



BRAND MANAGEMENT: CREATING EFFECTIVE BRAND PLANS

OVERVIEW

Your brand strategy defines what you stand for, a promise you make, and the personality you convey. And while it includes your logo, color palette and slogan, those are only creative elements that convey your brand. Instead, your brand lives in every day-to-day interaction you have with your market:

- The images you convey
- The messages you deliver on your website, proposals and campaigns
- The way your employees interact with customers
- A customer's opinion of you versus your competition

OBJECTIVES

- Understand what a brand is and the importance of brand management in organisations
- Identify the key elements of your brand and describe the attributes of a strong brand
- Articulate Brand management and Identify Strategic brand management process
- Develop a plan for your brand

WHO SHOULD ATTEND

All those involved in Branding of any product or services

WORKSHOP OUTLINE

- Module 1: Branding Defined
- Module 2: Concept of Brand Equity
- Module 3: What is Brand Management
- Module 4: Branding – Strategic Brand Management Process
- Module 5: Effective Branding – Managing Media

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