Translating Brand Strategy into Brilliant – Successful – Marketplace Execution

Consumers don’t see the brand strategy, the situation analysis, the Power Points, the copious research findings. They do see – and experience – the outcome; the execution of the strategy, from product design to packaging, advertising to promotions, customer service to social media. In this workshop-based course, students will immerse themselves in what it takes to bring a brand strategy to life, all the practical and pragmatic aspects of marketplace execution. Utilizing a wide range of actual brand strategies, from companies large and small, students will learn how to assess which points of touch with the consumer are most advantageous relative to meeting a given objective, how to determine the best use of a budget, be it generous or less so, and how to work most effectively with communications agencies in areas of both traditional and emerging media. They will gain a thorough understanding of both established and emerging branding channels and disciplines, how to optimize them for return on investment with specific target audiences, and acquire the skills required to coordinate all of these tools and resources into a cohesive customer experience with the brand. In a “Times Square” marketplace, where consumers are bombarded by messages, knowing what is required to break through in a clear, concise and memorable way is critical to branding success. This course is not about theory, but the actual management and practical application of powerful branding execution techniques. It will teach students how to unlock a brand strategy in real time to its fullest potential – helping them translate exactly what consumers should see and experience to the their – and the brand’s – advantage.

Session 1– Introduction & Overview

1. Basics
   a. Why build brands
   b. Why it’s challenging
   c. Define brand equity
   d. Why execution matters
2. Class project
   a. Big Brand Consumer + Corporate
   b. Challenger Brand Consumer + Corporate

Session 2 – Setting the Strategy
   a. Powerful, simple brand idea
   b. Brand Wheel
   c. Personas & Customer Journey Mapping
   d. Messaging Framework

Session 3 – Creating the Assets
   a. Tone of Voice and verbal strategy
   b. Visual identity and design strategy
   c. Digital assets

Examples: Old Spice, Olay Fresh Effects, Intel, GE, JP Morgan, Citi

Session 4 – Building the Brand Culture
   a. The importance of internal audiences
   b. Creating Brand Ambassadors

Session 5 – Defining the Media Plan
   a. Setting the plan
   b. Establishing the performance metrics

Session 6 – Telling the Story
   a. Importance of storytelling
   b. Channels for storytelling

Session 7 – Delivering the Brand Experience
   a. Who is responsible?
   b. How do brand experiences drive loyalty?

Session 8 – Campaign integration
   a. Elements of an integrated campaign
   b. Challenges of an integrated campaign
c. Examples of successful integrated campaigns

Session 9 – Keeping it fresh

a. Challenges of creating content on an ongoing basis
b. Use of content calendar
c. Role of consumer-generated content

Session 10 – Beyond Social & Mobile

a. A look at the latest trends and technologies that will impact brand execution in the coming years

Session 11 – Post-Mortem

a. Examples of brand execution failures and what can be learned from them. How would students have done things differently?

Session 12 – Bringing it all together

a. Measuring Executional Effectiveness
b. Final project briefing