

## CME Courses

**CME 101 Brand Building Orientation & Insights (1.5 day session)**

Prerequisite: None

**Course Objectives**

This purpose of this course is to orient marketers to the best practice brand building process and critical importance and role of Consumer and Customer understanding to market success. You'll understand how the complete brand building process creates new consumer, customer and shareholder value. The course then advances into the foundation of all marketing – insights.

You will learn and discuss best practice principles, frameworks and methodologies for designing and implementing how insights fit into the marketing process, how to get to insights and how to use insights. Important components of the course are exercises and cases that illustrate the power of excellent consumer insight development and execution.

**Learning Objectives**

At the end of this course, you will understand:

- Why brand building is the primary creator of value for every enterprise
- Consumers and where they fit in the value chain
- Definition of brand equity and why companies consider its measurement to be critical
- The process of building brand equity and how brand equity can be measured
- How to determine if a process is successful through brand building measures and metrics
  - The importance of an "insight"
  - Definition of an insight
  - Why insights are important to brand marketers
  - What is the "Voice of the Consumer/Customer" (VOC)
  - How to identify insights in the VOC using "I wish I knew" (IWIK)
  - How to create an Annual Learning Plan using the (VOC)
  - How to identify and use an insight opportunity

**CME 103 – Developing Brand-Led Growth Strategies**

Prerequisite: CME 101

**Course Objectives**

The purpose of this course is to help the student understand and master the Brand-Led Growth Strategy process in the context of the Complete Brand Building Way. The Brand-Led Growth Strategy is a powerful element in setting the stage for brand-led growth. It enables brands to break free of the constraints of category-bounded thinking, creating new faster growth and higher margin spaces in which to grow. This in turn leads to new or higher cash flows from the brand assets in which they have invested. Applied correctly, Brand-Led Growth Strategy brings highly accelerated growth opportunities that are then interpreted and tackled through the Brand Equity Framework.

The Brand-Led Growth Strategy helps to open up new growth opportunities for brands and has the potential to create an enormous amount of consumer / customer and shareholder value across a wide range of businesses.

**Learning Objectives**

At the end of this course, you will understand:

- The utilization of the Domain Strategy concept for identifying brand-led growth opportunities and its associated definitions.
- How to change paradigm from "category" to "consumer needs orientation."
- How to develop a Domain Strategy Recommendation, a Portfolio Scorecard, a Sized Domain Map, and a Hierarchy of Needs
- How to use process tools to develop a Domain Strategy and to evaluate brand growth opportunity, including:
  - Defining the Domain
  - Sizing the opportunity
  - Seizing the Domain opportunity

**CME 104 - Managing Brand Equity**

Prerequisite: CME 101

**Course Objectives**

The goal of this course is to enable mastery of the Brand Equity Management Process - the core of a best-practice way of brand building for both B2B and B2C businesses.

This course will help you to develop a deeper understanding of the principles and application of Brand Equity Management and its importance to brand building.

"Managing Brand Equity" teaches you the complete brand equity management process including how to systematically build, measure and value brand equity, and understand its link to financial outcomes

"Brand equity" refers to the values and impressions that customers/ consumers have in mind when they consider a brand. Identifying, "owning" and leveraging those Brand Equities that drive purchase creates competitive advantage, leads to new growth opportunities, and drives shareholder value.

Moreover, the course will help you develop a long-term plan that sets the future direction for your brand. This plan is based on the identification; articulation and leveraging of those brand equities that reflect the highest level needs of your customers /consumers.

The course offers a framework for developing brand equity, together with the tools for selection, management and measurement of the appropriate equities.

### **Learning Objectives**

At the end of this course, you will understand:

- The meaning of Brand Equity
- The importance of Brand Equity
- The Brand Equity Management Process
- How to develop a Brand Vision and evaluate your brand opportunity.
- How to assess your brand's current position and develop a Brand Challenge
- How to develop a Long-term Equity Appreciation Plan and 5 (-) year Brand Targets
- Usage of brand equity management tools

## **CME 105 - Annual Brand Planning**

Prerequisite: CME 101

### **Course Objectives**

The goal of this course is to facilitate the marketer's understanding and mastery in developing brand initiatives and an accompanying Integrated Marketing Plan to meet the objectives of these initiatives. The Annual Planning process can be a snapshot of the longer-term brand equity plan that will leverage equity effectively over the shorter time period.

The process provides a framework for creating plans that meet Long-term Equity Appreciation Plan imperatives, as well as the immediate, short-term revenue and volume goals of the brand. An important characteristic of this process is its emphasis on the collaboration and integration of marketing functions, such as advertising, promotion and PR in creating an integrated strategy to deliver Brand Initiatives.

### **Learning Objectives**

At the end of this course, you will understand:

- The link between long term and short term Brand Planning
- The process overview - elements, timing, and links to organization
- Landscape inputs from Marketing Functions (e.g. consumer promotion, media, etc.) and other groups (e.g. product research, finance, supply chain, etc.).
  
