

“Brand Positioning, Communication Strategy & Developing Great Advertising” Course

PROGRAMME OBJECTIVES

- To achieve business objectives by improving and developing the functional marketing management skills of your marketing team.
- To develop a common marketing culture, a shared sense of purpose and process and to gain a more global marketing perspective.
- To have a beneficial, challenging and enjoyable marketing training and development experience.



OBJECTIVES FOR EACH COURSE DAY

Day 1 Effective Brand Positioning

Objective - To explain and re-inforce the effective application of positioning as a key fundamental principle for successful brand marketing.

Day 2 Integrated Communication Development Strategy

Objective - To explain and introduce application of RSA Communication Development Document[©] process as a strategic focus for effective integrated communication development.

Day 3 Developing and Evaluating Great Advertising

Objective - To provide effective guidelines and process for the development, recognition and evaluation of great advertising.

YOUR QUESTIONS ANSWERED

Who Will Benefit?

All your marketing team up to and including Marketing Manager level, plus Marketing Services, Trade/Category Marketing, Sales Management and your Agency counterparts.

Attendance Numbers?

From 6 up to a maximum of 18.

Length of Programme?

Each Stage is a full day. The Programme is most effectively delivered on three consecutive days, but it is of modular and flexible design so can be distanced over agreed time period.

Programme Venue?

Client's decision, but RSA will provide Course Planning Guidelines Checklist of training requirements.

What Learning methods are used?

All RSA marketing training is delivered on confidential in-company basis. This results in content being covered in real depth, with training geared to client's objectives, culture and marketing team-building maximisation. Use of many examples (including from Client), relevant case studies, TV/Press advertisements, inter-active open discussion, working in different syndicate groups/teams, role reversal exercises and brainstorming.

RSA gives case studies and examples of 50+ major brands; Full summary handouts issued after each training session is completed. Issue of printed documentation, RSA Binders, Glossary of Marketing Terms, Reading List; Participant evaluations completed at end of each day.



WHO WILL LEAD AND DELIVER THE MARKETING TRAINING?



Richard Suthons

All RSA marketing training is devised, produced and delivered by Richard Suthons, Managing Consultant of Richard Suthons Associates.

Richard founded RSA in August 1994, following over 25 years senior marketing experience with Cadbury Schweppes, Kenco Coffee, Premier Brands, General Foods, Kraft Foods and Maxpax International.

Richard is a highly experienced and skilled marketing training consultant, who has now delivered 400+ marketing Workshops in the UK, USA, Europe, Asia, Middle East and Africa, to 3,500+ marketers, from 78 countries. This equates to 8,500+ delegate-training days, from 60+ major companies, with an average 93%+ “Very Good” participant evaluation return.

Richard is a Honorary Chartered Marketer of the Chartered Institute of Marketing, Member of the Institute of Directors, and Member of the Chamber of Commerce.

RSA VISION STATEMENT

“To be the most valued by those who most value high quality marketing training”

WHAT WILL PARTICIPANTS LEARN FROM THIS PROGRAMME

DAY 1

- Positioning often in news; Definition
- What is positioning? Why so important to all marketing strategies?
- Understanding human mind Keeping communication simple
- Today's explosion of product choice Differentiate or die!
- Basis of all Marketing Strategies
- Elements of Positioning Statement How to write one well; examples
- Understanding Target Audience, Source of Business, Point of Difference and Strategic Support; How they inter-relate
- Nine principles for more effective positioning
- Understanding market structure and target audience segmentation
- Understanding and using Brand Benefit Ladder; examples
- Importance of positioning consistency
- When and how to re-position brand
- Final checklist



DAY 2

- Purpose and importance of RSA Communication Development Document© process
- CDD elements; How to write one well
- Understanding concept and application of Brand Essence; examples
- What is brand Tone of Voice?
- Brand Ambition
- Communication Objective; How to state clearly
- Why we need to communicate to our targeted consumers
- Defining Targeted consumers
- Most effective communication methods; Why route chosen?
- Communication Plan Document ©
- Communication media and channels available today
- Understanding and developing leverageable Consumer Insights
- Objective and Subjective Brand Promises; Single Benefit
- Different kinds of Brand Support
- What creatives want from Client Brief
- CDD summary

DAY 3

- Why need for more effective advertising?
- What are elements of Great Advertising?
- What are Communication/Advertising Ideas? examples
- Why so important? How to develop?
- Importance of IMPACT; examples
- Bringing Communication Ideas to life
- Execution - is it Single minded, Involving and Visual?
- Evaluating advertising recommendations; Checklist
- Role-reversal case studies
- Best Practices in Advertising Development
- How to work with your Agency for better results
- Ways to improve the Client/Agency relationship
- Final summary



WHAT DO SOME CLIENTS SAY ABOUT RSA? . . .

"Thank you for the first class job that you did for us and for the meticulous preparation that went into making it such a success. The evaluation scores that you received bear testimony not only to their enjoyment of the event, but also to the value that they all got from it"
BUSINESS DEVELOPMENT DIRECTOR - of leading global confectionary business

"We appreciate the long-term commitment and reliability that Richard has provided for our marketing training and recommend his company to you."
DIRECTOR - of World Wide Marketing Training for biggest packaged company in the world

"Richard is highly commended"
MARKETING CONTROLLER - of leading UK cereal company

"This successful rating well reflects Richard's preparation, organisation, delivery and professionalism to each workshop."
COMMERCIAL MANAGER - of leading UK pub retailer group

"Feedback we have received on Richard has always been favourable and complimentary"
DIRECTOR - of major American Business University

"Our clients stringent observation, in addition to our own observations, on Richard's skills and capabilities, have been very positive"
DIRECTOR - of biggest professional services organisation in the world

"We train the marketing teams to meet the challenges of tomorrow - your success is our success"
RICHARD SUTHONS

For more information - on a totally non-commitment and confidential basis - contact Richard at: