

# Strategic Brand Management: Building & Sustaining Brand Equity

25 – 29 January 2027  
Madrid (Spain)

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## Strategic Brand Management: Building & Sustaining Brand Equity

**Ref:** 3084\_150941 **Date:** 25 – 29 January 2027 **Location:** Madrid (Spain) **Fees:** 5200 GBP

### Why This Course

In an era of intense competition and rapid market evolution, strong brands are among an organization's most valuable assets. The Brand Management & Strategy Program is an intensive 5-day course designed to equip professionals with the strategic frameworks, analytical tools, and creative techniques needed to build, manage, and sustain powerful brands.

Through a blend of theory, case studies, and hands-on exercises, participants will learn how to create distinctive brand identities, position brands effectively in competitive markets, and drive long-term brand equity and growth.

This program is ideal for marketing professionals, brand managers, and business leaders seeking to strengthen their expertise in brand strategy and management.

### What You'll Learn and Practice

By completing this program, participants will:

- Understand the strategic role of brand management in business success.
- Develop and manage strong, consistent brand identities and portfolios.
- Create effective positioning and differentiation strategies.
- Build and measure brand equity using proven models and frameworks.
- Manage brand performance across markets, channels, and customer segments.
- Design brand growth, extension, and revitalization strategies for sustainability.

### The Program Flow

#### Day 1: Foundations of Brand Management

- Understanding the strategic importance of branding in modern business.
- Exploring brand equity models and conceptual frameworks.
- Crafting brand identity, personality, and visual systems.
- Managing brand architecture and multi-brand portfolios.

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A graphic of a chessboard with several chess pieces (a king, a queen, a rook, and a pawn) positioned on it. The board is checkered in white and grey, and the pieces are gold and silver. The graphic is located in the bottom right corner of the page.

## **Day 2: Brand Positioning and Strategy**

- Developing a compelling brand positioning strategy.
- Conducting competitive analysis and identifying differentiation opportunities.
- Selecting and managing brand elements for consistency and impact.
- Creating brand resonance and emotional connection with target audiences.

## **Day 3: Building Brand Equity**

- Leveraging integrated marketing communications to strengthen brands.
- Developing digital branding and social media engagement strategies.
- Understanding customer-based brand equity and brand association models.
- Managing brand image and reputation in dynamic markets.

## **Day 4: Measuring and Managing Brand Performance**

- Conducting brand audits and evaluating brand health.
- Applying brand equity measurement and tracking techniques.
- Understanding brand valuation methods and financial implications.
- Monitoring performance through data, metrics, and market feedback.

## **Day 5: Brand Growth and Sustainability**

- Designing effective brand extension and diversification strategies.
- Exploring co-branding, partnerships, and brand alliances.
- Managing global brands across diverse markets and cultures.
- Revitalizing and repositioning brands for long-term relevance.

## **Individual Impact**

- Build deep expertise in brand strategy, positioning, and performance management.
- Gain practical tools to strengthen and sustain brand equity.
- Enhance strategic decision-making and analytical skills in brand leadership.
- Develop a personal action plan for applying brand management best practices.

## **Organizational Impact**

- Strengthen brand equity and market competitiveness.
- Improve brand consistency and performance across markets and channels.
- Foster innovation in branding and product-market positioning.
- Build a culture of strategic brand stewardship throughout the organization.

A graphic of a chessboard with several chess pieces (a king, a queen, and a pawn) in gold and silver, set against a background of concentric circles.

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## Training Methodology

This program combines analytical depth with creative practice through:

- Case studies of successful global and regional brands.
- Interactive workshops on brand identity design and positioning.
- Brand audit and strategy development exercises.
- Group discussions and simulations focused on brand challenges and innovation.

## Beyond the Course

Upon completion, participants will be equipped to develop, manage, and grow brands strategically, creating long-term value and customer loyalty.

**Graduates of this program will emerge as brand leaders — capable of shaping identities, driving differentiation, and building sustainable brand equity in competitive global markets.**

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