

### Why You Should Attend This Course:

We live in a hyper-competitive world. The moment you find a great idea, your competitors will copy it, make it better and sell it. Even if you have a patent, they can reverse-engineer your product without infringing on your patent.

But the one thing that they can't copy is your brand because it exists only in the minds of your customers. A brand stands for something in the mind. It owns an idea in the minds of customers. That's what makes a brand strong.

People equate iPod to MP3 Players, Osim to Massage Chairs, Xerox to Photocopiers, Ya Kun to Kaya Toast, Volvo to Safety, Hyflux to Water Treatment, Eu Yang Sang to Traditional Chinese Medicine. What does your brand equate to?

How to transform your business into a powerful brand is what this course is all about. You will learn the rules of branding that all strong brands are built on and the branding methodology that you can use to apply these rules to your company immediately to start the transformation process.

### Learning Outcome:

At the end of this course, YOU will be able to achieve the following:

- Understand the 10 Rules Of Branding that all strong brands in the world are built on – whether by design or by accident
- Learn the 13 strategies that you can use to differentiate your brand in any market
- Learn the 10 Steps to Creating A Powerful Brand Name
- Learn how to apply the Branding Methodology to your company to kick start your branding project

### Course Outline:

#### Part 1 – The 10 Rules of Branding

Branding is not rocket science. Just like the best things in life, the principles of branding are actually quite simple. This segment will share with you the 10 rules of branding that all strong brands in the world are built on – whether by design or by accident

- What is a brand?
- What is branding?
- The importance of strong brand
- Why is brand strategy necessary?
- The 10 rules of branding

These are the 10 rules that you need to understand before you can embark on any branding project. These are also the 10 rules that form the basis for the critically acclaimed book "Transforming Your Business Into A Brand" by the trainer, Jacky Tai.

#### Part 2 – How To Differentiate Yourself In Any Market

Branding is all about differentiation. Differentiating cows was the reason branding came about 4,000 years ago. Differentiating cows is still the reason branding is around today, except cows now come in the form of companies, products and services. If you are not differentiated, then the only competitive strategy you can use is to sell cheap. As long as you can be cheaper, you have a business. The day you lose your low price advantage, you lose your business.

Although differentiation is so critical to the success of a brand, it is something that many senior management people and consultants do not fully understand. That is why you see so many brands out there that claim that they are differentiated but are in fact the same as everyone else. Thus, they end up competing on price. Learn the 13 strategies to differentiate your brand in any market.

- What is differentiation?
- Why is differentiation important?
- Why is it so hard to differentiate?
- Differentiating with different people
- The 13 strategies of differentiation
- What to do with your differentiator?

Understanding these 13 strategies for differentiation will help you to create differentiation that is relevant to your customers, desirable and defensible against competition. Without these 13 strategies, you will not have a differentiated brand and without differentiation, it is impossible to build a strong brand.

#### Part 3 – The 10 Steps To Creating A Powerful Brand Name

The name of your brand could possibly be the most important long-term branding decision that you make because every brand is eventually reduced to nothing more than a name. What makes a brand successful in the short run is creating and owning a unique idea.

However in the long run, that unique idea will disappear because competitors will copy it. So, what remains in the long run to differentiate your brand is nothing more than the name.

### FOR COURSE ENQUIRY

Web:  
[www.mis.org.sg/seminars](http://www.mis.org.sg/seminars)

Email:  
[seminars@mis.org.sg](mailto:seminars@mis.org.sg)

Tel:  
**6327 7586**

Fax:  
**6327 9741**



- Why is a great name important?
- What if you don't have a great name?
- The 10 factors that make a great name
- The name creation process
- Testing and validation

#### Part 4 – The Branding Methodology

After you have learned all the rules of branding, differentiation and naming, you will need to learn the methodology to apply all these rules to your brand. At the end of this session, you will be able to apply the right branding methodology to your company to kick start your branding project. However, this may not get you all the way. At some point in the future, you might still need to engage the services of a qualified brand consultant to do a full-fledged branding project.

- Perception Audit
- Brand Positioning Strategy
- Differentiation Strategy
- Naming Strategy
- Validation
- Internal Brand Alignment
- Integrated Marketing Communications Strategy
- Brand Manual
- Brand Tracking

#### Who Can Benefit?

This course is designed to train senior management of Singapore companies, business owners and anyone with the responsibility of building or safeguarding a brand on how they can turn their companies into real brands. This includes the CEO, Chief Operating Officer, Chief Marketing Officer, Marketing Manager and Brand Manager.

