

Successful Brand Positioning Strategies

"An intensive two day executive development Programme bringing the latest techniques, strategies and advances for managing product image positioning and branding"

DATES: 12th -13th March, 2009

VENUE: Hotel Intercontinental Nairobi

**Organised By:
Adaptive Management Consultants Limited
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Overview

Are you worried that your company's products or services are no longer viewed as unique by the market? Should you keep, merge or rationalize your brands?

Whether you have an existing brand strategy or are thinking about developing a new strategy, **Building Brand Strategy** will help you evaluate your brand's strengths and will provide you with the tools and techniques you need to formulate a winning strategy.

Brand positioning -- also called product positioning or just plain positioning -- is today's leading approach to branding. Borrowing heavily from the field of psychology, brand positioning emphasizes the importance of establishing a unique "position" within the consumer's mind.

You can compare this to the importance of a species finding a "niche" within the natural world. If you're not first or second in your niche, you need a new niche! In other words, not every product can be a lion, but being a giraffe or a dolphin can work just as well.

Objectives:

Match ways to identify brand competition with descriptions of each

- Given a situation identify the action that is being taken to protect a brand
- Create a brand Vision
- Create a sub brand
- Given a scenario analyze why your new product failed

Target Group:

The target for this program Marketing Managers, Product Managers, Brand Managers and Marketing personnel who wish to learn, interpret the potential effects of various brand strategies and tactics and assess the value of any brand.

Reasons to Attend

This course is designed to provide you with a thorough understanding of how to develop a brand's positioning, give the brand a unique character that customers would value and build a branding culture within your organization.

Benefits of Attending for You:

- Understand the value of brands and brand positioning
- Learn a framework for developing and managing brand positioning
- Learn how to sustain the competitive advantage of brands

For Your Company:

- Gain a powerful source of competitive advantage
- Obtain greater power in the supply and demand chain
- Build customer loyalty and impact the bottom line by developing a "brand culture" in your organization

Program Content

Module I: Why Do We “Position” Brands? A: To Create Value for the Firm....

- Value of brands
- Brand value versus brand equity
- Understanding the role of stakeholders in brand strategy
- A framework for diagnosing the strengths and weaknesses of a brand

Case Studies: Intel, Microsoft, Nokia, Dell

ModuleII: How Do We “Position” Brands? A: ...by Creating Value for Customers

- Understanding customer needs and wants
- Understanding brands from the customer’s perspective
- Positioning tells the firm what value is being created for the customers
- A framework for understanding the process of Value Creation

Case Studies: Grameen Phone, Virgin Atlantic Airways, First Direct Bank, Dell
Creative Exercise: Group exercise to understand and apply the Laddering Framework

Module III: What Does It Mean To “Position” Brands? A: To Manage Consumer Perceptions

- Understand the role of people, processes, and physical evidence in service marketing
- Creating and managing customer perceptions
- Creating a brand image in the mind of the customer
- Measuring and managing the health of your brand
- Positioning: Battle for the customer’s mind

Case Studies: Skoda Auto, Mayo Clinic, DoCoMo

ModuleIV: A Framework of Brand Positioning: The 3 Ds of Positioning Fundamentals of Brand Positioning

- Defining, Differentiating, and Deepening the Brand Positioning
- Communication of Brand Positioning
- Building brand awareness, brand recall, and brand recognition
- A framework for Brand Positioning: The Positioning Triangle

Case Studies: DoCoMo I-Mode, Duracell and Energizer, Intel, Blackberry

A Framework of Brand Positioning: The 3 Ds of Positioning (contd.)

Module V: Implementing the Brand Positioning: New Brand Launch

- Positioning strategies for Market Leaders and Market Followers
- Developing a new brand from 'scratch'
- Developing a new brand in a new category
- Developing a brand positioning statement

Case Studies: TiVo, Palm Pilot, Orange

Creative Exercise: *Individual exercise in writing a polished positioning statement*

Module VI: The Importance of Emotions in Positioning

- From functional to emotional consumer benefits
- Emotional Positioning fundamentals
- How and What emotions to build in Brand Positioning
- Understanding the Laddering process
- Evolution of positioning over time and with competitive changes

