

KELLOGG ON BRANDING

CREATING, BUILDING AND REJUVENATING YOUR BRAND

MAY 15-20, 2016

OCTOBER 23-28, 2016 // \$10,300

Kellogg School of Management, Evanston, Illinois, USA

EXECUTIVE SUMMARY

This program will help you create and build strong brands. Taught by the people who wrote the book on branding, it combines the latest academic thinking and practical tools. This highly interactive program uses cases, exercises and a simulation to inspire and empower you to elevate your brand.

In this fast-paced, collaborative program, Kellogg faculty members – the acknowledged thought leaders in branding – discuss cutting-edge theories and their practical application. You'll learn how to use marketing and branding to build a strong and enduring business, and you'll gain new insights into the importance and value of a strongly differentiated brand. You'll come away with knowledge and skills you can apply immediately to leverage your brand for increased customer loyalty, competitive advantage and profitability.

"The program offers an overview of branding fundamentals, but is so much more than what I've experienced in other programs – largely because of the number of instructors who've actually managed brands and lead marketing organizations. The advice from multiple seasoned professionals on dealing with executive apathy and budget constraint was unmatched, as was the inclusion of b2b product and service examples."

DIRECTOR, BRAND STRATEGY, CDB

NEXT STEPS

Learn more and apply

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KEY BENEFITS

- Understand why brands matter so much and how brands create value
- Appreciate why building a strong brand is such a challenge
- Learn how to craft distinctive brand positioning and then create a brand experience by managing brand touchpoints
- Understand why brand portfolios are important and learn key frameworks for managing them
- See how to measure and evaluate your brand
- Learn how to manage a brand globally
- Develop your skills at managing a brand in a digital, social world

WHO SHOULD ATTEND

- Managers who have brand management responsibility in their organizations
- Leaders wishing to learn effective brand management strategies and expand their understanding of the importance of brands

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Alexander Chernev, Philip Kotler



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Kellogg on Branding Alice M. Tybout, Tim Calkins, 2011-01-07 The Foreword by renowned marketing guru Philip Kotler sets the stage for a comprehensive review of the latest strategies for building leveraging and rejuvenating brands Destined to become a marketing classic Kellogg on Branding includes chapters written by respected Kellogg marketing professors and managers of successful companies It includes The latest thinking on key branding concepts including brand positioning and design Strategies for launching new brands leveraging existing brands and managing a brand portfolio Techniques for building a brand centered organization Insights from senior managers who have fought branding battles and won This is the first book on branding from the faculty of the Kellogg School the respected resource for dynamic marketing information for today s ever changing and challenging environment Kellogg is the brand that executives and marketing managers trust for definitive information on proven approaches for solving marketing dilemmas and seizing marketing opportunities

Kellogg on Branding in a Hyper-Connected World, 2019-03-19 World class branding for the interconnected modern marketplace Kellogg on Branding in a Hyper Connected World offers authoritative guidance on building new brands revitalizing existing brands and managing brand portfolios in the rapidly evolving modern marketplace Integrating academic theories with practical experience this book covers fundamental branding concepts strategies and effective implementation techniques as applied to today s consumer today s competition and the wealth of media at your disposal In depth discussion highlights the field s ever increasing connectivity with practical guidance on brand design and storytelling social media marketing branding in the service sector monitoring brand health and more Authored by faculty at the world s most respected school of management and marketing this invaluable resource includes expert contributions on the financial value of brands internal branding building global brands and other critical topics that play a central role in real world branding and marketing scenarios Creating a brand and steering it in the right direction is a multi layered process involving extensive research and inter departmental cooperation From finding the right brand name and developing a cohesive storyline to designing effective advertising expanding reach maintaining momentum and beyond Kellogg on Branding in a Hyper Connected World arms you with the knowledge and skills to Apply cutting edge techniques for brand design brand positioning market specific branding and more Adopt successful strategies from development to launch to leveraging Build brand driven organizations and reinforce brand culture both internally and throughout the global marketplace Increase brand value and use brand positioning to build a mega brand In today s challenging and complex marketplace effective branding has become a central component of success Kellogg on Branding in a Hyper Connected World is a dynamic authoritative resource for practitioners looking to solve branding dilemmas and seize great opportunities Kellogg on Marketing Alice M. Tybout, Bobby J. Calder, 2010-08-31 The business classic fully revised and updated for today s marketers The second edition of Kellogg on Marketing provides a unique and highly regarded perspective on both the basics of

