

# Delivering Brand-Driven Growth

Online blended learning programme (4 half days)



## > Overview

During these turbulent times market growth is stalling and brand revenues are starting to shrink. Informed executives – who understand marketing effectiveness – will respond by leveraging their brands to drive growth (see Figure 1).

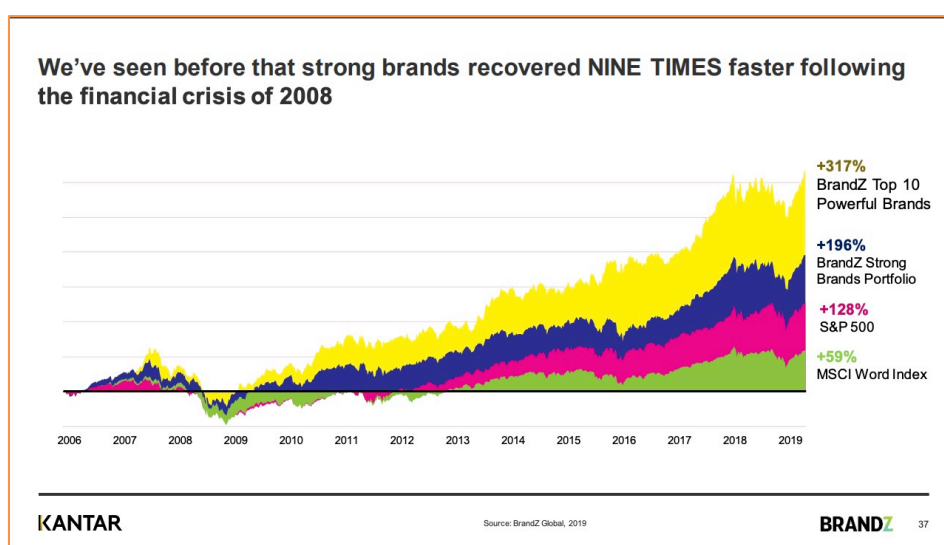


Figure 1: History shows brands drive growth

The S&P 500 clearly outlines how intangible assets, such as brand, play an increasingly important part in driving company growth and value (see Figure 2).

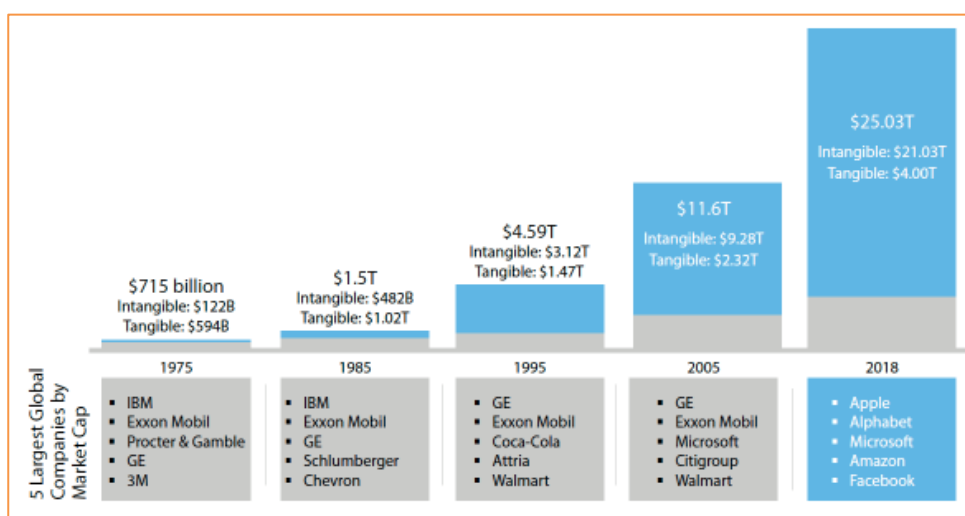


Figure 2: 2019 Intangible Assets Financial Statement Impact Comparison Report

This point has not been lost on senior marketers, who rank brand strategy as their number one priority during times of COVID-19 (Figure 3).

