



Marketing Excellence Series

# Product Launch & Brand Positioning Strategies

Ensure a Successful Product Launch | Achieve Superior Positioning | Maintain Product Performance

21 & 22 November 2011, Sheraton Hotel & Tower, Karachi  
23 & 24 November 2011, Pearl Continental Hotel, Lahore | 9:15 am to 5:00 pm

Course Director: **Omar Abedin**

Master Trainer & Regional Director (Africa, Middle East, South Asia)  
at Daniel Adams Company, USA

...Only from Octara!!!

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Training Partners



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## Program Overview:

Product launches are a big investment in valuable business resources. When they work they can be a key driver for business growth and a good springboard for the product manager's career. However, business history is littered with examples of launches that have failed to meet their desired objectives and have ultimately proven to be nothing more than a drain on business capital. The impact of these failures can be much wider as they have a detrimental impact on a carefully nurtured brand position.

There are a number of straightforward processes and tools that you can use to increase the chances of a successful product launch and superior brand positioning. Presented in several modules over two days, through a combination of theory and practical exercises, this highly informative and practical course will introduce you to these processes and tools and equip you with a toolkit of practical knowledge to optimize your go-to-market strategy.

## Learning Outcomes:

- ▶ Learn how to maximize the value of innovation, minimize the risks from new product development and segment customers to pin point their needs
- ▶ Acquire the frameworks & tools that can promote the right collaboration at the right time
- ▶ Discover how to develop tactics and plans to ensure a successful product launch and position the product in the most advantageous position possible
- ▶ Explore best-in-class brand positioning and communication tactics to drive sustainable revenue and to maintain product performance long after the launch

## Who Should Attend?

- ▶ Hardcore marketing professionals (Brand Managers, Marketing Managers and Product Managers) seeking new tools, fresh ideas and practical strategies for introduction of new products and increased brand influence over a wider market.
- ▶ Professionals in organizations having a renewed focus on branding and coping up with best global practices.
- ▶ Brand Management Teams facing tough competition looking to differentiate their brands for a competitive advantage.
- ▶ Advertising Professionals aiming to better connect with the needs of their clients and deliver innovative solutions.

## Course Outline:

### Day 1:

#### Pre-launch

- ▶ What is a new product?
- ▶ Classification of new products
- ▶ The new product development process
- ▶ The product lifecycle & its financial implications
- ▶ Managing the 5 key tasks
- ▶ The innovation charter
- ▶ The innovation team
- ▶ Cooper's Stage-Gate™ process
- ▶ Learnings from the process
- ▶ Critical elements to consider during pre-launch
- ▶ Brands vs. Products
- ▶ Revenue / Profit Cause and Effect Ladder
- ▶ The road to building brand equity
- ▶ It all starts with consumers and categories
- ▶ Competitive context
- ▶ Target Consumer profiling
- ▶ The Brand Perception Model
- ▶ The Brand Capsule
- ▶ Competitive Positioning
- ▶ The 6 positioning strategies
- ▶ Powerful target markets
- ▶ A frame of reference
- ▶ Owning a real benefit
- ▶ A reason to believe
- ▶ Key differentiators
- ▶ Putting together the complete brand identity

### Day 2:

#### The Launch

- ▶ The integrated marketing plan - telling the story of the brand
- ▶ Communication
- ▶ Pricing
- ▶ Promotion
- ▶ The importance of internal marketing & management
- ▶ Engaging innovators
- ▶ Gaining momentum & reaching the mainstream
- ▶ Developing managers to handle the next stage

#### Post-launch

- ▶ How to monitor progress and success
- ▶ Post-Launch Evaluation
- ▶ Course correction & tweaking the mix
- ▶ What next?



How do you innovate consistently?

How do you structure your organization for successful innovation?

Who is your target consumer?

How to position your brand for maximum advantage?

What is needed to ensure a successful product launch?

How to maximize the value of innovation?

What do you need to change as you move through the product lifecycle?

How to optimize your go-to-market strategy?

How to drive product performance?

“Every action we take is either a deposit in or a withdrawal from the Bank of Brand Equity”  
**Daniel Adams, CEO, DAC.**

About

# The Daniel Adams Company

“We love brands and the art of giving them competitive fire. We believe in discipline, creativity, hard work and at all times keeping it simple”.

The Daniel Adams Company opened for business in 1979, and became one of the world's first brand consultancy. Dan Adams, the founder, brings a uniquely fresh and practical understanding of the art and science of brand-building drawn over his 40 years of successful experience as a client, agency executive and consultant. Since then, Dan has built his firm around a worldwide team of expert consultants with a passion for brands, a shared approach and a toolkit of disciplines.

The Daniel Adams Company enjoys enduring client relationships and serves a prestigious client list in the USA and around the world. Some of its major global clients include Motorola, Reckitt Benckiser, Roche Pharmaceuticals, Ogilvy & Mather, BBDO, Whirlpool, Kraft Foods, Miles-Bayer and many more.



Participants of

## “Building Brand Equity”

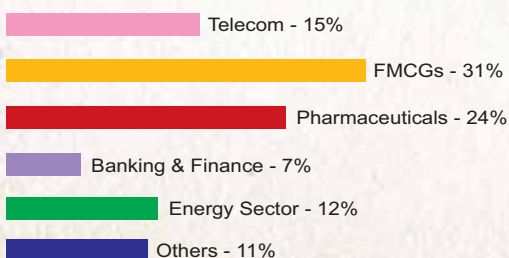
held on 18 & 19 October 2010, Karachi

"Building Brand Equity" was a tremendous success in 2010. Participants from the top companies of Pakistan took part in the workshop, bringing in diversified experience to the program which may also be gauged from the following data compiled.

### By Participant Profile



### By Industries Represented





## Endorsement by Daniel Adams, CEO, The Daniel Adams Co., USA

"Omar is one of the world's most effective brand marketing trainers. People want to learn from Omar because he doesn't set himself up as "the expert". He gets them thinking with provocative questions and insights drawn from his wealth of experience across a wide variety of brands/markets. All good trainers are articulate but Omar has the secret of sharing great truths with the brilliance of simplicity. He uses superb training presentations, instructional designs, examples and cases. The guy really knows his stuff and loves to share it!"



### Daniel Adams Certified

Participants of this course would be awarded certificates from the Daniel Adams Company, USA. (Please register by 14 November, 2011 to receive your certificates at the venue)



Course Director: **Omar Abedin, UAE**

- ▶ Master Trainer & Regional Director (Africa, Middle East, South Asia) at Daniel Adams Company, USA
- ▶ A Consumer Marketing professional with over 20 years of global experience
- ▶ Exposure to Multinational and Owner - driven environments in Pakistan, the Middle East and North America

Omar's experience of developing & leading high performance teams and providing productive marketing leadership, made Omar switch to the consulting role. His proven track record of developing and implementing innovative marketing strategies & programs that have delivered volume & value growth (in \$s & market share), has earned him international recognition in all aspects of Brand Management, that includes: innovation, brand strategy, brand identity & equity development, advertising & communications, new product launches, PR, packaging & graphics development, process management, competency development & training, etc.

Building relationships and establishing credibility with a broad, demanding and sophisticated range of internal and external partners, is earned by Omar by working with brands / companies / groups that are interested in either building new brands, or strengthening their existing ones. To name a few, he has extensively worked with Philips, Reckitt Benckiser, Johnson & Johnson, Novartis Consumer Health, the IFFCO group and many more multinationals with complete ATL & BTL activities.

For Omar, Brand Building is a banking process, where every action is either a deposit or a withdrawal in the Bank of Brand Equity. He believes in constant investment that is imperative for ultimate success!

### Omar has hands-on experience with the following Local & International Brands:



### What delegates have said about Omar Abedin:

"Omar was excellent. I loved his counselling approach as we were putting forward not only questions but situations where he guided us in a really good way."

