



cogito
consulting Presents

BRANDWEALTH

SEMINAR 2015

A THREE DAY WORKSHOP ON BRAND BUILDING

◆ **Thursday, 6th August to Saturday, 8th August 2015** ◆

The sessions will be conducted by highly experienced industry experts of the FCB Ulka Group who have handled national brands across multiple industries. Ten (10) speakers from Mumbai and Delhi will conduct the BRANDWEALTH sessions.

BUILDING BRANDS BRANDWEALTH

THAT BUILD

Cogito Consulting in association with WE SCHOOL presents BRANDWEALTH Seminar 2015, a 3-day Executive Development & Continuing Education Programme on Brand Building Strategies.

OVERVIEW

In today's continually changing and fiercely competitive environment, managing brands, nurturing them and guiding them to growth and dominance has become increasingly challenging.

The need for fresh inputs, new perspectives and opportunities of learning from new cases and examples is necessary to keep abreast of the latest trends.

The BRANDWEALTH Seminar 2015 programme is specially designed to give you a broad overview of brand development, branding trends and the fundamentals of brand extensions. Combining well-known case studies and the wealth of experience of industry stalwarts, the programme seeks to bring alive the idea of building brand wealth.

COURSE CONTENT

DAY 1

The Business Context

The Brand as a business. Critical success factors. Business strategy vis-à-vis the marketing strategy. Top-line vs bottom-line & everything in between. Setting objectives & identifying metrics.

The Brand Context

Product/Service interrogation & insights. Brand parity & differences. Generating competitive insights. Brand equity and brand models.

The Consumer

Understanding consumer behaviour. Qualitative & quantitative research & techniques. Segmentation tools and techniques. Customer data & data analytics overview.

DAY 2

Creative Strategy & Evaluation

Converting Brand Strategy to Communication Strategy. Evolving the Creative Strategy from the Communication Strategy. The Creative Brief & its elements. The difference between good and bad creative.

Media Strategy

Understanding the Media context. Setting Media objectives. Media selection, buying and scheduling. Implementation and evaluation.

Experiential Marketing

Integrating experience marketing to the core of the Brand strategy by defining a role and finding solutions that combine brand needs & consumer interaction across touchpoints.

DAY 3

Interactive Marketing

Direct & Database Marketing. Customer Loyalty & CRM. Digital Marketing & Online Media. Web Analytics & Social Media.

Brand Analytics

Role of Analytics in the brand development process. Best Practices, techniques & tools involved in Brand Analytics.

Brand Architecture & Brand Extensions

Brand portfolio basics. Portfolio evaluation. Portfolio enhancement. Extensions & their role in the portfolio. Basics of Brand Architecture. Arriving at an optimal Brand Architecture.

THE FACULTY

Distinguished professionals from the FCB Ulka Group drawing from their rich industry experience help you gain deep insight into the subject and explore it through experiential learning.

DORAB SOPARIWALA

Educated at the London School of Economics and the Imperial College of Science & Technology in London, Dorab is the ex-CEO of ORG MARG, one of the most prestigious market research companies in the country. Today, he is the editorial advisor to NDTV Profit and a consultant with FCB Ulka and R&P Edelman. He is also one of the country's leading election analysts.

DEEPAK NETRAM

Deepak is Vice President at Lodestar is an MBA and has over 19 years of experience in media. He has worked on a wide range of clients in consumer durables, retail, automobiles, FMCGs handling planning as well as buying. His core expertise is in strategic media planning, innovation and buying. He with his team has won 40+ awards across Cannes, Emvies & Goafest over the years.

FARIDA SABNAVIS

An alumnus of Jamnalal Bajaj, Farida is one of the most sought after Direct Marketing professionals in India. Farida is well known for bringing a sharp combination of strategy & implementation knowledge to the table. She enjoys training and has conducted several training workshops for industry bodies as well as agencies.

HARESH MOORJANI

With over two decades of experience in brand building, Hareesh has worked on some of the most memorable campaigns for clients including Amul, Zodiac, TCS, ITC Foods, Bajaj Hair Oils, Parle and P&G among others. Hareesh is currently the Group Creative Director at FCB Ulka.

MAHUYA CHATURVEDI

Mahuya is an MBA with 19 years of work experience ranging across sales, media planning and marketing. While working in Mindshare & Lodestar Mahuya has worked on brands like DeBeers, Godrej, Unilever, L'Oreal, etc. She has developed many specialised tools in research and analytics which have been recognised by the industry. At Aditya Birla Group Mahuya has worked on creating personal care categories and fashion brands. Mahuya is now managing partner of Cogito Consulting.

M. G. PARAMESWARAN (AMBI)

An engineering graduate from the Indian Institute of Technology (IIT) Madras & an Honour Roll MBA from IIM Calcutta. Ambi was the recipient of the Distinguished Alumnus Award of IIT, Madras in 2009 & was nominated to the Board of Governors at IIMC in 2007. He has authored 5 books on Brand Building and Marketing.

NITEEN BHAGWAT

An MBA from IIM Ahmedabad, Niteen spent his initial years in sales and marketing and then, the last 26 years with the FCB Ulka Group, during which he has led teams on several large businesses including FMCG, Technology and Automobile brands. Niteen is now the CEO of Asterii Analytics.

NITIN KARKARE

After completing his MBA, advertising was an instant choice for Nitin. Beginning his career with FCB Ulka, he later joined Everest Advertising for a few years, gaining valuable experience handling the P&G business. Subsequently he returned to FCB Ulka in 1993. Presently as the Chief Operating Officer, Nitin brings valuable insights and strategic inputs for clients ranging from Amul to Tata Motors to Zodiac.

SATISH RAMACHANDRAN

In a career spanning Sales Management, Product Management, Marketing Management and Advertising, Satish has handled national brands for J&J, Boots Pharmaceuticals, Reckitt & Coleman, Abbott etc. Currently he drives the FCB Ulka Interactive & Healthcare initiatives.

VIDYADHAR WABGAONKAR (WABS)

A gold medalist in Electronic Engineering and a topper from IIM Calcutta, Wabs has spent 17 years in Brand Management, Marketing Services and Strategic Planning with companies such as P&G, Marico, ICI and Leo Burnett. As Senior VP-Strategic Planning at Interface Communications, Wabs leads a team that works on a wide portfolio of brands.

DELEGATE PROFILE:

The programme is specially designed for mid-level managers with three (3) or more years of experience in product development, branding, marketing and all others who are responsible for branding strategies.

DELEGATE FEE:

Regular: ₹15,000 per participant (plus service tax)

Group Discount: ₹13,000 per participant for 3 or more delegates (plus service tax)

PROGRAMME DIRECTOR:

Savita Mathai
Sr. Vice President-HR
FCB Ulka

Mahuya Chaturvedi
Managing Partner
Cogito Consulting

SCHEDULE*:

City	Date	Time	Venue
Mumbai	6 th , 7 th & 8 th August 2015	10:00 a.m. - to 5:30 p.m.	Prin. L. N. Welingkar Institute of Management Development and Research, Lakhmshi Napoo Road, Near Matunga (Central Rly.) Mumbai - 400 019

Registration Process:

For registration kindly write to bambi.diventry@fcbulka.com
or call **Bambi Diventry** on **022-6670 7070/7029/7131**.

* The dates and venues for centres other than Mumbai are tentative.