Brand and Product Strategy: Mastering Market Success

3 – 7 May 2027
Brussels (Belgium)



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Ref: 322284_194150 **Date:** 3 – 7 May 2027 **Location:** Brussels (Belgium) **Fees:** 5200 GBP

Why This Course

In today's competitive market, strong products and strong brands must work together to create lasting business value. Organizations need more than good ideas. They need clear strategy, sharp market insight, disciplined product planning, and a brand approach that connects with customer needs and supports long-term growth. When brand and product decisions are aligned, businesses are better positioned to innovate, differentiate, and compete effectively.

This intensive 1-week course equips participants with the essential skills and knowledge to develop and execute effective brand and product strategies. Covering key concepts from market analysis to product lifecycle management, participants will learn to create, launch, and grow successful products while building strong brands. Through a mix of theory and practical applications, the course provides a comprehensive framework for driving innovation and market success.

What You'll Learn and Practice

By joining this program, you will:

- Develop and articulate compelling brand and product strategies.
- Analyze market opportunities and consumer needs to inform product development.
- Create and manage product portfolios aligned with brand architecture.
- Implement effective product launches and brand positioning strategies.
- Measure and optimize brand equity and product performance.
- Apply agile methodologies to product development and management.

The Program Flow

Day 1: Foundations of Brand and Product Strategy

- Introduction to brand and product strategy concepts.
- Market analysis and opportunity identification.
- Developing a strategic narrative.
- Aligning product strategy with business goals.



Day 2: Brand Development and Management

- Creating a compelling brand identity.
- Brand architecture and portfolio management.
- Brand positioning and differentiation.
- Measuring and building brand equity.

Day 3: Product Innovation and Development

- Product lifecycle management.
- Idea generation and concept testing.
- Agile product development methodologies.
- Prototyping and iterative design.

Day 4: Go-to-Market Strategy

- Developing a product launch strategy.
- Pricing strategies and models.
- Channel selection and management.
- Marketing mix optimization.

Day 5: Performance Measurement and Growth

- Key performance indicators for brands and products.
- Customer experience management.
- Data-driven decision making.
- Strategies for sustained growth and innovation.

Individual Impact

- Strengthen your ability to build clear and effective brand and product strategies.
- Enhance your skills in market analysis, product planning, and positioning.
- Build stronger capability in managing launches, portfolios, and product growth.
- Gain practical tools to support innovation and data-driven decision-making.

Work Impact

- Improve alignment between brand strategy, product development, and business goals.
- Strengthen market positioning and product launch effectiveness.
- Support better portfolio management and long-term growth planning.
- Enhance the organization’s ability to innovate and respond to changing customer needs.



Training Methodology

This program integrates strategic thinking, market insight, and practical application to ensure real-world relevance and professional impact. Learning methods include:

- Real-world case studies on brand growth, product strategy, and market success.
- Practical exercises in market analysis, positioning, and product planning.
- Interactive workshops on brand architecture, go-to-market planning, and innovation.
- Group discussions on customer needs, growth opportunities, and performance improvement.
- Frameworks and tools for applying brand and product strategy effectively in business environments.

Beyond the Course

Upon completion, participants will be better equipped to create and manage brands and products with greater confidence, clarity, and strategic focus. They will return ready to:

- Develop stronger brand and product strategies aligned with market opportunities.
- Launch and manage products more effectively across their lifecycle.
- Use data and customer insight to improve performance and growth.
- Support sustained innovation and stronger competitive positioning.

