Certificate in Professional Branding

Does branding mean a change of logo and company name?
How do you create a strategy to boost up your corporate branding?

Introduction

Branding is a way of identifying your business. It is how your customers recognise and experience your business. A strong brand is more than just a logo; it's reflected in everything from your customer service style, staff uniforms, business cards and premises to your marketing materials and advertising. Your brand should reflect what your business stands for and what sets it apart from your competitors - it expresses the qualities, strengths and 'personality' of your business. Creating a strong brand involves in-depth market research to work out why customers should be attracted to your business. A strong brand will help customers to remember your business and feel greater confidence that your products or services will suit their needs. Customers tend to be loyal to a brand they trust. Branding should be considered in the early stages of starting a business - launching a business with a strong brand will give you a greater chance of success.

Program Objectives

This program aims to:
- Understand the concept of building a strong brand
- Introduction of brand identity
- Planning and achieving brand management in a global setting

Learning Outcomes

After completing this program, participants should be able to:
- Identify element in brand management
- Plan a strategic plan to build a successful plan
- Manage brand identity, brand system and brand equity
- Conduct brand equity management process

Who should attend?

First-line management, middle management, and anyone who is involved in the corporate rebranding strategies.

Methodology

Case studies, forum discussion, role-play, presentations, gamification

Program Outline

Time	Day One
9.00am– 10.30am	**Defining Brand** What exactly is a brand? The participant starts the training by studying some famous examples and learn how a great brand is defined. The participants would learn why a brand is much more than a logo, the types of branding used today and the 9/10ths rule of branding.
10.30am-11.00am	**Morning Break**
11.00am-1.00pm	**Venturing into Branding** In this module, the participant would learn how to speak the language of branding from a business perspective: an executive summary, USP, target market, marketing plan, and more.
1.00pm-2.00pm	**Lunch**
2.00pm-3.30pm	**Creative Briefs** This module aims to enable the participant to learn how to construct a well-written brief to communicate your brand's needs and goals.
3.30pm-4.00pm	**Tea Break**
4.00pm-5.00pm	**Tools for Developing Corporate Brands** In this module, the participants would learn how to perform brand opportunity tree, brand conversion model, brand positioning analysis, sixty seconds brand test and brand circle

Time	Day Two
9.00am– 10.30am	**Branding Pyramid as Branding Exercise** The participants would learn how to formulate a brand vision, brand mission, brand proposition, brand character and brand values for their organisation.
10.30am-11.00am	**Morning Break**
11.00am-1.00pm	**Concept Generation, Refining a Concept: Color, Shape, and Scale**

	Participants start to generate brand concepts for a sample product or business of your choosing. The participants begin constructing mood boards, sketching logo ideas, and reviewing prospective designs with your mentor. At the same time, the participant would start to learn how to apply certain visual design principles like colour to enhance your brand. Take your existing concepts and begin to narrow them down. You'll choose one direction and begin to refine your logo and sketches around that chosen identity.
1.00pm-2.00pm	**Lunch**
2.00pm-3.30pm	**Applying Design** The participants would learn how to take your brand and coordinate all of its different pieces into one cohesive style guide. This document will serve as a ruleset for how the brand should live in the world.
3.30pm-4.00pm	**Tea Break**
4.00pm-5.00pm	**Application of Technology in Branding** Branding exercise would be more efficient and effective when applying technology and application. The participants would be exposed to the application to help the participants to monitor and to conduct branding exercise in this module.

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