

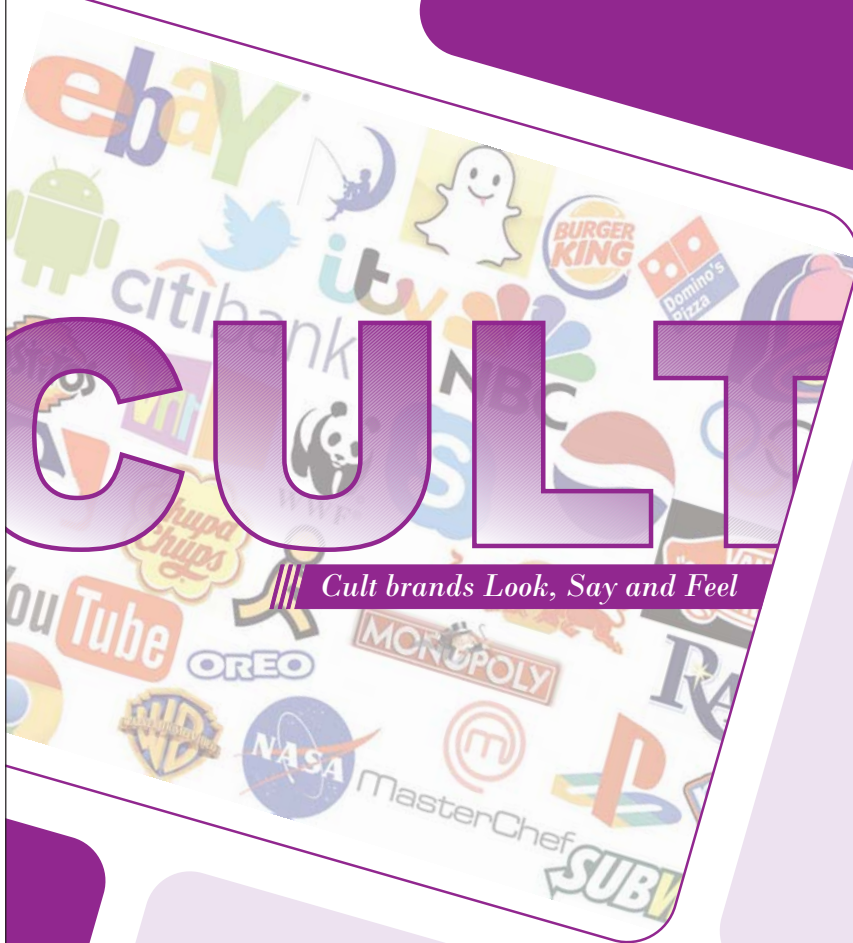
Workshop on Cult Branding

Sales &
Marketing

February 13 & 14, 2015

9:00am – 5:00pm

Venue: CEE@IBA, Karachi



Cult brands Look, Say and Feel

OVERVIEW

Brands hold more influence over our lives than many of us would care to admit.

This is the reason why every company around the world wants to build magnetic brands. They get repeatedly chosen over competition. They bring higher prices. Most importantly these brands exhibit a high degree of customer loyalty-year after year.

This devotion gives a brand a locked-in cadre of customers. While ordinary brands struggle to bring -in new consumers, magnetic brands sit back confidently knowing they've a built-in customer base! Welcome to Cult brands! Apple, Harley Davidson, VW, Nike, Raymonds, Oprah Winfrey, Fedex, Amul, Emirates and Fevicol are some cult brands.

The workshop will delve deep into the world of Cult branding and come-up with answers to the relationship between cult brands and customer loyalty. It'll highlight steps that'll help you create Cult brands.

7-Golden rules of Cult branding

1. Consumers want to be part of a group that's different.
2. Cult brand inventors show daring and determination.
3. Cult brands sell lifestyle.
4. Listen to the choir and create brand evangelists.
5. Cult brands always create customer communities.
6. Cult brands are inclusive.
7. Cult brands promote personal freedom and draw power of their enemies.

Who'll benefit?

Marketers and entrepreneurs engaged in building strong magnetic brands.



FACULTY

Akhtar Mahmud is currently CEO, Brand Image - a marketing consultancy specializing in Branding, Advertising and Consumer Insights. He brings 30 years of corporate exposure mainly from Multi National Companies: Unilever, DHL, FedEx, US-aid etc. in senior marketing positions to corporate leadership.

Mahmud has been conducting Training and Development programmes for Banks, MNCs, local conglomerates, IBP, PIQC and leading T&D organizations. Market research, training, and consultancy projects for BBC, United Nations, Hoechst, Millat Tractors, ICN, Aga Khan Health Services, Milupa Foods, Berger Paints, Ciba Geigy, GETZ - local & international, Pfizer, Sandoz, Searle, GSK, Sanofi-Aventis, Herbion, Genix, Nabi Qasim, Barrett Hodgson and NGOs are few of the key programmes undertaken by him. Also an IBA Graduate with major in Marketing, Mahmud is teaching in Institute of Business Administration (IBA), Karachi since 2001. He has also attended various seminars and conferences in US, Europe, Middle East and South East Asian countries on Branding, Brand-based communications, Creativity in advertising, influencing consumer behavior through psychological modules and leadership evaluation and awareness process.



Hartmut Wellerdt is a renowned German Scholar. He worked with UNILEVER Germany (Food Business) for 25 years. He is Ex-Managing Director & CEO (Unilever Professional Foods). He also served 10 years with NESTLE Germany and Austria (Entire Portfolio) as Head of Nestle Food Services, Germany & Austria. He took education from University of Applied Sciences, Bremen (Germany). Since the year 2000, he is engaged in teaching assignment as Senior Lecturer for Strategic Management, Marketing and Global Marketing at the University of Bremen/Germany

He also has teaching experience in Pakistan with IUB (Islamic University Bahawalpur), IIU (International Islamic University, Islamabad). He is Management & Marketing Consultant for companies in Germany, Austria, Turkmenistan, Switzerland and Pakistan as well.

TOPICS COVERED

- The power of Cult branding.
- Seven-ways to create Cult brands.
- Generating groups and communities for brand loyalty.
- Developing Brand “Categories”.
- Improving superiority and Insane differences.
- Shattering conventional wisdom.
- Cult brands sell “Lifestyle”.
- Enhancing “Touch points” for your brand.
- Cult brands create “enemies” by promoting personal freedom and drawing power.
- Engaging customers through “Lasting memories” and “Nostalgia”.

Workshop Fees PKR 40,000/participant

Inclusive of Course material, IBA Workshop Certificate,
Lunch, Refreshments & Business networking

Experience

EXECUTIVE EDUCATION

Centre for Executive Education, IBA, Karachi

Center for Executive Education (CEE)
Institute of Business Administration City Campus.
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