



Institute of
Business Administration
Karachi
Leadership and Ideas for Tomorrow

IBA CEE
Center for Executive Education

Workshop on

Strategic Brand Management

Sep, 28 & 29, 2021 (9 am to 5 pm)



WORKSHOP FEE

PKR 50,000/-

PER PARTICIPANT + 5% SST
inclusive of course material, IBA
workshop certificate, lunch / refresh-
ments & business networking

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Strategic Brand Management

Program Overview

Brand management has come a long way since Neil McElroy of P&G's classic memo of 1931. Marketing and indeed the general landscape of the world and the way it buys and consumes is changing rapidly.

With digital transformations and innovations all around us, coupled with the challenges and opportunities created by a global pandemic and the booming of brand communities led by consumers, it is becoming increasingly complex to navigate and keep pace with the changes.

With technology at the forefront of these changes, marketers of today need to be grounded in the basics of brand building and savvy enough to take advantage of the rapidly changing landscape.

Facilitator: Qashif Effendi

Qashif Effendi has over 25 years' international experience of working at CEO, Director and General Management positions in top multinationals in the MENA and South Asia regions. He has worked with Chevron, Philips, Unilever, Tetley, Abu Dhabi National Industrial Projects Co., UAE and currently as CEO at Reem Rice Mills (Pvt.) Ltd, a 100% multinational JV of Al Ghurair UAE and Al Mohaidib KSA.



Brands like Philips Whirlpool, Dalda Cooking Oil, Brooke Bond Supreme, Tetley and Reem achieved tremendous growth during his stewardship. He has also consulted for various companies such as HELM Medical (Hamburg, Germany), Simply Sufi, Shan Foods, KESC, Adamjee Insurance, Dollar Stationers, Liberty Books, Hilton Pharmaceutical, PharmEvo and PSTD (Pakistan Society for Training and Development). He is an alumnus of IBA with a great passion for learning. He has been a visiting faculty at IBA, KSBL, Szabist, BNU, Superior University and CBM for over 15 years teaching Brand Management, Export Marketing, Advertising, Consumer Behavior, Strategic Marketing and Technopreneurship. He regularly writes for publications like Synergizer and Marketing Review.

Topics Covered

- What is a brand? How is it different from a product?
- What is strategic brand analysis and how to implement this in an organization?
- What are consumer insights and how to mine these?
- What is brand identity and how to create one using global models?
- How to cascade the brand identity internally and externally?
- What is positioning and how is it different from iconic moves?
- How is target market different from target audience and why is this relevant?
- What is brand image and how does an organization improve it?
- What is brand relationship spectrum and how it helps us?
- What is brand architecture and how it is important to create one?
- How does technology affect the way branding is done?
- Impact of Big Data and AI on marketing and branding
- How should a brand be launched?
- How to sustainably grow a brand and create a brand with purpose?

Who Should Attend?

Brand managers, Marketing managers, Family managed business owners / Local business owners, Brand teams working for Pakistani brands being exported to Pakistani's and desi diaspora, Advertising and media agencies.

Learning Outcomes

- Understand the rules of branding and how to make effective use of them
- How to differentiate from and beat the competition
- Understand how consumers think and shape your brand to appeal more effectively to them
- How to approach the global market with your brand
- Get familiar with the digital tools available and how they can help you in brand development
- How to avoid the micromanagement of marketing trap
- How to apply the global tools of brand management to local market

Experience

**EXECUTIVE
EDUCATION**

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