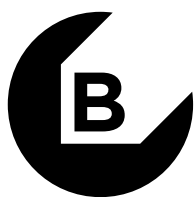


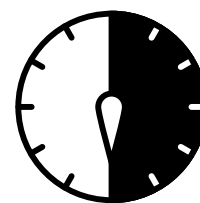
USING BRAND RESEARCH TO IMPROVE YOUR BRAND'S PERFORMANCE



RECOMMENDED FOR
Brand managers



SKILL LEVEL
Intermediate



TRAINING LENGTH
6 hours

TRAINING CONTENT

Learn how to use brand research to understand your brand awareness, perception, and performance to deliver the insights needed to drive your brand strategy.

- + Designing a brand tracker to manage long-term performance
- + Measuring your brand's awareness and perception in the marketplace
- + Understanding ongoing and point-in-time brand research
- + Utilizing data-driven approaches for ad and creative testing
- + Understanding when and how to leverage usage & attitudes studies
- + Leveraging insights gathered from your brand research
- + Knowing how to engage executives in your brand research

HOW IT WORKS

This training is 6 hours with two 30 minute breaks and contains slide presentations and opportunities for hands-on practice. Every attendee needs to bring his or her own laptop and charger. All other materials needed will be provided.

TRAINING AGENDA

This hands-on training is designed for brand managers and researchers who want to assess their brand performance and identify key opportunities for growth. In this training, you will learn best practices to design, build and deliver brand insights programs that enable you to respond strategically to market changes.

TIME	CONTENT
12:00 PM	Welcome and Introductions
12:15 PM	Understanding the Importance and Framework of Brand Research Define brand metrics and understand why and when to measure them.
12:45 PM	Developing Ongoing Brand Research & Brand Tracking Keep a consistent lens on your brand in the context of shifting market forces, and learn to observe & respond to changes.
1:30 PM	BREAK
2:00 PM	Developing Ongoing Brand Research & Brand Tracking (cont.)
2:45 PM	Performing Point in Time Brand Research Master brand research projects that are executed at a single point in time for a specific strategic objective.
4:00 PM	BREAK
4:30 PM	Performing Point in Time Brand Research (cont.)
4:50 PM	Using Brand Research in Your Organization No one size fits all. How do you engage Execs in your brand research, cultural values and internal forces to manage and change to leverage brand insights.
6:00 PM	Closing Remarks