



crews

Where you belong

TRAINING

Brand Marketing / Management

LEARNING OBJECTIVES

- Understand how a brand is built, positioned and activated in a competitive environment
- Develop a clear, relevant and consistent brand platform
- Implement effective and innovative brand marketing strategies
- Manage and grow a brand over time, across different touchpoints and audiences

TRAINING DURATION

2 days (14 hours)

TARGET AUDIENCE

Marketing professionals, brand managers, entrepreneurs, communication officers or any person involved in brand development and management

PREREQUISITES

None

ACCESS TIME

Eligibility based on application and interview with the Experience team: response within 48 hours

PRICE

- Inter-company training: €1,620 excl. VAT per person
- Intra-company / tailor-made training: on request

Crews Education

3 rue Lac du Mont-Cenis, BP 70408, 73370 Le Bourget du Lac

Tél : 04.80.81.94.50 - Email : contact@crews-education.com

Site Web : www.crews-education.com



DETAILED PROGRAMME

- Understanding the concept of brand
 - Definition, evolution and key brand components
 - Differences between product, brand and company
 - Cultural, emotional and symbolic dimensions of brands
- Building a brand platform
 - Purpose, vision, mission, values
 - Brand personality, tone of voice, storytelling
 - Target audiences and market segmentation
- Brand positioning and territory
 - Identifying competitive landscape and market opportunities
 - Crafting a unique, desirable and consistent positioning
 - Brand pyramid, brand book, style guide
- Brand activation and marketing mix
 - Brand content and editorial strategies
 - Partnerships, events, PR, influencer marketing
 - Digital tools, social media, experiential marketing
- Managing brand coherence
 - Internal communication and employee advocacy
 - Customer journey and brand consistency across touchpoints
 - KPIs, brand tracking and perception studies
- Case studies and strategic workshop
 - Analysis of iconic brands and their evolution
 - Brand audit and repositioning exercise
 - Strategic recommendations and presentation

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CAREER OPPORTUNITIES, PATHWAYS AND FOLLOW-UP COURSES

At the end of the training, learners will be able to create, manage and activate a strong brand, in line with business goals and customer expectations, while ensuring long-term relevance and distinctiveness.

TEACHING METHODS, RESOURCES AND SUPPORT

- Training led by active professionals
- Varied and dynamic teaching methods
- Individual support by the Experience team

TRAINING TOOLS

- Suite of high-performance technology tools: Google Workspace for Education, Edusign...
- Practical case studies based on real business scenarios

EVALUATION METHODS

- End-of-training assessment via quiz or project submission

RESULTS AND PERFORMANCE INDICATORS

- Satisfaction rate at the end of training: NA
- Individual progress rate: NA

ACCESSIBILITY

Accessibility for people with disabilities, RQTH status or special needs: please contact us to arrange an interview and offer a suitable programme: handicap@crews-education.com

Accessibility for international participants: please contact us: international@crews-education.com

CONTACTS

- By phone: +33(0)4 80 81 94 50
- By WhatsApp: +33(0)7 56 10 93 20
- By email: contact@crews-education.com

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