

Delivering Brand-Driven Growth

Sections & Timings



Session	Course Content	Mins
INTRODUCTION: Welcome to the world of brand-driven growth	<ul style="list-style-type: none"> • Winning through brand-driven growth • Who this course is for • How this course will help you • How this course is structured • Your course instructor • How to get the most from this training • The business case for brands: Free downloadable resource 	13
THANK YOU	<ul style="list-style-type: none"> • Thanks for your time and investment • Passwords for password protected content 	1
SECTION 1: Delivering brand-driven growth	<ul style="list-style-type: none"> • Learning objectives • Being brand- vs. product-driven • The importance of brand penetration • Brand response campaigns • Using The Brand-Driven Growth Blueprint: A practical management tool • Practical advice, tasks and recap 	23
SECTION 2: Engaging and aligning with the c-suite	<ul style="list-style-type: none"> • Learning objectives • The business case for brands (Engaging the c-suite) • Objectives, data and simple language • Practical advice, tasks and recap 	19
SECTION 3: Understanding your target customer(s) / stakeholder	<ul style="list-style-type: none"> • Learning objectives • Profiling your target customer(s) • The importance of emotion • Driving brand growth through jobs to be done thinking • The importance of stakeholders • Growing through brand partnerships • Practical advice, tasks and recap 	58
SECTION 4: Building brands that drive growth	<ul style="list-style-type: none"> • Learning objectives • Reduce brand jargon to increase c-suite engagement • Brand values: Connect with your customers • Brand essence: Drive growth in existing / new categories and markets • Brand personality: Give your brand emotional appeal • Brand positioning: Creating meaningful brand associations • Using distinctive brand assets • Practical advice, tasks and recap 	71

SECTION 5: Delivering maximum value	<ul style="list-style-type: none"> • Learning objectives • The dangers of competing purely on price • Establishing sources of value • Identifying benefits • Delivering benefits to customers / stakeholders • The importance of brand experiences • Clarifying your value proposition • Practical advice, tasks and recap 	45
SECTION 6: Connecting customers, brand and product / experiences to drive growth	<ul style="list-style-type: none"> • Learning objectives • Aligning customers and your brand • Brand values: Connecting with your customers • Brand essence: Driving growth in existing / new categories and markets • Brand personality: Giving your brand emotional appeal • Brand positioning: Creating meaningful brand associations • Growing through brand partnerships • Launching on-brand products / experiences • Practical advice, tasks and recap 	30
SECTION 7: Measuring brand-driven growth effectively	<ul style="list-style-type: none"> • Learning objectives • Understanding share of voice and share of search • Taking a balanced approach to brand performance measurement • Practical advice, tasks and recap 	12
SECTION 8: Summary & Action planning	<ul style="list-style-type: none"> • Using the Brand-Driven Growth Blueprint to deliver growth • Creating your brand-driven growth plan • Action planning • Recap on Course Objectives • Thank you. 	10
Total course content (hours)		4.7