tradigenia:
creatividad empresarial & sentido común

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[BRANDING 2010]

In this module we are going to cover and try to answer the following issues and questions:

- *What is a Brand?*
- *Why we need one?*
- *How many we need to make business properly?*
- *How to organize your brand set, and what is brand architecture?*
- *What means "brand extension" and "brand stretching" strategies?*
- *How to deal with its definition, launching, developing and brand maintenance processes?*
- *What should be the financial perspective of the branding process?*
- *How must be conducted the integration of branding with other business processes, as marketing and "clienting" ones?*
- *What is the relationship between branding, product platforms and models, and their respective life cycles?*
- *What makes the difference between a "recognized brand" and a "lovemark" and how to cover the way among them?*

Module Program

Branding 2010

1. What is a brand and why we need one.

1.1. Branding goals.

1.1.1.NATURAL branding goals.

1.1.2.OTHER branding goals.

1.2. Branding: mental shortcutting and shortlisting.

1.2.1.WHERE do you want to go in the market.

1.2.2.The language of experience: "something more than a product".

- Raw Materials.
- Goods.
- Services.
- Experiences.

1.2.3.Economical branding principles.

- The differentiation needed.
- The window.
- The resources scarcity.

1.3. Naming.

1.3.1.Naming phases.

1.3.2. The Top ten Techniques for naming.

2. Brand architecture.

2.1. Brand Classes.

2.1.1. Manufacturer Brand.

2.1.2. Marketer Brand.

2.1.3. Distribution Brand (Private Label)

2.2. Brand categories.

2.2.1. Product Brand.

2.2.2. Model Brand.

2.2.3. Product Line/Platform Brand.

2.2.4. Concept Brand.

2.2.5. Divisional Brand.

2.2.6. Corporate Brand.

2.3. Brand "topography".

2.3.1. Brand Region.

2.3.2. Brand Extension.

2.3.3. Brand Stretching.

2.3.4. Co-branding.

3. Brand life cycle.

3.1. Brand life cycle management.

3.1.1.Starting Up.

3.1.2. Growing.

3.1.3. Maturity.

3.2. Brand life cycle from financial point of view.

3.2.1. Brand Profit & Loss Statement.

3.3. Branding and other business processes.

3.3.1.Branding & Manufacturing.

3.3.2. Branding & Marketing.

3.3.3. Branding & Clienting.

3.4. Becoming a lovemark.

3.4.1.Kevin Roberts, from Saatchi & Saatchi, approach.

4. Branding Business Cases for Study.

4.1. AUDI in Spain (1991-2003).

4.2. Snatt´s: natural snacks (2004/2010).

4.3. Grefusa: implementing the brand architecture (2003).

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