Case Studies: Telemore, Digital Angel, Volvo, Apple, Sony

Module VII: Delivering the Brand Position: The Need for a "Brand Culture"

Brand Positioning Helps Develop Strong Customer Relationships

- Understanding the relationship between brand positioning and customer relationship
- Understanding how customer satisfaction leads to loyalty and strong relationships
- How to manage the brand positioning and customer relationships
- A framework for Mapping Brand Positioning to Customer Relationships

Case Studies: Grameen Phone, TESCO, T-Mobile

Module VIII: Consistently Delivering the 'Brand 'Promise

- Customer and Market Orientation
- Developing and living a "Brand Culture"
- Managing and organising different functional areas to deliver the brand promise
- Role of Marketing in coordinating the delivery of the brand promise
- A framework for understanding Marketing and Customer Orientation

Case Studies: Capital 1, Standard Chartered Bank, Singapore Airlines

Training Methodology

- Face to face presentation
- Individual exercises
- Group exercise
- Video Shows
- Case studies

Training Charges: Kshs: 59,500/=+16%VAT Per person

What AMC will provide to the participants

- Refreshments and Lunch
- Writing materials
- Branded files and Handouts
- Certificate of participation
- Executively framed Group photograph
- An exceptional send off

Training venue: Hotel Intercontinental Hotel Nairobi

Please note that AMC is a DIT [Directorate of Industrial Training] accredited organization.

Programme Facilitator



Prashant Malaviya is a Professor of Marketing at Georgetown University, Washington, D.C. Prior to this, he was a visiting Professor at the Wharton School from 2006-2008, a tenured Associate Professor at INSEAD from 1999-2008, and at the University of Illinois, Chicago from 1992-1999. He obtained his Ph.D. in Marketing from the Kellogg School of Management, Northwestern University, MBA (with honours) from the University of Delhi, India, and an engineering degree (with honours) from the Institute of Technology, Varanasi, India. Before entering the world of academia, Professor Malaviya worked for Nestlé and Tata Engineering in India. Professor Malaviya does research on customer psychology and consumer behavior. His research has appeared in leading marketing journals, including the *Journal of Marketing*, *Journal of Consumer Research*, *Journal of Marketing Research*, *Journal of Consumer Psychology*, *Psychology & Marketing*, and *Marketing Letters*. He applies insights from consumer research to better understand how marketing actions, such as brand positioning, communication, product design, and customer service, influence consumer evaluations and choices. Based on his research record, John Wiley & Sons recently named Professor Malaviya as a “Next Generation Business Thought Leader,” and a recent article was awarded the Emerald Citation for one of the 50 most cited business articles in 2007-2008.

Professor Malaviya’s teaching reflects his research expertise on consumer analysis. He has taught seminars on Marketing Strategy, Branding and Brand Management, Marketing of Services, Advertising, Consumer Behaviour, and Customer Orientation, at the Executive, MBA, and Doctoral levels. The executive programs he has been involved with include both company specific programs (for professional consulting, telecom, insurance, pharmaceuticals and consumer goods companies), and open-enrolment programs. Professor Malaviya has served as a consultant for various companies in the US, Europe, and Asia.

Training Registration Form

Name of Course: _____

Course Location: _____

Course Dates: _____ Fees _____

Registrants(s):

No.	Name	E-mail	Phone
1.			
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10.			

Organization: _____

Contact Person: (If not registered): _____ Phone No: _____

Address: _____

Contact Email Address: _____

Pin No. _____ VAT No. _____

I have read, understood and agreed to AMC's Term and Conditions, related to training courses as outlined in the company document

Signature: _____ Date: _____

Terms & Conditions - Adaptive Management Consultants Training Courses

A signed registration form, returned to our office indicates that you have read and agreed to the terms and conditions set out below:

1. A place on any course is reserved only upon receipt of a signed training registration form accompanied by a purchase order for an amount equal to the quoted course fee.
2. Full payment for all training activities must be received 7 working days prior to the commencement of the course.
3. Adaptive Management Consultants reserves the right to cancel or re-schedule courses with 7 days notice. In the event of such cancellation, registrants can opt to have all pre-paid fees refunded in full or credited towards the next available course.

Training Bookings & Inquiries

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Thank you for your interest in AMC's training services.