

Branding – Auckland

UNIVERSITY OF OTAGO EXECUTIVE EDUCATION

PROGRAMME

The objective of this course is to give participants the managerial skills and creative craftsmanship to strengthen and enhance their organisational brands. Participants will learn to formulate brand essence and execute branding strategies. Modules discussed include corporate branding, brand portfolio management, through to the mediated brand image, the activation of brand touch points, and brand-driven business models, amongst others. Participants are encouraged and challenged to apply traditional and innovative brand activation ideas to their own organisations. The course benefits both managers of existing brands, brand innovators and entrepreneurial owners of emerging brands.

COURSE STRUCTURE AND LOCATION

Days 1, 2 and 5 will be taught in the Auckland Centre of the University of Otago. The more managerial part of the course will be based on branding theory, practitioner's models and case studies. The Auckland location has been deemed more suitable because of the proximity of the major clients and participants – and a larger talent pool of mentors, teachers and coaches for this specific course.

The Branding Workshop on Day 3 and 4 will be taught at The Dunes on Onetangi Beach Resort on Waiheke Island. Participants will stay at an inspiring location for group work and concept development. The idea generation part of the course will train the strategic and creative business skills of participants.

COURSE LEARNINGS, REFLECTION AND EVALUATION

Participants are encouraged to keep an individual journal during the course to record their reflections and ideas on branding. The contributions to the journal will be prompted by the full range of the individual sessions of the branding course and may contain both formally phrased and more intuitive progression of ideas as a result of presentations and group work. The journal will also function as the source of evaluation for participants requiring a formal credit of the branding course. Journals are individual and will be assessed on request by the course coordinator. Standard course journals will be sent out as part of the materials participants receive prior to the start of the course.

CREDIT FOR cBA

The executive education branding course can be credited as one paper towards the Graduate Certificate in Business Administration.

WHO SHOULD ATTEND

Middle to senior managers of corporate companies in charge of brand management, managers responsible for strategic business innovations of business units, and entrepreneurs building new and emerging brands. Participants will complete the course with the skills and ability to manage their brands as an integral driver of their business process.

KEY AREAS TO BE DISCUSSED

Brand management
Brand strategy
Brand activation and touchpoints
Brand concept development and innovation
Branding and human resources

KEY BENEFITS

This programme will:
Provide opportunities for participants to analyse their own organisation and develop opportunities for brand renewal,
Examine the connection between innovative brands and business success,
Identify ways in which brands drive and shape organisations,
Provide opportunities to expand skills and knowledge for managers from different organisational backgrounds,
Allow participants to critically assess the branding needs, make innovative idea and develop implementation techniques for the future.

DAY ONE

Auckland Centre – University of Otago

Morning session
Course introduction / brand definitions and concepts
Roel Wijland

The first session of the course will outline the structure of the five-day programme and introduce traditional and contemporary brand definitions and concepts. During the week participants will be asked to consider and share factors that lead to successful branding practices for existing organisations and new companies.

Afternoon session
Brand development and incubators
Dave Wrathall (The Icehouse)

The session will review techniques, management and models for brand-driven business innovation and the brand development process, from idea generation to brand launch and implementation of new ventures.

The compact early evening sessions are informal presentations of contemporary branding cases by a variety of top level practitioners. Participants will be able to reflect on presented cases as part of their week's branding journal. The sessions will present number of case studies related to innovative brand management – and relate corporate culture, leadership styles and managerial models and their influence on competitive branding practices.

Early evening session
Branding in practice I
Talent and brand management
Frances Stead – Managing Director, L'Oreal New Zealand

Frances will give her views on human resources and brand management - what attributes make a brand manager; how do you select a good brand manager and perhaps even: how do you manage the brand managers?

DAY TWO

Auckland Centre – University of Otago

Morning session
Branding, research and lifestyles
Professor Rob Lawson

A presentation on consumer research and branding based on the continuous New Zealand lifestyle research of the University of Otago and explains the various lifestyle profiles, their use and how they have evolved over the years. The most recent survey contains data on what consumers' think of brands generally and why they are loyal to them.

Afternoon session
Branding and (new) media
Roel Wijland

The new media are a major source for the need for the continuous re-development of products, services and company communications. The session provides a brand centred perspective on the re-definition of company offerings and relation management as a result of contemporary digital techniques.

Early evening session
Branding in practice 2
Launching a new brand
Aisha Daji Punga – Marketing Director Frucor

Aisha will present a recent case on new brand / product introduction and give an insight into the brand development process in FMCG.

DAY THREE
 Waiheke Workshop Strategy

Morning session
Brand Strategy
Brent Smart (Colenso / BBDO)
 In this session, we'll review contemporary ideas and concepts with regards to brand strategy development.

Afternoon
Brand Strategy Workshop
Brent Smart
 Participants will review the strategic opportunities for their particular brands – both from the perspective of their companies and with a particular view to the New Zealand context – as a market – or as a source for international business. Participants will be provided with a briefing form prior to the start of the course to assess the main challenges and opportunities for their brands and work on particular solutions in small groups. Participants will critique different methods of brand innovation and brand touchpoint activation – and assess the relevance for their professional environment and prepare a creative briefing.

Early evening session
Branding in practice 3

A presentation of a branding case tba.

DAY FOUR

Waiheke Workshop Creativity

Morning session
Brands and creativity
Mike O' Sullivan (Saatchi & Saatchi)

The session provides ideas on the practice of the creative brand development and reviews the qualities and requirements of the creative briefing. The session addresses business, market and media opportunities and assesses brand development from a company and consultancy perspective and reviews techniques to make creative ideas.

