



# *Building Brand Leaders™*

Managing the Life Cycle of Brand and Market Leaders®

## **OVERVIEW:**

Only a few products become market leaders and are able to sustain that leadership. Building Brand Leaders™ shows marketers how to maximize brand value and achieve market leadership and to plan how to maximize their product cycles. From post-launch to post-patent marketing, Building Brand Leaders™ teaches participants how to build their leading brands by managing the brand adoption process, and once more they become market leaders, how to keep their brands on top. Importantly, Building Brand Leaders™ is an excellent workshop to accelerate the development of the annual brand plan.

## **LEARNING OBJECTIVES:**

- ✍ *Learn the principles of modern pharmaceutical brand management and leadership*
- ✍ *Integrate principles of product life cycle management and benchmarking best practices, to sustain and manage brand value*
- ✍ *Develop a comprehensive brand plan that can be immediately implemented*
- ✍ *Foster increased customer focus, a strong competitive culture and heightened brand and market leadership mentality*

## **PROGRAM CONTENT:**

### **Day One: “The Customer Day”**

*The Framework for Building Brand and Market Leaders  
Brand Definition Workshop  
Market Analysis, Market Segmentation and Target Marketing  
Market and Business Drivers*

### **Day Two: “The Competition Day”**

*Customer Chain Analysis  
Customer Values and Attribute Mapping*



*Attribute Mapping Workshop  
Strategic SWOT Analysis, Key Issues, Critical Success Factors  
Objectives and Gap Analysis*

### **Day Three: “The Strategy Day”**

*Developing Marketing Strategies  
Diffusion and Impact of Innovation from Positioning to the Core Marketing Strategy  
Attaining Market Leadership: Daring to be Different, Smarter, Better (and Tougher)  
Anticipating and Creating Barriers to Competition  
Pre-empting New Competitors  
Continuous Innovation - Preparing a Game Plan*

### **Day Four: “The Action Day”**

*Direct-to-Consumer Marketing From CMS to Supporting Marketing Strategy  
Strategy Bubbles  
Integrating the Market Mix*

### **Day Five: “The Final Plan Day”**

*The Executive Summary  
Final Team Plan*

## **COURSE FORMAT:**

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Interactive lectures, case studies, workmats, workshops, group exercises.  
Calculators required. Laptop computers highly recommended.

## **WHO SHOULD ATTEND:**

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All marketing and product managers. May also include cross-functional brand teams.

## **PRELIMINARY REQUIREMENTS:**

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At least one year of market planning and promotional experience is recommended prior to attendance. If participants have laptops, we recommend that they bring these to the training.

## **PROGRAM LENGTH:**

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Five days. Living-in strongly recommended.



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