

## **LEVEL 2: BRANDING & CONSUMER BEHAVIOUR:**

**Vani Gupta, Founder CherryPeachPlum Growth Partners. Ex Pepsi, Unilever, Reckitt**

How are iconic brands built? What gets them there and how they stay there. How smart marketers influence consumer behaviour to make their brands even stronger. And get more business.

LEVEL 1: was an introduction to the building blocks of a brand. We covered what is the value of a strong brand, how brands are different from commodities, what is good advertising, how does one uncover consumer insights, basic principles in consumer behaviour, and why every brand today must think like a challenger.

LEVEL 2: will focus on learning how to launch a strong brand, build a business with multiple product lines and how does one accelerate business by addressing growth challenges through the full marketing funnel.

### Indicative guest speakers:

- Bobby Pawar, Chairman Havas
- Bhaskar Ramesh, Director Omnichannel Businesses, Google
- Ashwini, Elephant Design
- Dilen Gandhi, CMO Reckitt
- Rishi Vasudev, Founder GOAT
- Amitabh Pande, Head of consumer research at Diageo
- Shiv, Ex Pepsi, now Birla

## **Session 1: Creating the 'Brand Book'**

In level 1 we learnt what is the value of a strong brand and the basics of positioning. We also learnt the importance of identifying a specific consumer profile as our target. This session will take that a step forward - learn how to write the brand book. This will cover:

- How to write the brand proposition
- What is the brand differentiator
- The different brand personality archetypes
- The importance of tone of voice
- Writing the 'Brand key'
- How does one brief the creative agency to craft the brand sensorial identity (visual, sonic, tactile), capturing everything in one document
- What is a good brand book – why it both constraints and liberates; while providing the guidepost for all future brand strategy and even brand extensions

## **Session 2: What's good consumer research**

- The role of consumer research
- The psychology on why we all lie unknowingly or not, why men and women have different motivations
- What are the different methodologies for research
- Writing a research brief
- Assessing what's good research and what's not
- Real research studies undertaken to solve for different business problems

## **Session 3: Launching a new brand**

- Where do you start
- The big blocks of constructing the launch plan
- Breaking down each – how of each – brand name, where to play (TAM eval), the target consumer, the product/ service offering, testing for product market fit in the initial stages, claims/ packaging, communication plan, GTM
- Project management and tracking progress
- Stage gate process basics

*Can take them through some of the charter documents typically prepared at different stages in Unilever and Pepsi.*

#### **Session 4: The when and how of rebranding**

- Why do companies rebrand
- What all does it take – the step-by-step guide
- What's the most important thing to get right in the transition
- Pitfalls of rebranding
- Case studies – good and bad

#### **Session 5: What is brand architecture**

- What are the different brand architecture models
- What are the use cases for each
- What are the real world applications from brands around us

#### **Session 6: What is the real purpose of 'purpose marketing' (PM)**

- The new buzz word – quick insight into when and why its started creating a buzz
- What is PM
- Does every brand need it?
- How is it best done? Case studies of brands that did it right.
- When does it do more damage than good? Case studies of brands that got it wrong.

#### **Session 7: Growth Marketing (GM)**

- What is GM
- How do brands grow
- How does one build campaigns across the funnel – top of the funnel, middle and bottom
- What are the other actions/ marketing activities brands undertake to stay engaged with the consumer not only till purchase but even after
- Case studies of real world application from two different sectors – medical and automotive for example

Guest speakers could include founders / CMO from these sectors

## Session 8: B2B Essentials

- Why is B2B marketing different from B2C
- Why is branding even more important in b2B
- How does one build trust across the different stakeholders in the purchase / influencer funnel
- Role of communication, and managing relationships in the long prospecting period

*Suggested Listening: Rohit Bhayana Lumis partners on Marketing With Vani Podcast*

## Session 9: Marketing to Gen Z – is it different?

- Why is it different – understanding this consumer better
- What they value and how can different sectors create and communicate to them
- What brands get wrong
- Real world case studies of brands that are doing well on this, and those not

## Session 10 : Consumer Psychology

- How do we make choices on
- The different brain biases that influence our behaviour
- How SKU sizes and pricing strategies use these brain biases to make consumers buy what is desired

## Session 11 : How is advertising on digital platforms/ social media different?

- How advertising is consumed differently
- What are thumb stopping creatives (the science and art of making thumb stopping creatives)
- How advertising for different platforms is different -- each must use the features of the platform it resides in (YT is different from FB is different from ads on Spotify! Etc)

## Suggested marking rubric:

- 2 group assignments of 15% each; total 30%. Groups will present on stage.
  - CP and attendance 20%
  - Written test, in class – MCQ of 25%
  - End term group assignment – 25%
- For every group assignment, teams will be made by randomly picking students. Teams will change each assignment. There will be a peer review mechanism to assess contribution of each.

*This is a tentative grading rubric & is subject to change.*