Afternoon session
Brand Idea Workshop
Mike O'Sullivan

The workshop will require participants to work on their own chosen brands and conceptualise strategic brand opportunities prompted by the market or the core competencies of their business environment. Participants will be encouraged to challenge existing brand concepts and produce innovative creative ideas for their brands, businesses and markets. Depending on the business environments, participants will be streamed into groups working on new entrepreneurial brands, emerging brands, purposeful innovations for existing brands and satellite spin-offs of corporate brands.

DAY FIVE
 Auckland Centre – University of Otago

Morning session
Brand evaluation and monitoring
Roel Wijland

In this session we'll present and review practical and theoretical ideas about the evaluation of brand performance and the progressive monitoring of brands and the representation of brand practices and values within the corporate culture.

Afternoon session
Wrap-up and implementation
Roel Wijland

Participants will collaboratively assess their learning of the week and review their strategic and creative concepts for brand management. They will consider re-presentation and the practicalities of the implementation of brand ideas within their business environment and will finish the course with a framework to drive their brands forward.

ROB LAWSON
University of Otago

Professor Rob Lawson joined the Department of marketing of the University of Otago in 1987, and was appointed professor in 1995. He is also the immediate past President of ANZMAC and the New Zealand representative on the EMAC executive. Rob's special is in the study of , though he also has interests in the development of marketing theory. He's is co-leader with Sarah Todd of the New Zealand consumer lifestyles project and Rob has been involved with four out of the five major surveys since the project was first run in 1979. In the branding course Rob Lawson will present the most recent consumer and lifestyle research, reflect on consumer research and the implications for branding.

MIKE O'SULLIVAN
Saatchi & Saatchi

Mike O'Sullivan has been living in New Zealand for 13 years. During this time he has been a Creative Director at Publicis Mojo, Clemenger/Colenso BBDO and most recently Saatchi & Saatchi New Zealand. He is widely credited for the creative transformation of Colenso from 1999-04. In that time Colenso three times Campaign Brief Agency of the Year and was No 19th the worldwide rankings of the Gunn Report.

Since joining Saatchi & Saatchi in 2004, Mike has helped double the agencies billings and staff whilst adding yet another Campaign Brief Agency of the Year credit. In 2005 & 06 the agency won Fairfax New Zealand / AdMedia Agency of the Year; B & T Agency of the Year and CAANZ Effies Best in Show 2006. In 2006 Saatchi & Saatchi New Zealand won 5 Lions at Cannes, 2 of them being Gold.

BRENT SMART
Colenso / BBDO

Brent Smart is General Manager of Colenso BBDO. He has been at the agency for 2 years and runs the agency in close partnership with Creative Director Rich Maddocks. Previously Brent spent 6 years at M&C Saatchi in Australia where he was part of the management team and ran large, high profile accounts including Vodafone, Insurance Australia Group and ANZ. Colenso BBDO Chairman Roger MacDonnell says: "Brent Smart is a world class ad-man and at only 32 is one of the new young leaders in the industry. He and Rich make a formidable team and have a huge future in BBDO."

ROEL WIJLAND
University of Otago

Course designer and coordinator Roel Wijland worked for various international agency networks, including Hakuhodo, TBWA and GGK, both in Europe and Japan. He was a founding partner of the innovative brand consultancy BSUR Concepting in Amsterdam. He moved to New Zealand in 2003 and has taught the Integrated Marketing Communication and European Business at the University of Otago and has initiated a senior conceptual branding course with the working title The Brandbach – in which students virtually collaborated with brand managers of major New Zealand companies. He's a trustee of the Dunedin Fringe Festival and is currently finishing a thesis about New Zealand brands - as seen through the eyes of 13 major poets.

DAVE WRATHALL
The Icehouse

Dave Wrathall's background is based on 17 years in the IT industry in the UK, NZ and Australia, predominantly with multinational organisations in sales, marketing and management roles. Much of that time was spent with Microsoft in NZ and Australia, where he was Regional Director of its OEM Distribution and Licensing business. After leaving Microsoft to return to NZ with his family, Dave consulted to some new ventures in the technology area. Prior to joining the Auckland based incubator The Icehouse as its Start-Up director Dave was a consultant with Rogen, a global communications consultancy, working with clients to improve their win-rate in business-to-business pitches, from pitch strategy and process through to presentation delivery and proposal production.

ENROLMENT INFORMATION

Enrolment is open to all managers and no special qualifications are necessary. However some eligibility requirements may apply for credit towards a University of Otago award.

FEES

The total fee is \$NZ5,495 (excluding GST) and includes tuition, materials, meals and a nights accommodation on Waiheke Island. Personal expenses are not included.

REGISTRATION

For an enrolment form visit

www.otago.ac.nz/execeducation

or telephone 64 3 479 4176

Post, fax or email your completed enrolment form to:

**Executive Education
School of Business
University of Otago
PO Box 56
Dunedin
New Zealand
Fax 64 3 479 4146
Email execeducation@business.otago.ac.nz**

CONDITIONS OF ENROLMENT

Course fees are due and payable on receipt of application. If a course is over subscribed you will be contacted immediately with the option to transfer to another session or to receive a full refund.

CANCELLATION POLICY

One month's written notice is required for a full refund (before start of course). Within one to four weeks' notice fees can be transferred to another course or 50% of fees will be refunded. With less than one week's notice no refunds apply. If the behaviour of any participant is unreasonably disruptive or endangering to other participants or personnel involved in programme provision, the University of Otago may require that person to withdraw and no refund will be offered. The University, because of insufficient numbers or other unforeseen circumstances, may cancel any course. In that event, a full refund will be made available. The University of Otago is not responsible for any expenses (e.g. books/travel/ accommodation) that have incurred.

Branding
27 August – 31 August 2007
Auckland

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