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BRANDING
THE BRAIN GAME
EXCLUSIVE MASTERCLASS

IN COLLABORATION WITH startupgrind

History of Branding

- Human Branding
- Branding definition by Kotler
- Branding from Babur's Lens (based on hands-on experience)

01

Modern Branding & Brand Equity

- What is Brand Equity?
- How to create Brand Equity?
- How to Measure Brand Equity?
- Benefits of Brand Equity.

02

Brand Identity

How to create a brand Identity?
Why brand Identity is essential?
What role does it play in a brand Competition?

03

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Brand Personality

- Why do Brands have to create a personality?
- What impact does it create in image building?
- Do end consumers consider Brand personality important?

04

Brand Positioning

- The journey from Conceiving the Brand to positioning it among target customers.
- Positioning is tricky.
- Where do we commit mistakes while positioning a Brand?
- Is positioning a tangible truth?
- How positioning contributes to strengthening the Brand image?

05

Why ChenOne Failed?

Why Chenab and ChenOne failed in comparatively progressive and healthy economic conditions?

List Their Mistakes.

How could they avoid a default?

How can they Re-establish themselves?

06