**Haider Khan**, Senior Brand Manager, Packages Ltd.

"Omar has shared some really valuable knowledge, the content and delivery, both were excellent."

**Shahrish Rasheed**, Assistant Brand Manager, English Biscuit Manufacturers

"Simply wonderful! Omar was too good, on my top list of trainers from now onwards. I don't think I have attended any better course in this domain."

**Rashid Mansoor**, Group Product Manager, Herbion

"Conceptually very clear & intellectually very strong - Omar is one of the rare professionals you come across endowed with great abilities. Very genuine in his approach towards helping brands grow which seems to be his forte & passion."

**Senior Brand Manager**, Energizer, UAE

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## Workshop Investment

PKR  
**34,999/-**  
per participant

**10%**  
Group Discount  
on 2 or more nominees

**Note:** Limited seats are available.  
Please send in your registrations at the earliest to secure your place.

Daniel Adams Co. branded courseware & certificate,  
lunch, refreshments & business networking

## Registration & Payment Options

- E-mail or Fax your nomination(s) to:  
**Muhammad Adeel Khalil**  
E-mail : madeel@octara.com  
: register@octara.com  
Tel : 021-34534261, Cell: 0300-8937513  
Fax : 021-34520708, 021-34546639
- Send your cheque in favor of "Octara Private Limited"  
To: **Muhammad Imran Anwer**  
Octara Private Limited  
2/E-37, Block-6, P.E.C.H.S., Karachi.  
Tel: 021-34534261, 021-34536315, Cell: 0321-2670041

To receive this flyer by e-mail drop us a line at [info@octara.com](mailto:info@octara.com)

To view reports on our past training workshops and events logon to [www.octara.com](http://www.octara.com)

You can access our quarterly newsletter online at [octara.com/newsletters.aspx](http://octara.com/newsletters.aspx)

### Octara Cancellation Policy

Our Cancellation Policy is activated as soon as the duly filled signed & stamped Octara Registration Form is received from the client. Cancellations made at least 10 working days prior to the course will be refunded in full. If a booking is cancelled 10 to 7 working days before a course, a Cancellation Fee of 25% of the course fee is payable. For cancellations made within 7 working days, no refunds can be given. Cancellations must be confirmed by letter, fax or email. Substitutions may be made at any time. Notwithstanding the above, delegates may transfer to another course to be run within 6 months. Variance in the course fee will be invoiced or adjusted accordingly.

## Connect with Octara on social networks:



### Strategic Partners



### Logistics Partner



### Partner



Bring

# Product Launch & Brand Positioning Strategies

In-house

This workshop can be customized to suit specific needs of your organization at significant savings. Please contact Jason D'souza at [jason.bosco@octara.com](mailto:jason.bosco@octara.com) or call at 0332-2422732 for more details

## Octara's Upcoming Programs in PAKISTAN



### Effective Contract Management

Course Director:  
**Dr. Dermot Carey**

November 2011, Karachi & Lahore



### Crisis Leadership

Crisis & Emergency Management | Business Continuity Management | Risk Management  
Course Director: **Jim Truscott**, CEO, Truscott Crisis Leaders, Australia

December 2011, Karachi | December 2011, Lahore



### The Key to Creative and Innovative Change Management

Course Director: **Roger Harrop**, UK

22 November 2011, Lahore | 23 November 2011, Karachi



### Supply Chain Excellence Series

### Logistics & Inventory Management

Course Director: **Dr. Dermot Carey**

November 2011, Karachi | November 2011, Lahore



## Octara's Upcoming Programs in BANGLADESH

Course I **The HR Balanced Scorecard**  
28 November 2011, Radisson BLU Hotel, Dhaka

Course II **Creating ROI on HR Initiatives**  
29 November 2011, Radisson BLU Hotel, Dhaka



**Paul Walsh, UK**



**Roger Harrop, UK**

### Masterclass

### Staying in the Helicopter®

The Key to Profitable Growth for all times

25 November, 2011 (Session-I) 26 November, 2011 (Session-II) Radisson BLU Hotel, Dhaka

