



ATENEUM DE MANILA UNIVERSITY
GRADUATE SCHOOL OF BUSINESS
CENTER FOR CONTINUING EDUCATION



Marketing Management ONLINE PROGRAM

BRAND INNOVATION MASTERCLASS

August 20, 27, September 17 & October 8, 2022 (Synchronous sessions)
September 9, 10, 30 & October 1, 2022 (Mentoring Sessions)
1:30 pm - 5:00 pm | via ZOOM

IN PARTNERSHIP WITH:



CIA BOOTLEG MANILA



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ABOUT AGSB-CCE

The Ateneo Graduate School of Business - Center for Continuing Education (AGSB-CCE) was established to complement the existing Ateneo-BAP Institute of Banking, a consortium between the Ateneo de Manila University and the Bankers Association of the Philippines. It was initially known as the Basic Leadership Program (BLP) until the name was changed to Continuing Professional Education (CPE) and then finally, to Center for Continuing Education (CCE).

Under AGBS, CCE takes an active role in addressing specific industry concerns that require immediate, purposeful, and focused response. As an industry resource and partner, CCE offers continuing professional development programs that are workplace-based with immediate take-away value. Methodologies are based on business simulation, practical exercises and applications, case analyses, and focused discussions. Courses are designed, developed and delivered by industry practitioners who are noted experts in their respective fields. Together, AGBS and CCE support the Ateneo mission to promote excellence, integrity and service.



WHO SHOULD ATTEND?

- Marketing managers
- Brand managers
- Entrepreneurs with prior experience and knowledge in brand development and management

OBJECTIVES

After the course, you will:

- ➔ Learn how to properly identify and define your Brand's DNA that powerfully integrates your brand's current essence, previous successes, and future directions;
- ➔ Learn how to translate your Brand DNA into a Brand Identity and Positioning Strategy that connects with customers and differentiates from competitors; and
- ➔ Learn how to ideate and design an innovative Brand + Customer Experience & Marketing Plan that truly delights customers.

MAJOR OUTPUTS

By the end of the program, you will have a new Brand Blueprint Design, customized for your own company and brand. This Brand Blueprint will include:

INSIGHTS

- Invaluable and actionable insights on your own brand and products, services, customers, competitors and your company and people.

IDEAS AND STRATEGIES

- Major Brand directions that will steer your company and your organization towards your Brand's future.
- An inspiring and galvanizing Brand DNA and Identity framework that will provide clarity to your company.
- A detailed Brand + Customer Experience plan that will

BRAND INNOVATION MASTERCLASS

Learn how to innovate and elevate your brand in order to deeply connect with customers, differentiate versus your competitors and drive more value for your firm, esp. during the pandemic.

In this Brand Innovation Masterclass, you will learn the advance principles of developing and refining your brand from solidifying your Brand DNA, defining your Brand Identity and then finally designing your Brand + Customer Experience.

The workshop features tools and frameworks used by Creative Intelligence Associates: The Brand Architect Group (the oldest brand strategy firm in Japan) and their Philippine partner, CIA Bootleg Manila, in developing and designing the brand strategies for their renowned clients - Uniqlo, UCC Coffee, Aoyama Flower Market, Sakura Color, Nike and Gap, among others. These actual case studies will be complemented by insights and ideas from other powerful brands like Apple, Google and Coke.

PROGRAM OUTLINE

- I. Brand Fundamentals**
 - A. What is a Brand
 - B. The Components of a Brand Blueprint: The Brand DNA, The Brand Identity and The Brand Customer
- II. The Many Ways of Finding Your Brand DNA**
 - A. By Looking Outside
 - 1. from your Customer's Selfish Goals and Jobs-to-be-Done
 - 2. from your Customer's Imprints & Memories

- B. By Looking Beyond
 - 1. from your Brand's Successes
 - 2. from your Brand's Origins
- C. By Looking Beyond
 - 1. from your Favorites

III. From Brand DNA to Brand Identity

- A. From Ideal Customer+Your Brand Promise
 - What positions your brand
- B. The Brand's Personality
 - What grounds your brand
- C. The Brand's Philosophy
 - Your beliefs and values
- D. Brand's Emotions
 - The feelings your brand evokes
- E. Brand's Mission
 - What guides the brand

IV. Designing Your Brand Customer Experience

- A. Brand + Customer Touchpoints
 - Innovating the Marketing Mix
 - 1. From Products and Services to Brand Experience:
 - a. Product Philosophy and Major Product Strategies
 - b. Synchronized Services
 - 2. From Place to Brand Environments
 - 3. From Promos to Brand Interactions
 - 4. From People to Brand Collaborators

RESOURCE PERSON



AARON “A” PALILEO

Aaron “A” Palileo is the co-founder of CIA Bootleg Manila, a brand and innovation consulting firm with headquarters in Manila and Tokyo. He is also the ASEAN Director of Creative Intelligence Associates / The Brand Architect Group, one of Tokyo’s most respected brand strategy firms.

He is the author of “The Creative Handbook: A Guide for Future Creatives”, “Connect / Disconnect: How to be a Creative and Innovative Opportunity Seeker” and “EDMO: An interview with a lifelong educator and public servant on management, entrepreneurship, excellence and self-mastery.”

He is an Associate Guru at the Master in Entrepreneurship program at the Ateneo Graduate School of Business and is a lecturer at the Interdisciplinary Studies Department of Ateneo De Manila University. Aaron is also a member of Creative Education Foundation, the world’s oldest foundation dedicated to creativity and innovation.

As a brand and innovation consultant, he has worked with the likes of Beach Hut, Mega Sardines, Rebisco, Serenitea and Unilab. He has taught and facilitated creativity and innovation workshops for Accenture, Ayala Malls, Del Monte, FWD Insurance, Globe, URC, Pepsi, and Wyeth Milk, among others.

He earned his MBA from the Asian Institute of Management, with a double major in Marketing & Entrepreneurship and took AB Interdisciplinary Studies (Minor in Business & Communications) at Ateneo De Manila University.

BRAND INNOVATION MASTERCLASS

PROGRAM DETAILS

August 20, 2022 - October 08, 2022

Synchronous sessions

August 20, 27, September 17 & October 8, 2022

Saturdays

1:30 pm - 5:00 pm

Mentoring Sessions

September 9, 10, 30 & October 1, 2022

Fridays & Saturdays

1:30 pm - 5:00 pm

PROGRAM FEE

Php 24,000.00 (*Early Eagle Rate until Apr. 11, 2022*)

Php 26,000.00 (*Regular Rate*)

**Schedules and prices may change without prior notice.*

INCLUSIONS

- Certificate of course completion
- Soft copies of materials
(can be accessed & downloaded through Canvas Learning Management System)
- Digital badge

REGISTER NOW!

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SCAN CODE
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