



THINK OUTSIDE THE BOX



WHAT

BRAND, CONCEPT & CREATIVE SOLUTIONS

Is your marketing team able to effectively translate target audience insight into brand, concept and strategic solutions?

The setting up, delivering and measuring of brand concepts and creative solutions to meet consumer needs, ultimately determines brand growth. Not all briefs are the same so it is critical to be clear about the strategy, planning and execution deliverables. Additionally it is important to use post assessments as means to provide valuable insight to ensure course-correction and refinement of the WHO and WHAT of the brand.

Ultimately as brands we need to be clear of the underlying truth we are tapping into so that we effectively build or reinforce the brand's memory structure. Agencies may be able to help in defining the WHAT and WHO, however your brand managers ultimately determine the framework on how insight is effectively translated into action to ensure long term brand growth.

This workshop programme is designed to create effective learning using Aperio's tried-and-tested methodology for excellence in marketing, using practical examples and case studies.

PROGRAMME OUTLINE:

- Essence of brand equity
- Brand positioning
- Concepts, how to develop & test a concept
- What is a creative idea
- Writing a creative brief & evaluating a creative idea
- What makes good advertising
- How to write a media brief & evaluate a media plan
- Different media channels and media option

KEY TAKEAWAYS:

- A 'Skill Base' to develop on strategy, inspiring communication
- A toolkit containing relevant templates, models and supporting documents
- Team personal commitments and action plan that sets KPI's around a live business problem/opportunity
- Ongoing coaching and support from Aperio Team of consultants

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