



Turning Brandmarks to Lovemarks

Certificate of Attendance conferred by
FIRST MEDIA PROFESSIONAL LEARNING CENTRE
In collaboration with First Media Design Integrated Marketing Communication Group

Synopsis

There are numerous misconceptions and even mind-numbing theories with regards to branding. If you believe the crafting of a sound brand strategy is but an exhausting task merely possible by a brand genius, you are missing the point. Branding begins with knowing ourselves, the relationship and perception between one another as well as the environment we live in. Brand should be regarded as a person seeking to be loved in our community – finding a place to fit in among us. Ergo, this short course presents the methods of transforming a brand to one which is distinctive and competitive within its market. In other words, making it lovable and desirable to your audience.

Objectives of the Workshop

In this six-part course you will achieve the following:

a. The aesthetic point of view to branding

- The ability to translate research and analysis of brand to design elements that are relevant to the market demand and industry.
- The understanding to the synergies between colours, imageries and type in crafting a brand identity.

b. Nurturing the brand life cycle

- The ability to observe and adopt different implementations to chart the lifespan of the brand right from its birth.

c. Customer loyalty management

- The ability to understand and manage customer loyalty towards a brand.

d. Raising brand awareness through media integration

- The ability to integrate various media outlets to increase the brand presence in the desired market.

What Will You Learn

Lesson 1 - Reading the signs : Semiotics studies in branding

This lesson dwells in the study of symbols surrounding our daily lives. You will become aware of the translation of these symbols into social paradigms which define how we perceive one another and the social infrastructure.

Lesson 2 - Making first impressions last: Winning logics with emotions

This lesson reveals the power of emotional branding with abstaining from logics of conventional marketing techniques and practice within the industry. You will acquire skills in building an effective relationship with your target audience through emotional branding.

Lesson 3 - The love connections : Engaging consumer's sensory points

This lesson uncovers the secrets of sensory connection with your audience. You will learn to perceive a brand in different facets of media under a common brand characteristic.

Classroom activities:

During the course of this workshop, you will be actively engaged in:

- Group research, discussion and presentation
- One-to-one consultation
- Case studies discussion

Lesson 4 - See me, hear me, read me: Love is all around

This lesson further elaborates on strategic selection of medium for customer bonding and raising awareness of a brand. You will acquire the capabilities as well as shortcomings of each media so to formulate a strategic brand campaign to win your consumers over.

Lesson 5 - Keeping the faith: Building brand loyalty

This lesson unveils the methods of keeping your consumer loyalty in place in the midst of a competitive market. You will study into different categories of consumer loyalty and sustain them on the desired loyalty level in relations to the brand.

Lesson 6 - Love that lasts: The longevity of a brand

There are brands which lasts and others simply grow out of time and relevance. The last lesson dwells on the critical life cycle of a brand. You will learn to identify the stage of maturity surrounding the brand which in turn, establish its formidable position in the market.

Duration

This is a 3 hours once per week programme for a duration of 6 weeks.

Interested parties, please call 6 221 1666 or email raphael@ias.org.sg for more information.

Speaker's Profile

David Tan graduated from the Central Saint Martins College of Arts and Design in London, majoring in Typography and Multimedia. He received his Masters degree from the University of New South Wales, Australia, specialising in Design Management.

Prior to joining First Media as the Group's Creative Director, specialising in integrated marketing communication strategies, and was also actively involved in several regional brand consultation projects in China and Taiwan.

As a seasoned industry practitioner, David has accumulated invaluable regional experiences in the graphic design, advertising and interactive media industries. He has also actively contributed to local academia by conducting branding workshops in local tertiary institutions. Currently he is a lecturer at First Media Design School running the Design Management Programme.

Profile of IAS

The Institute of Advertising Singapore has been actively promoting and assisting the upgrading of advertising practitioner standards since 1990. With a comprehensive range of education and training programmes, the Institute has raised the industry benchmark, bringing relevance to education. IAS programmes are taught by industry professionals.

Profile of First Media (FM)

First Media is Singapore's leading player in the marketing communications business. FM comprises 10 creative studios with specialised disciplines, experience and qualifications, offering a seamless chain of integrated marketing communication services.

Over the decades, FM studios have been successful in providing creative services to a broad spectrum of industries covering small and medium enterprises (SMEs), multinational corporations, Temasek-linked Companies (TLCs), government ministries and statutory boards.

FM has established a strong presence in regional markets. It has physical studio presence across 5 Asian markets staffed with qualified and experienced design practitioners.

Nurturing Tomorrow's DesignPreneur