



Programme Outline

The Brand Playbook: Game-Changing Strategies and Ideas to Win in the Marketplace

The Brand Playbook: Game-Changing Strategies and Ideas to Win in the Marketplace

Based on the best selling “The Brand Playbook: 88 Game-Changing Strategies and Ideas to Win in the Marketplace”, experience the potency of game-changing strategies and ideas from the Brand Guy’s playbook.

Synopsis

Knowledge is power, and it’s the only thing that will give you an edge over your competition in the market. Learn key brand strategies from the best brands in the world, and apply this to forging your brand credibility and brand growth as you drive your business to win in the marketplace. In this fun and engaging program, learn to use branding as a strategic advantage to stand out and be memorable. Be challenged on how you can raise your game by applying these strategies & lessons to your brand. Are ready you to play?

Key learning outcomes

- Become a master tactician for your brand: learn new game-changing strategies that will radically transform your brand identity and growth journey.
- Leverage on tricks and hacks from the playbook to gain an edge over your competitors and wrestle the attention of the market from them.
- Learn efficiently by absorbing bite-sized insights from the playbook, including real-life examples from actual brands from all over the world.
- Practice what we preach: utilise these inspiring ideas and learn how to apply these ideas to your businesses through our services.
- Utilise The Brand Playbook Framework to plot your moves in the market

Who’s it for

- Marketing and brand executives
- Entrepreneurs
- Customer facing executives and leaders
- Business owners
- Personal Brands needing to Win in their markets
- Organisations needing to Win in their markets

Program Format: Keynote/Workshop



GLOBAL BRAND ACADEMY

Creating Branded People

Brand Strategy
Internal Branding
Branded Customer Experience
Sales & Marketing

www.jeromejoseph.com

www.theglobalbrandacademy.com

55 Serangoon North Avenue 4

#01-03 S9 Serangoon North

Singapore 555859

T +65 6288 7812

M +65 9271 6973

F +65 6288 3946

E jerome@jeromejoseph.com

Singapore Australia Malaysia Vietnam UK

