

Selected case studies: CitizenM and Metro Bank

## Measuring brand experiences

- The logic that should underpin your measurement approach
- Obtaining 'big picture' and 'touch point' metrics
- Adopting a holistic approach to measurement

## The Brand Experience Environment: Brand experience context

- Understanding your stakeholders
- Fine-tuning your perspective
- Considering the mechanics of delivery
- Adopting a data-driven approach

Selected case studies: Standard Chartered, KPN, Orange, DHL, Lego, Coke, Beats by Dre, Bose, Swisscom, Samsung, Mercedes, IKEA.

Practical exercises/group discussions: Use the Brand Experience Toolkit to establish the relative importance of each part of the Brand Experience Environment.

## Brand Experience Essentials: Brand experience building blocks

- Brand Experience Essentials: Overused but misunderstood brand assets?
- Auditing your Brand Experience Essentials
- Brand Values:
  - Turning brand values into powerful brand assets
  - Five steps to creating great brand values
- Brand essence:
  - Using brand essence to drive revenues in existing and new markets
  - Maximising brand essence benefit through third party relationships
- Brand promise
  - Delivering a brand promise based on relevant benefits, not functional features
  - Crafting your brand promise
- Brand positioning
  - Understanding your competitors - in your category and beyond
  - Writing a positioning statement that articulates how/why your brand is different
- Brand personality
  - Using brand personality to make your brand more emotionally relevant

Practical exercises/group discussions: The Brand Experience Toolkit will be used to help participants integrate and evaluate each Brand Experience Essential in the context their organisation.

Selected case studies: Bank of Singapore, Coke, Virgin Atlantic, British Airways, Burberry, Marlboro Classics, Boehringer Ingelheim, Standard Chartered, Turkcell, Qatar Airways, Pfizer, BlackBerry, Fred Perry, Barbour, TAG Heuer and Harrods.

## Connecting the Brand Experience Enablers and Brand Experience Environment

- Developing your Brand Experience Essentials in the context of the Brand Experience Environment
- Are your Brand Experience Essentials relevant?

Practical exercises/group discussions: Tools from the Brand Experience Toolkit will be used to help you apply each Brand Experience Essential to your organisation.



Excellent content delivery, interactive group work and interesting participant mix made this a really worthwhile and enjoyable training course.

- Director of Branding and Events, Telecoms, France.

*Goldfish Game - Recap game to ensure you haven't forgotten what you learnt on Day 1!*

## Brand Experience Enablers: Brand experience building tools

- Understanding why building brand experiences is everyone's job
- Employee behaviour:
  - Aligning brand and HR processes
  - Recruiting people with brand experiences in mind
  - Inducting your employees so they feel a part of the experiences they'll build
  - Training your teams so they reinforce your brand
  - Rewarding your employees for delivering your brand experiences
  - Using exit interviews as an employer branding opportunity
- Communications:
  - Using internal communications to educate and engage your employees
  - Avoiding social media seduction
  - Capitalising on conversations and content
  - Building communities to convey your brand
  - Articulating your verbal identity
  - Getting to grips with gamification
  - Making the most of mobile
  - Crafting stories that engage your stakeholders at an emotional level
- Design:
  - Embracing multisensory design (sound, sight,

touch, scent and taste) to bring your brand to life

- Using service design to build more engaging experiences (personas, empathy maps, customer journey maps, use case scenarios, service/experience prototyping, mood boards and storyboards)

Practical exercises/group discussions: Various tools and templates from the Brand Experience Toolkit will be used to help participants understand how each Brand Experience Enabler can bring their brand to life.

Selected case studies: AirAsia, DHL, Nestlé, Sky Arabia, eBay, Line, Procter & Gamble, SNCF, Foxtel, Vodafone, BMW, Heineken, Qatar Airways, Etisalat, and Dunkin' Donuts.

## Bringing your Brand Experience Essentials to life through the Brand Experience Enablers

- This extended session will help you bring the Brand Experience Essentials to life through the Brand Experience Enablers. Particular emphasis will be placed on integrating the Enablers so you can deliver relevant experiences more consistently across brand touchpoints.

Practical exercises/group discussions: During this session we'll call on tools and templates from the Brand Experience Toolkit to help you bring your brand to life through the Brand Experience Enablers.

## Preparation for CEO interview/role play

- Individual break out sessions to refine an outline brand plan with Bootcamp Facilitator support
- "So, talk us through how we'll compete through brand experiences." This session will take the form of a (fun/light-hearted) role play where you will share your outline brand experiences plan with the board (other Bootcamp participants)

## Action planning/close



*Darren's branding course was relevant and informative; above all, though, it was engaging – something that's quite hard to do when you have a lot of information to take in and process.*

*- Marketing Director. Automotive, USA.*



# Advanced Brand Experience Bootcamp

## Key information

- **Timings:** 09.00 - 17.00
- **Next Bootcamps:**
  - 28 & 29 November 2019 (Central London)
  - 30 & 31 January 2020 (Central London)
  - 23 & 24 April 2020 (Central London)
- **Maximum number of places:** 16
- **Early bird discount:** Receive a 10% discount if you book two months before the Bootcamp.
- **Groups :** Pay full price for the first space you book, 10% off the second and third, and 15% off every space you book after that.
- **Price:** £1,250 + 20% VAT

## How to register

- **Call:** +44 (0) 121 285 0045
- **Mail:** [bx@wavelengthmarketing.co.uk](mailto:bx@wavelengthmarketing.co.uk)

The three days spent working with Darren proved to be quite a paradigm shift. This has changed the way our business looks at not only our products, but more importantly our customers and the experiences our products enable us to deliver in the marketplace.

- Vice President. Digital Banking, Saudi Arabia.

## Looking for something more or less sophisticated? Take a look at our other Bootcamps



**Baseline**  
Brand Experience  
Bootcamp

~ 1 day



**Intermediate**  
Brand Experience  
Bootcamp

~ 2 days



**Leadership**  
Brand Experience  
Bootcamp

~ 5 days



**Bespoke**  
Brand Experience  
Bootcamps

## Customised solutions



## Would you like to run this bootcamp in-house?

Save on travel and accommodation expenses whilst receiving a learning experience that is bespoke to your business.

To customise this Bootcamp so it delivers greater value and impact, contact Wavelength on

**+44 (0) 121 285 0045**

or email the team at

**[bx@wavelengthmarketing.co.uk](mailto:bx@wavelengthmarketing.co.uk)**