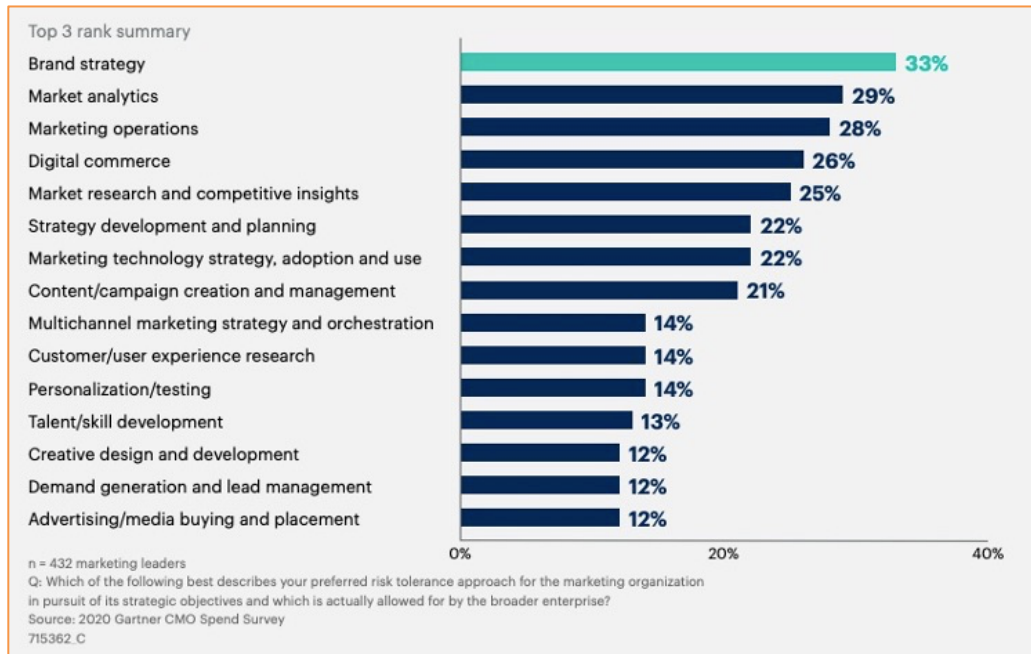


Figure 3: Brand strategy is a priority for marketing leaders during times of COVID-19

But knowing how to start and structure brand-driven growth initiatives is a challenge many marketers face (Figure 4).

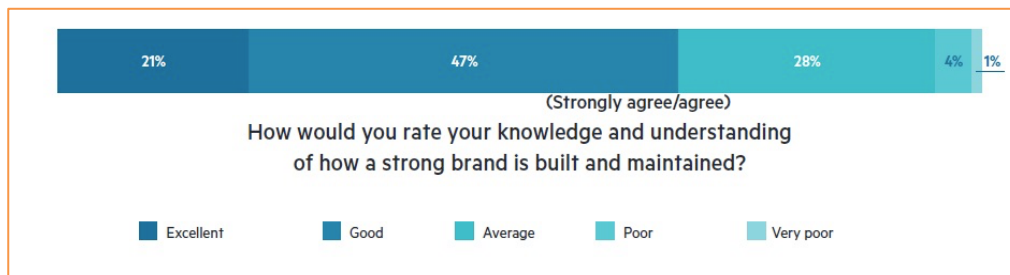


Figure 4: The C-Suite struggle to understand brand  
(Source: The Board-Brand Rift. Financial Times / Effie)

Most marketing executives will go for quantity over quality in a bid to drive growth. This results in disjointed product portfolios and experiences that feel “off brand”. If not properly understood, brand-driven growth can actually do more damage than good.

This focused online training solves that problem by breaking down the process of understanding and articulating a brand-driven growth plan into a series of focused applied blended learning sessions. By the end of the training you’ll know how to use the Brand-Driven Growth Blueprint to create a practical plan that will help you to get brand-driven growth right.