- Brand Initiatives and Brand Commitment Profile Objectives using the Brand Commitment Profile framework
  
- Creation of a cross-functional Integrated Marketing Strategy.
- Creation of an integrated tactical plan based on Marketing Function plans
- Management of the plan and stewardship of its successful execution

## **CME 106 - Promotion Process**

Prerequisite: CME 101, CME 105

### **Course Objectives**

The goal of this course is to facilitate mastery of the Promotion Development Process. Promotions are planned in response to objectives set by the brand marketing team and are developed collaboratively with other functions that touch the brand, including advertising and trade. It is designed to apply the most appropriate promotion tools and tactics to achieve the goals set by the long-term brand equity plan, as translated into the shorter-term brand planning process.

Promotion is one of the major marketing activities designed to achieve brand goals -- both brand equity goals and volume/revenue goals. Students will learn how to use the Promotion Development process to identify the most relevant and efficacious ways of promotion, while always conforming to the brand's central tenets. The Promotion Development Process ensures that promotion dollars are put to their best use and that the brand will continue to be promoted.

### **Learning Objectives**

At the end of this course, you will understand:

- Promotion and the link to brand equity
- The Promotion plan development process
- The link between Promotion and annual Brand Planning
- Types of promotions
- Elements of effective promotions
- How to evaluate a promotion
- How to set promotion objectives
- How to develop successful promotion plan strategies
- What makes a promotion concept inspired
- How "landscapes" inform the promotion planning process
- How common creative briefs deliver superior results
- Promotion Evaluation
- How to assess promotion-effectiveness using the Brand Commitment Profile

## **CME 107 - Advertising Development Process**

Prerequisite: CME 101, CME 105

### **Course Objectives**

This course is designed to help the student understand and master the Advertising Development Process.

Advertising's role at the center of brand communications is to deliver compelling messaging to consumers/customers that drives sales. Advertising must be strategically aligned with the brand's overall communications strategy in order to provide a consistent message to the consumer or customer and to utilize resources to maximum effect.

The Advertising Development Process is developed in response to objectives set by the brand team and is developed collaboratively in a logical sequence of steps with other functions that share responsibility for achieving brand objectives. It applies the most appropriate tools and tactics to achieve the goals, as determined by the brand team in long term and short term Brand Planning processes.

### **Learning Objectives**

At the end of this course, you will understand:

- Advertising and Brand Equity
- The Advertising Development Process
- How to develop effective and compelling advertising
- How to evaluate advertising
- How to measure advertising effectiveness
- How to work with agencies and advertising production

## **CME 108 - Media Plan Development**

Prerequisite: CME 101, CME 105

### **Course Objectives**

This course is designed to help the student understand and master the Media Plan Development Process.

The goal of Media Plan Development is to identify and use the appropriate media to effectively and efficiently deliver brand communications to the target audience. As with Advertising, Media must be strategically aligned with the brand's communications strategy in order to provide a consistent message to the consumer / customer and to utilize resources to maximum efficacy.

The Media Development Process is developed in response to objectives set by the brand marketing team and is developed collaboratively in a logical sequence of steps with other functions that share responsibility for achieving brand objectives. It applies the most appropriate tools and tactics to achieve the goals, as determined by the brand equity team in the Brand Planning process.

### **Learning Objectives**

At the end of this course, you will understand:

The relationship between media and brand equity  
The media plan development process  
The link to long and short term Brand Planning  
and the media landscape report

Establishment of media objectives - the brand briefs  
Media theory - effective reach and frequency  
Building a media plan - strategies and first principles  
Market mix modeling  
Modeling the effect on SOR (share of requirements) and penetration

Adjusting media spending theory and problems  
Non-traditional media  
Tools of the media trade  
Working with media planning and buying agencies

### **CME 109 - Consumer Insights for Customers (CIC)**

Prerequisite: CME 101, CME 105

#### **Course Objectives**

This course is for those brandowners who must reach their end-users through customers – retailers, resellers (VARs), distributors, dealers, and channel partners of various kinds. The goal of this course is to facilitate understanding of how to better market to end-users through those customers. Students will learn how to align the strategic objectives of the brand with those of the customer / channel partner by identifying and communicating insights about behavior of the common end-user.

#### **Learning Objectives**

At the end of this course, you will understand:

Customer / channel partner development and the brand equity experience via the channel  
Target consumer behavior by channel and major customer / partner  
Customer objectives and strategy development  
How to develop a customer plan  
Category structure and links to the brand  
Cross category comparisons - the role of brands and categories in customer planning  
Consumer (end-user) insights for the customer - principles and metrics  
Specific occasions requiring consumer insights to the customer: e.g., KPI's,  
brand strategies, new items, customer strategies competitive initiatives

Tactical success models: looking for what works  
Scorecards and links with brand metrics

### **CME 110 - Public Relations Process**

Prerequisite: CME 101, CME 105

#### **Course Objectives**

The goal of this course is to demonstrate how public relations is a key element in the brand building toolkit and to ensure that you know how to use your public relations strategy as a measurable weapon in building brand equity.