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

Ateneo Blue Cloud

IN PARTNERSHIP WITH CIA BOOTLEG MANILA

PROUDLY PRESENT

BRAND INNOVATION MASTERCLASS

2021

COMES WITH **PERSONALIZED MENTORING SESSIONS!**

OCTOBER 2, 9, 23 and 30, 2021
NOVEMBER 13 and 20, 2021
1:30 - 5:00 PM | via ZOOM

INNOVATE AND ELEVATE YOUR BRAND in order to deeply connect with customers, differentiate versus your competitors, and drive more value for your firm, **especially during this pandemic!**

The Masterclass 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**.

Learn how even more great brands have innovated during the COVID-19 pandemic, and get to synthesize them on your own. In this Masterclass, learn the advanced principles in developing and refining your own brand from solidifying your Brand DNA, defining your Brand Identity, and then finally designing your Brand + Customer Experience.

MAJOR BENEFITS

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.

Learn how to **ideate and design an innovative Brand + Customer Experience & Marketing Plan** that truly delights customers.

Learn **how great brands have innovated** during the COVID-19 pandemic.

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 completely innovate the your current marketing mix.

WHO SHOULD ATTEND? *This masterclass is perfect for:*

EXECUTIVES

Marketing managers, Brand managers

ENTREPRENEURS

with prior experience and knowledge in brand development and management

MAJOR TOPICS AND EXERCISES

BRAND FUNDAMENTALS

- What is a Brand?
- The Components of a Brand Blueprint: The Brand DNA, The Brand Identity and The Brand Customer Experience.

THE MANY WAYS OF FINDING YOUR BRAND DNA

- **BY LOOKING OUTSIDE**
  - → from your Customers' Selfish Goals and Jobs-to-be-Done
  - → from your Customer's Imprints & Memories
- **BY LOOKING INSIDE**
  - → from your Brand's Successes
  - → from your Brand's Origins
- **BY LOOKING BEYOND**
  - → from your Favorites

FROM BRAND DNA TO BRAND IDENTITY

- **Your Ideal Customer + Your Brand Promise**
  What positions your brand
- **The Brand's Personality**
  What grounds your brand
- **The Brand's Philosophy**
  Your beliefs and values
- **Brand's Emotions**
  The feelings your brand evokes
- **Brand's Mission**
  What guides the brand

DESIGNING YOUR BRAND CUSTOMER EXPERIENCE

BRAND + CUSTOMER TOUCHPOINTS:
Innovating the Marketing Mix

- **From Products & Services to Brand Experience:**
  - → **Product Philosophy and Major Product Strategies**
  - → **Synchronized Services**
- **From Place to Brand Environments**
- **From Promos to Brand Interactions**
- **From People to Brand Collaborators**

CIA BOOTLEG MANILA

CIA Bootleg Manila ("CBM") was formed when Bootleg Innovation Design, a brand and creative strategizing firm in the Philippines partnered with Creative Intelligence Associates (CIA), Tokyo's oldest and most successful brand consultancy firm. CIA Tokyo is the award-winning strategy firm behind renowned Japanese brands such as Uniqlo and Aoyama Flower Market. It has also worked with the likes of Nike, Gap, UCC Ueshima Coffee, NTT, Mitsubishi and ANA Airlines.

CBM has worked with a variety of clients from diverse industries in the Philippines and Japan – financial services, health & wellness, personal care, beauty & aesthetics, fashion & retail, road accessories & infrastructures, food & beverage retailing – improve their brand strategies via our unique approach to consumer & market insighting, creative strategizing & management training.

PACKAGE INCLUSIONS:

- Digital copies of the materials can be accessed through AteneoBlueCloud (Canvas LMS)
- Digital Certificate of Completion

VENUE:

Synchronous sessions via Zoom
Asynchronous sessions via access to the AteneoBlueCloud (Canvas LMS)

DATES (All Saturdays):

October 2, 9, 23 and 30, 2021
November 13 and 20, 2021
1:30 - 5:00 PM

LEARNING HOURS:

21 hrs. Synchronous
20 hrs. Asynchronous (Minimum)

PROGRAM FEE:

Php 24,000.00	Early Eagle Rate
Php 26,000.00	Regular Rate

ABOUT THE FACILITATOR

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.

LIMITED SLOTS ONLY • REGISTER TODAY

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