

Creating and Managing Your Corporate Brand

Course Outline



Your brand is the vehicle that propels your product or service into your customer's lives, and into their hearts. A good brand is much more than an attractive image combined with some witty type. Your brand must reflect the heart and soul of your product and offer a promise that you can live up to.

This two-day course will get you started on the road to creating a perfect brand. The first day will cover the basics of branding, including how to develop a visual identity from start to finish. We will also give you some graphic design tips to help you communicate your expectations to a professional designer. The second day will focus on how to put your brand out there in the right way. We'll also talk about how to keep your brand energised and alive with monitoring and evaluation tools.

Learning objectives include:

- Define what a brand is (particularly a strong brand) and what branding is about.
- Define various types of brand architecture and brand extension.
- Identify your brand's products, the features of those products and their values.
- Write a mission, vision and style statement for a brand.
- Describe the basics of positioning a brand.
- Understand the basics of creating a visual identity, including a brand name, slogan and logo.
- Help your employees live the brand by empowering them to be ambassadors and creating strong brand touchpoints.
- Effectively plan an internal and external brand launch.
- Monitor and evaluate your brand and understand how to respond to the results.

Course Overview

Participants will spend this session getting to know the course objectives and will also have an opportunity to identify their own personal learning objectives.

Defining Branding

To begin, participants will explore what a brand means and what branding is all about. Participants will also discuss some popular brands and what makes them stand out.

What Are You All About?

Next, participants will get started on the branding process by learning how to identify a product's features, benefits, and values.

Creating a Mission

A mission statement is where participants can express their big dreams for their product. In this session, participants will learn what a good mission statement looks like. They will also get some hands-on practice in creating a mission statement for a product of their choice.

Creating a Vision of the Future

In this session, participants will outline how they want things to look for their brand in the short term. This session will give participants some tips for creating a vision statement and share some sample statements for a fictional company.

Positioning Your Brand

Positioning describes how their brand will be seen in the minds of customers. Participants will learn what a positioning statement looks like, and they will take part in a positioning workout to get some hands-on practice.

Developing Your Style

The next component of your brand identity is the style statement: what attitude will your brand have? This session includes both a theory and practice component.

Developing a Brand Name and Slogan

Now it's time for the fun stuff! To begin, this session will recap what participants have covered so far. Then, participants will get practical tips on creating a brand name and a slogan.

Creating a Visual Identity

Although we can not turn participants into professional graphic designers, this session will help them understand the basics of graphic design. Concepts include image perception, colour spectrum analysis, font types and types of visual identities. A pop culture quiz rounds out the session.

Living Your Brand

To begin the second day, participants will learn how to transform company employees into brand ambassadors and how to create a unique experience at each brand touchpoint.

Connecting with Customers

Next, we will share ten easy ways to connect with customers.

Launching Your Brand

This session will share some ideas for making internal and external brand launches a smashing success.

Taking Your Brand's Pulse

For a brand to be as successful as possible, it must evolve with their company, their customers, and the marketplace. This session will introduce participants to the basics of brand evaluation.

Performing a SWOT Analysis

To begin, participants will learn about one of the most popular tools for brand analysis: the SWOT (Strengths, Weaknesses, Opportunities, Threats) matrix.

Measuring Brand Health with a Balanced Scorecard

Next, participants will learn how brands can be evaluated with a balanced scorecard.

Middleton's Brand Matrix

The final evaluation tool that we will explore is Simon Middleton's brand matrix, which plots strength, weakness, positivity and negativity.

Interpreting Evaluation Results

In this session, participants will learn what to do with brand evaluation results. We will also share the six most common signs of brand trouble.

Keeping the Brand Alive

Next, participants will learn about refreshing a brand, re-launching a brand and re-branding. They will then apply their knowledge to a case study.

Going Beyond the Brand

To wrap up the day, participants will learn about various kinds of brand architecture and brand extension.

Course Wrap-Up

At the end of the day, participants will have an opportunity to ask questions and fill out a personal action plan.