marketing and on new issues that are challenging businesses today Includes more than 60% new material on both fundamental marketing concepts and hot topics such as Product Innovation Social Media Marketing to Consumers at the Bottom of the Pyramid and Internal Branding With a foreword by Philip Kotler The Kellogg School of Management is recognized around the world as the leading MBA program in Marketing Along with the new material the core concepts covered in the first edition have all been updated including targeting and positioning segmentation consumer insights and more This is a must have marketing reference **Thomas' Register of American Manufacturers** ,2003 **Microsoft Corp** Mohanbir Sawhney,2017 John Williams senior director of marketing for Microsoft s NET was trying to build the NET brand a comprehensive family of next generation connectivity software products Highlights the challenges of branding and positioning a complex technology offering The first challenge facing Microsoft was to develop a common definition of NET which had been in flux over the prior two years The second challenge was to choose between an umbrella branding strategy a sub branding strategy and an ingredient branding strategy The third challenge was to create a value proposition that would appeal to three very different target audiences business decision makers IT professionals and developers To analyze the branding and positioning of a complex new technology offering by defining a new product offering for public understanding and comprehension evaluating brand strategies for optimal effect considering possible hurdles to implementation of each strategy and developing a value proposition attractive to differing audiences *Kellogg on Marketing* Alexander Chernev,Philip Kotler,2023-04-11 The ultimate marketing resource from the world s leading scholars From the world s 1 MBA marketing program comes the latest edition of Kellogg on Marketing presented by Philip Kotler and Alexander Chernev With hundreds of pages of brand new material on timely topics like creating value to disrupt markets defensive marketing strategies strategic customer management building strong brands and marketing in the metaverse the book explores foundational and advanced topics in marketing management You ll discover a renewed focus on digital transformation and data analytics as well as comprehensive explanations of the strategic and tactical aspects of effective marketing From managing business growth to identifying target customers developing a meaningful value proposition and data driven marketing every area relevant to marketing professionals is covered by expert contributors possessing unique insights into their respective competencies Readers will also find Discussions of the unique challenges facing brands in designing and managing their image and techniques for building resilient brands Strategies for creating loyal customers and developing personalization at scale Strategies for designing effective omni channel marketing platforms Strategies for crafting a successful cross platform communications campaigns Discussions on the application of data analytics and artificial intelligence to the creation of successful marketing programs An indispensable resource for any professional expected to contribute to their organization s marketing efforts or business growth Kellogg on Marketing Third Edition also earn a place in curricula of the business school educating the next generation of business leaders **Ingredient Branding** Philip

Kotler, Waldemar Pfoertsch, 2010-05-17 An Ingredient Brand is exactly what the name implies an ingredient or component of a product that has its own brand identity This is the first comprehensive book that explains how Ingredient Branding works and how brand managers can successfully improve the performance of component marketing The authors have examined more than one hundred examples analyzed four industries and developed nine detailed case studies to demonstrate the viability of this marketing innovation The new concepts and principles can easily be applied by professionals In the light of the success stories of Intel GoreTex Dolby TetraPak Shimano and Teflon it can be expected that component suppliers will increasingly use Ingredient Branding strategies in the future **Ingredient Branding** Philip Kotler, Waldemar Pfoertsch, 2010-09-10 *Bel Brand* Derek D. Rucker, 2012 The case features Bel Brand's efforts to position its flagship brand The Laughing Cow in the US The challenges in this case are twofold First choose a viable position for a brand after a period of high growth following the South Beach Craze The difficulty here is that the initial driver of the brand's position the South Beach Craze an environmental factor is dwindling and is not sustainable Second the brand was receiving pressure from global stakeholders to try to unify the positioning in the US with the global brand positioning These are both challenges that were faced by the marketing team and raised in the case BRANDING FOR DUMMIES Bill Chiaravalle & Barbara Findlay Schenck, 2007-01-16 Branding the process of building a positive impression of a product or company by linking its name or logo with images or feelings is an essential tool for all businesses Branding For Dummies demystifies the process by which brands are created managed differentiated leveraged and licensed Branding For Dummies shows readers how to apply a dynamic brand creation system that includes templates tools and time tested processes in order to successfully meet business related objectives Everything You Ever Wanted to Know About Branding Building a Brand Step by Step Launching Your New Brand The Care and Feeding of Your Brand Protecting Your Brand Unilever's Mission for Vitality David Austen-Smith, 2017 Dove and Axe were two highly successful brands owned by Unilever a portfolio company Dove was a female oriented beauty product brand that exhorted real beauty and not the unachievable standards that the media portrayed In contrast Axe was a brand that purportedly gives men the edge in the mating game Their risqu commercials always portrayed the supermodel type beauty ideal that Dove was trying to change Unilever had always been a company of brands where the consumer knew the brands but not the company but recently there had been the idea to unify the company with an umbrella mission for all of its brands This would turn Unilever into a company with brands potentially increasing consumer awareness and encourage cross purchases between the different brands However this raised questions about the conflicting messages between the brands marketing campaigns most notably between Unilever's two powerhouse brands Dove and Axe The case begins with COO Alan Joje anticipating an upcoming press meeting in New York City to discuss Unilever's current 2005 performance and announce Unilever's decision to create an umbrella mission statement for the company This case focuses on the central question of whether or not consistency between brand messages is necessary or inherently

problematic The Unilever s Mission for Vitality case was created to help students and managers develop an appreciation for how the values underlying a marketing campaign can affect and alter an organization s culture The case focuses on how two products and marketing campaigns that express conflicting underlying values as reflected in the Dove Real Beauty and the Axe Effect campaigns within the same corporation can give rise to a number of unintended organizational and marketing complications

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