

## Programme Outline

**Ultimate Brand Strategy:**  
**Powerful Strategies To Stand**  
**Out / Brand Blueprint:**  
**Creating A Powerful Brand**  
**Framework For Success**



# Ultimate Brand Strategy: Powerful Strategies To Stand Out / Brand Blueprint: Creating A Powerful Brand Framework For Success

There are over 180 million business across the world. In Southeast Asia alone, \$274 billion in investments were poured into the region. The need to stand out as a service, a product, and an organisation is more crucial than ever.

## Synopsis

You will learn how to execute industry-proven strategies to define your niche in the marketplace, make your mark, and stand out from the rest of the crowd. Without a superior, memorable brand, you cannot drive product development, acquire customers, and engage in strategic partnerships. This keynote will help you to understand your brand better, your audience, as well as your competitive landscape in order to succeed and become impactful and memorable.

## Key learning outcomes

- Learn the steps to discovering and developing a powerful brand vision that can be translated into a clear strategy.
- Create a superior position in your market and apply it across all brand touchpoints. Learn how industry-leading strategy templates and lessons can be applied from real life clients and case studies.
- Using a detailed, clear brand blueprint, learn how to transit from a mediocre brand to an iconic brand no one can ignore.
- Create a great sense of ownership across your brand community and harness the power of brand to strategise and execute your brand in the market.
- Utilise our proprietary brand framework to map your brand out

## Who's it for

- Marketing and brand executives
- Entrepreneurs
- Management executives and leaders
- Business owners
- Corporate teams

**Program Format:** Keynote/Workshop



# GLOBAL BRAND ACADEMY

Creating Branded People

Brand Strategy  
Internal Branding  
Branded Customer Experience  
Sales & Marketing

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