

Marketing Excellence Series

The Daniel Adams Company, USA
Certificate Course

Building Brand Equity

Create a Powerful Brand Personality!!



09 & 10 April 2012, Sheraton Hotel & Towers, Karachi
11 & 12 April 2012, Pearl Continental Hotel, Lahore
9:00 am to 5:00 pm

Course Director: Omar Abedin

- ▶ Master Trainer & Regional Director (Africa, Middle East, South Asia) at Daniel Adams Company, USA
- ▶ A Consumer Marketing professional with over 18 years of global experience
- ▶ Exposure to Multinational and Owner-driven environments in Pakistan, the Middle East and North America

...Only From



Training Partners



For Registration & Details:

Tel: 021-34534261, 021-34536315, Fax: 021-34520708, E-mail: register@octara.com | www.octara.com



Building Brand Equity

09 & 10 April 2012, Karachi | 11 & 12 April 2012, Lahore

Program Overview:

If you are currently a practitioner in the field of marketing or have always thought of marketing, branding and related activities as a "black box", this is a golden opportunity for you to learn the art and science of how to go about developing brand equity for your company. With practical tips, many exercises and case studies, this course will give you the knowledge to truly understand the needs of your consumers, the insight to put together an action plan, and the ability to flawlessly execute that plan to maximum advantage for your company. If you are already in the field of marketing, this course will provide you with invaluable new tools to approach your business with a renewed focus.

Key Benefits:

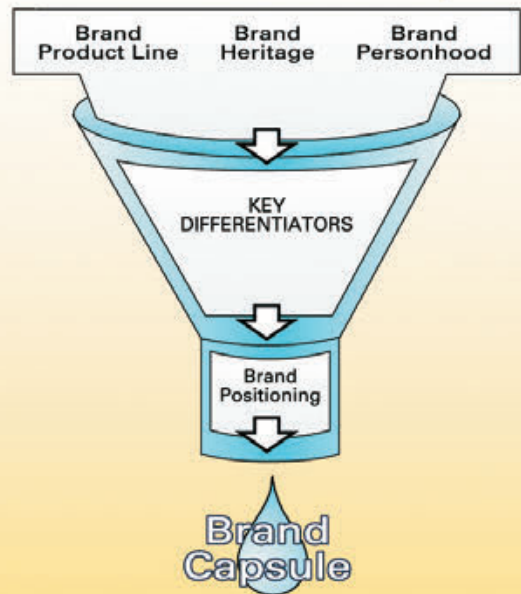
Completion of the course will enable participants to:

- ▶ **Improve** their understanding of the Marketing language and develop a Common Lexicon
- ▶ **Differentiate** between Products and Brands
- ▶ **Grasp** the concept of "Brand Equity" & its Cause - Effect ladder
- ▶ **Develop** a roadmap to Building Brand Equity
- ▶ **Understand** the "Brand Funnel®" and learning how to use it
- ▶ **Enhance** their concepts of Brand Positioning and Brand Identity
- ▶ **Identify** what is job #1 for everyone!
- ▶ **Learn** to prioritize and build true differentiation
- ▶ **Flip** the cards and see how consumers view brands

Who Should Attend?

- ▶ Hardcore marketing professionals (BrandManagers, 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.

The Funnel® Concept



Course Agenda:

"Building Brand Equity" is an interactive workshop full of tips, tools & techniques for understanding and implementing the process of building powerful brands. This 2-day course will cover the following essential topics:

- ▶ Introduction to Brand Equity
- ▶ Putting together the complete Brand Identity
- ▶ Score-carding – Measuring Brand Equity
- ▶ Brand Equity Cause - Effect Ladder
- ▶ Nailing the Frame of Reference
- ▶ Features, Functions & Benefits
- ▶ The Brand Perceptions Model & 6 Positioning Strategies
- ▶ Consumer Categories & Profiling
- ▶ Powerful Target Markets & Competitive Positioning
- ▶ Brands vs. Products
- ▶ Brand Personification & Product Associations
- ▶ The Road to Equity & the Key Differentiators
- ▶ The Funnel® Concept & the Brand Capsule
- ▶ Heritage & Power brands



What is the Brand Equity Development process?

How do you build a powerful Perception Plan?

What is the essence of your Brand?

How do you differentiate your brand through a unique Brand Positioning?

If your brand was a person, what would its Personality & Values be?

"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.



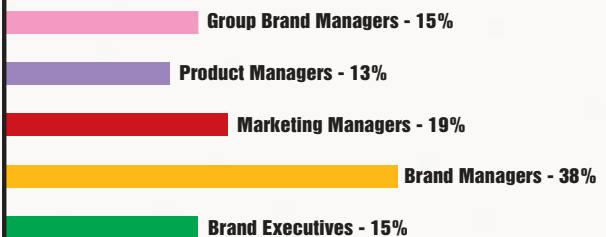
Participants of

"Building Brand Equity"

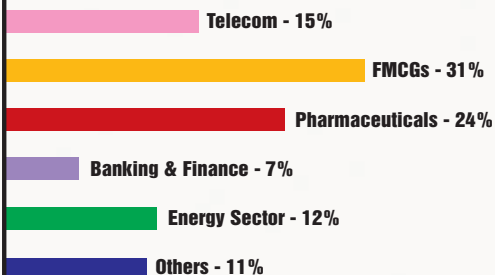
held on 18 & 19 October 2010, Karachi

"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!"



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!

Look who is Learning with Omar!



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

Excellent course! Helped illuminate the concepts and fine tune initiatives underway.

Mishelle Raza, Product Manager, Sanofi-Aventis

"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



Daniel Adams Certified

Participants of this course would be awarded certificates from the Daniel Adams Company, USA. (Please register by 26 March, 2012 to receive your certificates at the venue)

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Create a Powerful Brand Personality!!

09 & 10 April 2012, Karachi | 11 & 12 April 2012, Lahore

Workshop Investment

PKR
34,999/-
per participant

10%
Group Discount
on **3** 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
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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.

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Partner

Culligan®

Bring Building Brand Equity

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 or call at 0332-2422732 for more details

Upcoming Premium Offerings



Service ICON



Ron Kaufman LIVE & IN PERSON!

A dynamic, lively and enlightening program with world's leading expert in Service Partnerships and Customer Focus

UPLIFTING SERVICE



The proven path to Service Transformation for Sustainable Competitive Advantage

21 April 2012, Sheraton Hotel & Towers, Karachi



All participants will receive a complimentary copy of Ron's highly acclaimed book "UP YOUR SERVICE™"

Watch Ron Kaufman speaking live at:
youtube.com/ronkaufman

2 Highly Acclaimed International Courses

Paul Walsh

Course I

Creating ROI on HR Initiatives

Use the Dynamics of HR Initiatives to Achieve Business Excellence

21 March 2012, Sheraton Hotel & Towers, Karachi

Course II

Managing the Training Function

Make Training a Part of your Organization's Performance Strategy

22 March 2012, Sheraton Hotel & Towers, Karachi