## > Workshop benefits

This workshop will help participants:

- Nurture a consistent brand, product, experiences and strategy mindset
- Dovetail brand-driven thinking with your organisation's overarching strategy
- Apply the Brand-Driven Growth Blueprint so they can structure and scale your approach to brand-driven growth
- Use templates that support the Brand-Driven Growth Blueprint
- Stay relevant by competing through engaging brand experiences
- Apply advanced statistical techniques that reduce your exposure to brand investment risk
- Incorporate existing, and identify new, KPIs so you can optimise performance
- Obtain ongoing, objective and actionable feedback / advice on your brand as the training progresses
- Be guided and mentored through the process of brand-driven growth
- Create a first draft brand-driven growth plan

## > Who has this workshop been designed for?

You should attend this training if you are responsible for brand, marketing, brand experience, customer experience, strategy, sales, business development, corporate communications and hold one of the following positions:

- |                           |                     |                            |
|---------------------------|---------------------|----------------------------|
| • Chief Marketing Officer | • Senior Management | • Executive Vice President |
| • Marketing Director      | • Executive         |                            |
| • Head of Department      | • Senior Executive  | • Vice President           |

## > Meet your workshop facilitator

Darren has over 20 years' brand marketing experience spanning Europe, the Middle East, South East Asia and Japan. He specialises in helping brands retain relevance through the brand experiences they build. Johnson & Johnson, BUPA, Dubai Properties, Maybank, Orange, Saudi Telecom Company, Al Rawabi, Ooredoo and PepsiCo are among the brands he has helped. Darren holds an MA in marketing and a PhD in B2B services brand marketing. He recently authored *Building Brand Experiences: A Practical Guide to Retaining Brand Relevance*, published by Kogan Page for global distribution and his book will be translated into Korean and Mandarin in 2020. Outside of work, Darren enjoys spending time with his wife and family, playing tennis, motor-boating, socialising, scuba diving, snoozing in his Mexican hammock, yoga and watching Birmingham City Football Club. Granted, some are more enjoyable than others. Darren can be connected with on LinkedIn.



Due to COVID-19 Darren's executive education and mentoring is increasingly being delivered virtually. [Darren's most recent showreel can be viewed here](#) - which has been crafted with COVID-19 recovery and virtual delivery in mind. Recently, Darren has invested in professional grade audio, green screen and lighting equipment to ensure a first-rate client experience is delivered.

## > Learn from best practice case studies

Throughout the training, best practice case studies will be used to illustrate how the ideas being introduced work in action. They will also be used to guide and structure group-based discussion. Case examples include:

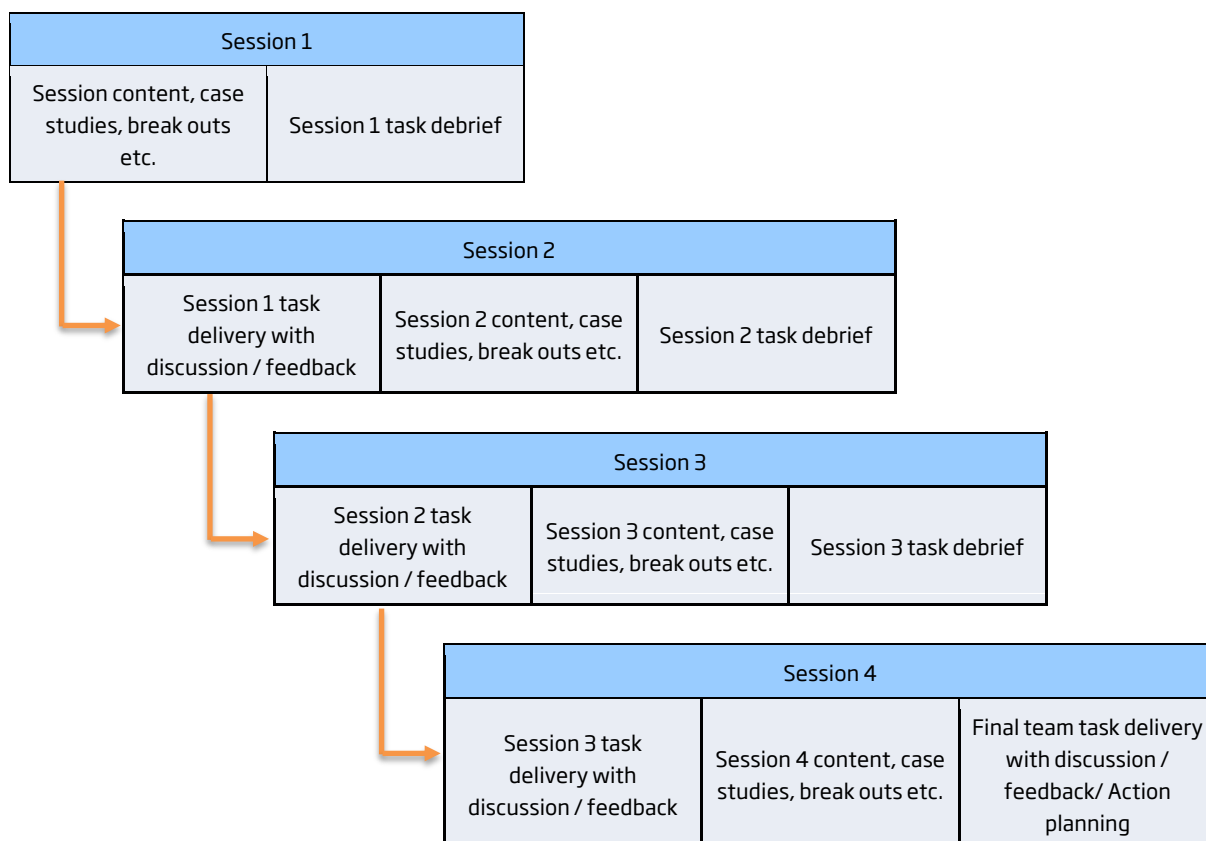
- Vodafone
- Google
- Burberry
- CapitaLand (UK / Group)
- WeChat
- Emirates NBD
- AT&T
- Lego
- Nike
- MasterCard
- Foxtel
- Swisscom
- Apple
- P&G
- Virgin Mobile
- O2
- Three
- Pfizer
- IKEA
- Sky Arabia
- Qatar Airways
- Rexona
- Standard Chartered
- Petronas
- Dunkin Donuts
- Mercedes
- Beats by Dr. Dre

## > Workshop structure

The course is delivered via four three-hour sessions and follow structure outlined below.

Each session will introduce content, case studies and have interactive break out sessions where participants apply the ideas introduced to their organisation. Each session ends with a task debrief – specific activities participants must complete before the next session. The following session opens with randomly selected participants sharing the ideas from their task debrief before moving onto the session content. Session 3 follows a similar cycle to ensure participants apply the ideas being introduced are applied to their organisation.

In the final session groups create and present the brand-driven growth plan (draft format) for one brand in their group.



Session 1: Establishing the context for brand-driven growth	
90 mins	<p>Brand-Driven Growth</p> <ul style="list-style-type: none"> <li>The rationale for a Brand-Driven Growth Blueprint</li> </ul> <p>Customer profiling</p> <ul style="list-style-type: none"> <li>Storyboarding your target customer's life psychographically</li> <li>Connecting customers, feelings and your brands</li> <li>Establishing the importance of emotion – the neuroscientific evidence</li> <li>Driving growth through products and experiences your customers don't know they want, just yet</li> <li>Delivering latent experiences to customers through 'jobs to be done' thinking</li> </ul>
15 mins	BREAK
90 mins	<p>Assessing your brand – intangible level (1)</p> <ul style="list-style-type: none"> <li>Understanding the importance of being brand- vs. product-driven</li> <li>Securing internal support for brand-driven growth by building your business case</li> <li>Obtaining c-suite support by reducing internal brand jargon</li> <li>The importance of brand growth measurement and the c-suite</li> </ul>