#### Trainer's Profile

**Jacky Tai** graduated in 1994 from the University of Wisconsin and headed the marketing department of a start-up in the United States. Upon returning to Singapore in 1996, he worked in start-up companies as he wanted to build brands, and he felt that most big brands are built from start-ups. The hyper-competition of today's business environment taught him that very often, what differentiates successful companies from the also-rans is applying the right branding strategy.

When he joined IE Singapore (the former Singapore Trade Development Board) in 2004 as branding manager, he set out to develop brand education programs to train Singapore companies, and till date, over 2,000 companies have attended them. These companies range from start-ups to established players like SingTel, DBS, OCBC, Great Eastern, Singapore Technologies, Fraser & Neave, Beyonics, Flextronics, Singapore Exchange, Wilmar, etc.

Jacky also writes extensively on branding. His branding articles are sent regularly to thousands of clients and published in various newsletters and marketing magazines. Since 2007, Jacky has been contributing articles on branding on the monthly Branding Tips column for the Marketing Institute of Singapore's E-Marketer magazine.

He is also the author of the much-acclaimed branding book "Transforming Your Business Into A Brand". With 12 years of experience grappling with the art and the science of branding strategies in the real world, Jacky is able to incorporate his rich experience and knowledge into a practical yet easy-to-understand guide for everyone involved in branding – from CEOs to students.

**Date: 23 Apr 2009**

**18 Jun 2009**

**Time: 9.00am – 5.00pm**

**Venue: 99B Amoy Street**

**Course Fee:**

- S\$480.00
- Excludes GST
- Lunch and refreshments will be provided
- MIS Members enjoy 15% discount

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**6327 9741**

# REGISTRATION FORM



## EXECUTIVE DEVELOPMENT PROGRAMMES

Register online at [www.mis.org.sg/seminars](http://www.mis.org.sg/seminars) or fax form to 6327 9741

Register for 3 or more participants and enjoy 5% discount!

Transforming Your Business Into A Brand

23 April 2009

18 June 2009 (9.00am to 5.00pm)

S\$480 (subject to 7% GST)

Includes lunch and refreshments

Participant(s) Name	Designation	E-mail	Contact No.
1)			
2)			
3)			
4)			
Company:			
<input type="checkbox"/> Member (MIS Membership No):		<input type="checkbox"/> Non-Member	
Billing Address:			
Contact Person:		Designation:	
Tel & Fax:		E-mail:	
How did you know about this course? (You may tick more than one)		<input type="checkbox"/> Brochure <input type="checkbox"/> Search Engines <input type="checkbox"/> MIS Website/i-marketer Portal <input type="checkbox"/> Events/Activities <input type="checkbox"/> Print Ads (pls specify publication): _____ <input type="checkbox"/> E-mail Flyer (pls specify sender): _____ <input type="checkbox"/> Word-of-Mouth/Recommendation (pls specify): _____ <input type="checkbox"/> Others (pls specify): _____	

### Administrative Details

#### Registration & Payment

A place will be reserved for you upon receipt of your registration. After which an email confirming your reservation will be sent 2 weeks before course commences. Please make your payment either by Cheque or Giro (within 60 days from course date) when you receive our invoice. All cheques should be crossed and made payable to "Marketing Institute of Singapore Training Centre" with the invoice no. indicated at the back of the cheque. GST is not applicable for registration from companies registered overseas.

#### Marketing Institute Members' Discount

Corporate and Individual Members of the Marketing Institute will be entitled to a 15% discount on all Executive Development Programmes. For membership enquiries, please email: [membership@mis.org.sg](mailto:membership@mis.org.sg)

#### Group Discount

A 5% discount for sending a group of 3 or more to the same course on the same date.

#### Custom-Design Courses

Courses can also be custom-designed to match your department or organisation's specific learning requirements. Please contact us for further enquiries. Email: [seminars@mis.org.sg](mailto:seminars@mis.org.sg) or call 6327 7583/82.

#### SDF Application (if applicable)

SDF application must be sent in **2 DAYS BEFORE** commencement of the course, to do so, companies have to register online with SDF at [www.sdf.gov.sg](http://www.sdf.gov.sg) before the start of the course.

Please indicate on application form if you are going to apply for SDF so as to facilitate the administrative details for registration. In the event that application for SDF is not approved, the company will be liable to pay MIS the balance amount of the course.

#### Withdrawals

There will be no cancellation fee if notice of withdrawal is given 14 days before commencement of course, after which a cancellation fee of 25% of the course fee will be levied. The full fee will be charged for withdrawal or no-show on the course commencement date. Replacements from the same company are allowed.

#### Cancellation

Marketing Institute of Singapore Training Centre reserves the right to change or cancel the training course due to unforeseen circumstances.

#### Course Venue

All courses will be held at 99B Amoy Street unless otherwise stated.

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