



INNOVATORS
ACADEMY

EXECUTIVE MASTERCLASS SERIES



Designing Your Brand Experience: Beyond the 4Ps of Marketing

How to translate your brand's promise into immersive customer experiences

DATES: TBA

PRICE: P25,000 (before VAT)

VENUE: Ateneo De Manila University - Room SOM 402 (Katipunan, QC)



Product. Price. Place. Promotion. For decades, the 4Ps defined how businesses went to market. But today's customers don't just buy products, they choose experiences. They remember how a brand made them feel, how a space looked, how a team member treated them, how every detail either reinforced or contradicted the brand's promise. In a world of fragmented attention and rising expectations, the 4Ps are no longer enough.



Designing Your Brand Experience: Beyond the 4Ps of Marketing

This course equips entrepreneurs and leaders to design a holistic brand experience across five dimensions: Product, Service, Environment, Interaction, and People.

Using the same frameworks and creative tools developed by CIA Bootleg Manila in building experience strategies for leading Filipino brands like Serenitea, Autokid, Carmen's Best, Potato Corner, and Beach Hut - alongside international best practices drawn from some of the world's greatest brands - you'll learn how to translate your brand's positioning into something customers can see, feel, and remember at every touchpoint.

COURSE OUTLINE:

- **Brand Experience Overview:** Strategic vs. Tactical Branding
- **The Need for a Modern Marketing Mix:** Beyond the 4Ps of Marketing
- **The Brand Experience Framework:** Product Philosophy, Synchronized Services, Environments, Interactions, and Collaborators

KEY TAKEAWAYS & OUTPUTS:

- Understand why the 4Ps of marketing are no longer sufficient - and what has replaced them
- Learn a new framework for designing branded experiences across all customer touchpoints
- Translate your existing brand and marketing strategies into action across product, service, environment, interaction, and people
- Create a **Brand Experience Blueprint** that aligns internal teams and inspires customers
- Design for emotion, behavior, and brand loyalty - not just awareness

👉 This is not a lecture course. The workshop is multi-experiential - combining short, focused lectures with in-class exercises and practical worksheets that participants apply directly to their own leadership context and enterprise. You won't just rethink marketing. You'll redesign the experience.





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ABOUT THE FACILITATOR



AARON "A" PALILEO

Co-Founder, CIA Bootleg Manila | ASEAN Director, Creative Intelligence Associates / The Brand Architect Group (Tokyo)

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 the Program Director of Ateneo Business Resource Center and CIA Bootleg's THE INNOVATORS ACADEMY and has been a lecturer at Ateneo de Manila University and Ateneo Graduate School of Business since 2009. He is a certified faculty member of the Creative Education Foundation, the world's oldest institution dedicated to creativity and innovation.

Aaron has consulted on strategy and research for over 90 companies across diverse industries and has facilitated brand, creativity, and innovation workshops for multinationals, top Filipino companies, and high-growth organizations. He is the author of books on creativity, innovation, and entrepreneurship.

He holds an MBA (double major in Marketing & Entrepreneurship) from the Asian Institute of Management and has completed advanced international courses on Generative AI, design thinking, and strategy.