Session 2: Understanding your brand as an asset that drives growth (i)	
90 mins	<p>Group recap from Session 1</p> <p>Assessing your brand – intangible level (2)</p> <ul style="list-style-type: none"> <li><i>Brand values</i>: the importance of aligning brand values with customers to increase brand relevance</li> <li><i>Brand essence</i>: the acid test for brand extension and/or stretching?</li> </ul>
15 mins	BREAK
90 mins	<p>Assessing your brand – intangible level (3)</p> <ul style="list-style-type: none"> <li><i>Brand personality</i>: humanising your brand so that it is emotionally relevant to its target customers</li> <li><i>Brand positioning</i>: establishing whether your brand's positioning will be compromised by a proposed brand extension/stretch <ul style="list-style-type: none"> <li>Establishing points of parity and difference for a brand stretch/extension</li> <li>Building distinctive brand assets to drive growth</li> <li>Writing a (useful) positioning statement</li> </ul> </li> </ul>

Session 3: Understanding your brand as an asset that drives growth (ii)	
	<i>Group recap from Session 2</i>
90 mins	<p>Exploring branded products and the role they play in brand-driven growth</p> <ul style="list-style-type: none"> <li>• Cost-effective growth through brand partnerships</li> <li>• Identifying sources of product value</li> <li>• Establishing where the real sources of product value lie</li> <li>• Distinguishing features from benefits</li> <li>• Understanding the functional, emotional, self-expressive &amp; social benefits your products deliver</li> </ul>
15 mins	<i>BREAK</i>
90 mins	<p>Clarifying your value proposition for each product</p> <ul style="list-style-type: none"> <li>• What is a value proposition?</li> <li>• The dangers of competing on price</li> <li>• Articulating your brand's value proposition</li> </ul>

Session 4: Driving growth through your value proposition and brand experiences	
	<i>Group recap from Session 4</i>
90 mins	<p>Building brand experiences</p> <ul style="list-style-type: none"> <li>• The importance of co-creating brand experiences</li> <li>• Designing environments that give customers a sense of control over your brand experiences</li> <li>• Learning how to let go but keep control when building brand experiences</li> </ul>
15 mins	<i>BREAK</i>
90 mins	<p>Using the Brand-Driven Growth Blueprint</p> <ul style="list-style-type: none"> <li>• Presenting your brand-driven growth plan (20 mins per group) / Q&amp;A</li> </ul> <p><i>[Don't worry. The tone of the day will be mildly competitive and challenging but constructive.]</i></p> <p>Wrap up, reflection and next steps</p> <ul style="list-style-type: none"> <li>• Evaluation / refinement of Brand-Driven Growth Blueprint</li> </ul> <p>Recap, review and individual / strategic action planning</p>

### > What do previous participants say?

"I was lucky to attend a training with Darren. This was a series of eight half-day sessions which were delivered online over the course of several weeks. This approach meant the training felt more like group mentoring as we had chance to reflect on our learning as the training progressed. Darren is a professional trainer, has a great way of delivering the information and facilitating it. Darren provides various examples during his training and diversified exercises that effectively delivers his training. He communicates effectively with different cultures and personalities."

**Hesham Allam, Product Manager at Jamjoom Pharma**

"I recently attended Darren's Successful Product Launching and Brand Positioning workshop in Dubai. The course really focused you to look at the core of your brand and get a greater understanding of how the brand is perceived. Also, it was very beneficial from a product launching perspective as we learned various methods for determining how to ensure a new product has the best possible chance of a being a success. Excellent learning experience."

**Sean Purcell, Customer Business Manager at Lucozade Ribena Suntory, Ireland**

"The three days spent working with Darren proved to be quite a paradigm shift. This product-centric training reminded us all that a "product" is more than just a physical entity. Our knowledge of basic terms such as "value", "brand" and "market segment" were challenged in new and interesting ways. This has changed the way our business looks at not only our products, but more importantly our customers and the experiences our products enable us to deliver in the marketplace. The exercises were engaging and the activities delivered fresh ideas in a rapid fashion. My favourite part would definitely be the case studies and examples. These made the concepts that were introduced more relevant and practical."

