



Institute of
Business Administration
Karachi

Leadership and Ideas for Tomorrow

Workshop on Lifestyle Branding

March 7 & 8, 2017

9:00am – 5:00pm

Venue: CEE@IBA, Karachi



OVERVIEW

Can you define your brand in 7-seconds?

Successful brands stand-out for something. A single-idea. Simple. And communicate seamlessly with their target market.

Developing, building and managing great brands require exceptional consumer insights, excellent creativity and eventually a highly focused communication strategy. Building insanely different and memorable brands in a highly cluttered market is an extremely daunting task.

The Workshop concentrating on the process of building brands will articulate how successful brands have innovatively used latest Brand-building tools. The participants will be exposed to unique marketing approaches to reach out to their target audience increasing their customer- base.

With case studies and live examples, audience will be captivated to see how through cross-cultural communication, local brands have crossed into international boundaries creating global brands.

What makes Apple, Diesel, Crombie & Fitch, Patanjali, Desi Kaur, Petagonia, Vans, Microsoft, Samsung, Coke, Oreo and Harley Davidson super brands?

Topics Covered

Participant will:

- Master the brand building process.
- Understand how data-based marketing is used to create differentiated and targeted Positioning.
- Movement Marketing & Story telling
- Millennial segmentation
- Retail Branding
- How to build Authority, Solution, Iconic & Lifestyle brands?

Who should attend?

Brand management teams & enthusiasts. Entrepreneurs. Advertising Groups, Marketing Services Personnel & PR professionals

Faculty



Akhtar Mahmud is currently Visiting Faculty, IBA, Karachi and CEO, Brand Image-a marketing consultancy specializing in Branding, Advertising and Neuromarketing. Brings with him 30+ years of corporate exposure mainly from Multi-National Companies: Unilever, DHL, FedEx in senior marketing positions to corporate Leadership. Mahmud has been conducting Training and Development programs 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, and Aga Khan Health Services, Milupa Foods, Berger Paints, Ciba Geigy, GETZ - local & international, Pfizer, Sandoz, Searle, GSK, Sanofi-Aventis, Herbion, Genix, Nabi Qasim, CCL, Sami, Barrett Hodgson and NGOs are few of the key programs 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 Neuro-marketing.



Workshop Fees PKR 40,000/- participant

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

Experience

EXECUTIVE EDUCATION

Center for Executive Education, IBA, Karachi

Center for Executive Education (CEE)
Institute of Business Administration City Campus.
Off Garden Road, Karachi-74400.

For Further Information

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