

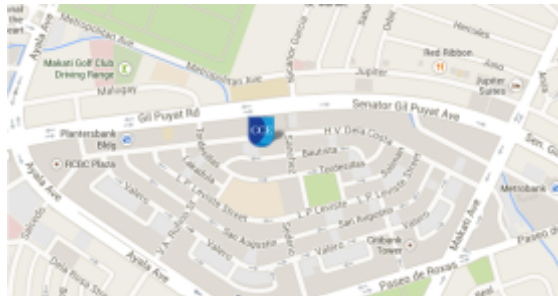
# It's A Wrap! Designing Brand Communication That Works

## Package inclusions:

- Program fee
- Training kit
- AM/PM snacks
- Lunch
- Certificate of course completion

## Venue:

Ateneo de Manila University - Salcedo Campus  
 3/F Ateneo Professional Schools Bldg.,  
 130 H.V. Dela Costa St., Salcedo Village,  
 Makati City, Philippines



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September 24, 2019



ATENEO DE MANILA UNIVERSITY  
 GRADUATE SCHOOL OF BUSINESS



marketing and sales management

# It's A Wrap! Designing Brand Communication That Works

April 21 - 22, 2020

 CENTER FOR CONTINUING EDUCATION

## DATES

April 21 - 22, 2020  
 Tuesday - Wednesday  
 8:30 am - 4:30 pm

## PROGRAM FEE

Php 11,800.00 (Early Eagle Rate until Apr. 7)  
 Php 12,800.00 (Regular Rate)

## HOW TO REGISTER

Online

[www.cce.ateneo.edu](http://www.cce.ateneo.edu)

## Email

[sales.cce@ateneo.edu](mailto:sales.cce@ateneo.edu)

## Call

(+632) 8302040

Schedules and prices may change without prior notice

The presence of multiple consumer touch points and the growing scarcity of undivided attention to messages, it is imperative for brands to continuously create a seamless story that sticks. From advertising to brand identity design to social media communications, the brand needs to tell a unified story.

This course will provide discussion, lecture and workshop on communication pillars of brand building as well as on the processes involved in developing brand communication across these pillars (advertising development, brand identity design and social media content development).

## It's A Wrap! Designing Brand Communication That Works

### objectives

After the course, you will be able to:

1. Provide an overview of three key communication pillars of brand building: advertising development, brand identity design and social media content development; and
2. Provide participants with a working knowledge of the processes involved in developing brand communication across the three platform.

### who should attend

- Brand owners, whether working within a corporate setting or managing their own businesses will benefit from this workshop

- Creatives and designers who would like to gain an appreciation of the client's point of view in developing communications



### resource person



**MS. GOLD TANTOCO** is currently a part-time lecturer at the Ateneo Graduate School of Business, Center for Continuing Education where she teaches Marketing. She is also the Founder of and Managing Consultant at Idea M Innovation, Design and Marketing Consultancy as well as the President of Prism Gallery.

Ms. Tantoco has over 30 years of solid multi-brand and multi-country Marketing and General Management experience from various local and multinational companies such as Procter & Gamble, PepsiCo, SC Johnson & Son, Inc., Jollibee Foods Corporation, Century Pacific Food, Inc. and Pfizer Consumer Healthcare. Throughout her career, she received various marketing and innovation awards and for outstanding advertising and public relations campaigns for the brands she worked on.

She graduated from the University of the Philippines with a Bachelor of Science degree in Business Administration (Magna Cum Laude) and units towards a Bachelor of Fine Arts, Major in Industrial Design degree. She also received a Master of Business Administration degree from the same university where she graduated Salutatorian of the class.

### program content

- I. Introduction/Ice Breaker
- II. Branding and the Importance of Communication
- III. From Insight to Positioning
- IV. The Client Brief
  - a. Exercise: Writing an Advertising Brief
  - b. The Briefing Meeting
  - c. Exercise: Briefing the Agency
- V. Brand Identity Design
- VI. Social Media Storytelling

### methodology

The course will make use of both lecture and interactive activities that will allow the participants to immerse themselves in the process of creating a consistent brand story.

### complementary course

**Brand Management: Creating, Building, Measuring, and Managing Brands**  
*January 28 - 29, 2020*

This course is designed to make the participant go through the journey of creating, building, measuring and managing brands by providing an overview of the basic principles and frameworks for brand management through topic lectures, hands-on exercises and a brand audit group exercise.