***Tarek Kohjah, Manager (Vice President), After Sales, The National Commercial Bank - Alahli NCB***

"I attended a marketing strategy Darren ran for the marketing team at STC. The structure Darren used to deliver the content was very clear. He also has solid communication skills which helped transfer such precious knowledge by using practical exercises and linking with relevant examples. Highly recommended for brands fanatics or any professionals in the marketing field."

***Ibrahim Almogren, Digital Communications at Ministry of Economy and Planning, Saudi Arabia***

"We invited Darren Coleman from Wavelength to carry out a seven-day workshop on successful product launching and brand positioning. The workshop focused mainly on the logical sequence of activities required to ensure that launched products are successful. A big focus was given to the importance of the power of the brand. Marketing teams from both B2B and B2C units of Ooredoo attended the workshop and were extremely positive about it, to the extent that some of them were saying this is the best development programme they ever attended."

***Ahmed Al Aamri, Department Head – Corporate Propositions - Ooredoo Oman***

"I had a great opportunity to attend Darren's Advanced Marketing Programme which was organised by Maybank in Kuala Lumpur. This was a five-day course. Darren's enthusiasm allows him to be noted and a joy to listen to. The way he delivered the module and interacted with the participants are his great assets in being a great teacher and mentor also. He's also been willing to help me and my partner in brainstorming the Maybank Indonesia brand transformation launching ideas. Overall, it's been a great pleasure to know Darren and a great learning experience."

***Roy Supatra, AVP – Business Finance Digital Banking, DBS Indonesia***



### > Free takeaway for all participants

All participants will receive a free copy of Dr. Darren Coleman's recently published book, *Building Brand Experiences: A Practical Guide to Retaining Brand Relevance* (Kogan Page).

"Absolutely the best guide to successfully managing brand experience."

**Barbara Meneghini, Head of Corporate Customer Relationship Management at TOD'S Group**

"Creating meaningful, distinctive brand experiences is the key to business success for virtually all organizations. With *Building Branding Experiences*, Coleman offers a comprehensive and highly practical roadmap that illuminates and inspires. Following his principles and guidance will help firms design and deliver powerful brand experiences to ensure long-term relevance and profitability."

**Kevin Lane Keller, Tuck School of Business at Dartmouth College**

"The book is an excellent all-in-one primer for today's digital entrepreneur. It contains a delightful guide full of case studies from different industries for those of us who want to widen their brand experience of our best companies."

**Mert Dorman, Senior Vice President, Corporate Marketing & Distribution Channels, Turkish Airlines**

"An informative book packed with real-life and practical examples that clearly outline how adopting a holistic approach to building brand experiences improves business performance." **Colette Murad, Vice President, Senior Communications Manager, Barclays**



### > Customised in-house delivery

It is possible to deliver our Brand-Driven Growth training through a customised in-house format. This means:

- The content would be tailored with your industry in mind
- Case studies would focus on the specific challenges your brand faces
- Sessions can be streamlined so the duration of each session is shorter and is more focused on your immediate priorities
- The content can be delivered over a longer period of time such as every second week
- Commercially sensitive conversations can be conducted confidentially.

### > Optional mentoring and coaching

Some participants like to discuss specific issues in more depth between sessions with Dr. Coleman. As a result, optional mentoring and coaching can be added to the core training programme at an extra cost. If this would be of interest we'd be happy to discuss this with you.

### > Costs

Costs depend on group size and the duration of the training. Please call us on +44 (0) 121 285 0045 to discuss your requirements.



> **Next steps?**

If you like the look of our Delivering Brand-Driven Growth training, why not call or email us on +44 (0) 121 285 0045, [info@wavelengthmarketing.co.uk](mailto:info@wavelengthmarketing.co.uk)?

> **Take note. Some space for your thoughts and questions.**