BRAND ACTIVATION COURSE

Course runs every Tuesday & Thursday (6:00 to 9:00 P.M.) from August 1 to September 26, 2013 at the RCBC Plaza in Ayala Avenue, Makati City

This module is part of the Integrated Marketing Communications Program, a Post-Graduate Certificate Course being offered by the De La Salle University in partnership with the Philippine Association of National Advertisers Foundation (PANAF)
Introduction

- Marketing communications does not end with traditional advertising. At the most, traditional advertising will help induce brand awareness and trial purchase.

- In order to effectively achieve repeat purchase and loyalty, the brand has to establish a strong emotional connection with its intended consumers. This involves making maximum use of brand activation tools that will have strong impact on their emotions, touch them, and stir their buying decisions, at the right time, in the right place and in the way that best suits their lifestyle.

- The intended long-term result is to build meaningful relationships between the brand and its target consumer.
As a result of attending this course, the participants will:

- Learn the dynamic application of brand activation techniques within the context of integrated marketing communications management
- Acquire and develop innovative marketing tools to support their company's future marketing initiatives
- Learn about current and future trends in Brand Activation strategies from leading professionals and practitioners in the field
- Establish a network of marketing peers in other companies who can be excellent support resources in the future
Who Should Attend?

- The course is designed for managers who are responsible for product and services marketing, above and below-the-line communications, business development, or sales channel management.
Course Description

- This module will give the participants full appreciation on the use of various brand activation tools in planning and implementing an integrated marketing communications program.
- The module is designed to provide well balanced learning by combining theories with actual case studies that best illustrate brand activation strategies and techniques with immediate practical application back on the job.
- All of the sessions are designed to be highly interactive, allowing for the substantial experience of the group to emerge and be shared.
- The course consists of 14 x 3-hour sessions, organized as lectures, interspersed with guest speakers and group exercises.
- Best practices on Brand Activation will be tackled by discussants and resource speakers tapped from companies and organizations with extensive experience in these fields.
Course Content

This course will cover the following sub-topics:
1. Establishing the Brand Playing Field
2. Understanding the Brand Contact Points
3. Creating the Right Brand Message
4. Developing the Goals and Strategies
5. Above-the-line Marketing
6. Below-the-line Marketing
7. Direct Consumer Marketing
8. Sales Channel Development

- Capping this course will be group project presentations that will showcase the participants’ mastery of the various brand activation tools in an actual marketing case.
Session 1 - INTRODUCTION


Session 2 – ESTABLISHING THE BRAND PLAYING FIELD

- Role of Market Research in setting the marketing goals and strategies. Identifying the sales channels and competitive supply gaps. Setting the entry-level pricing strategies. Sizing up competition and its field presence. Establishing the right distribution mix. Understanding a brand’s sales seasonality in the marketplace.

Session 3 – CREATING THE RIGHT BRAND MESSAGE

- Defining the brand and customer promise. Creating the right creative goals. Translating a promise in a creative way in either a soft or hard sell proposition.
Session 4 – UNDERSTANDING THE BRAND CONTACT POINTS
- Know where the target market gets its advertising awareness and purchase interest. Understanding the brand purchase cycle. Investing on the right contact points – allocating the right amount of marketing monies between ATL and BTL strategies.

Session 5 – DEVELOPING THE GOALS AND STRATEGIES
- Establishing the brand marketing goals in consumer and business terms. Identifying the right strategy mix to satisfy the marketing goals – near term and long term in generating brand and trade loyalty.

Session 6 – ABOVE-THE-LINE MARKETING
- Role of advertising today in mass and niche market terms. Understanding its limitations. Establishing the various marketing communication vehicles for both propositions. Determining what are the appropriate vehicles to use in achieving the marketing goals.

Session 7 – BELOW-THE-LINE MARKETING
- Understanding its importance in creating and closing a purchase. Identifying what are the types of BTL activities pertinent to a brand or product category. Myths of BTL.
Course Outline

Session 8 – DIRECT CONSUMER MARKETING
- Identifying the various types of DM strategies and their applicability to the brand in reaching its target audience, and generating a purchase or a buying interest. Deciding between DM and traditional marketing.

Session 9 – SALES CHANNEL DEVELOPMENT
- How to enter the marketplace. Developing the right sales team configuration and operating paradigm. Identifying the sales distribution matrix. Developing the market areas by schedule. Motivating the sales team in achieving the sales goals.

Session 10 - COURSE RECAP

Sessions 11 & 12 - WORK ON FINAL PROJECT
Sessions 13 & 14 - FINAL PROJECT PRESENTATION

TOTAL 42 HOURS
BACKGROUND – HERBERT M. SANCIANCO

- DLSU graduate – BSC Marketing Management 1979
- PMA cadet – Makatarungan Class of 1978 associate member
- Working student in college
- Worked for JWT, J&J, First Pacific Metro Marketing and Pepsico International
- For Pepsico – posted in Saudi Arabia and Vietnam as Business Development Manager
- President - Market Bridges Phils. Inc.
- President – Strategic Applied Protection Inc.
- Business Educator, Corporate Rehabilitator, Market Researcher, Brand Strategist and Soft Skills Trainer
- Management Consultant – expert on FMCG, Foodservice, Retail Service, Healthcare, Telecoms, Travel and Leisure, Consumer durables, Real Estate and Investment Banking
- Author – SALES PROMOTION: PRINCIPLES AND BEST PRACTICES Anvil Publishing July 2010
- Author – CREATING GREAT CUSTOMER SERVICE Anvil Publishing September 2011