

THE FUNDAMENTALS OF SUCCESSFUL BRAND MANAGEMENT

EXPERT



DR. MICHAELA MERK

Dr. Michaela Merk is a Brand and Retail-Management expert with profound international experience in the luxury-, cosmetics and fashion sector. She has worked for international Groups such as L'Oréal Luxury Divisions, Marionnaud /AS Watson, Estée Lauder Companies etc. in operational and international Marketing functions up to senior management level (Marketing Director / General Manager). She acquired her work experiences in France, Germany and Asia.

Today, she is the founder and CEO of Merk Vision & Partners, an international consultancy and training company in strategic marketing & management for luxury, cosmetics- and fashion brands. One particular expertise is the set up and project management of e-commerce sites for premium and luxury brands. The company's clients are highly renowned companies such as Lacoste, L'Oréal, Hermès, the Group DBApparel and many more.

Thanks to her top level work and academic experience, Michaela Merk successfully transfers her secrets of efficient offline and online marketing, retailing and management in the world of premium and luxury brands to top executives, young professionals, MBA students in International top business schools such as

- *ESA, ESSEC Business School, IFM (Institut Francais de la Mode), Paris Dauphine, Sorbonne in Paris,*
- *Universities in Beijing and Shanghai,*
- *Munich Business School. Germany*
- *Monaco Business School of Luxury*

She is guest speaker in numerous international conferences with focus on luxury and international marketing/ retailing issues. Speakers Excellence, the biggest European speakers agency, counts her among the top 100 Trainers and awarded her with the Trainers Excellence Award 2012.

Dr. Michaela Merk has accomplished her Ph.D on sales force – brand relationships in the field of marketing/ retailing at the Doctoral School of Paris (Sorbonne & HEC).

AUDIENCE

Are you planning to launch a new brand?

Do you want to improve your skills in marketing and launching new products and brands?

Are you in a brand manager, marketing director or brand creator and want to improve your current practices?

If you can answer one of these questions with yes, the seminar is perfect for you.

DURATION

2 days (9 AM – 5 PM)

DATE

16th-17th of September 2013

LANGUAGE

English

OBJECTIVES

This seminar introduces into the world of consumer brands, showing why we need brands, which brand categories exist and how brands can be linked among each other.

The participants should learn the process of successful branding, from the target group definition to final market introduction. The goal is to become familiar with all the marketing steps that are required for an efficient brand positioning and market launch aiming at a maximum life span of the brand.

The participants will get to know the complete marketing mix including Communication, Promotion politics, Packaging, Pricing, Merchandising, Direct Marketing, Distribution, up to Brand controlling.

PROGRAM

DAY 1: STRATEGIC BRAND MANAGEMENT

The first day will introduce you into the secrets of product and brand development from a strategic perspective. You will learn how to build a strong brand concept.

- The importance of good brand management
- Defining brands, brand types, co-branding, brand extensions
- Types of brand architecture
- The process of branding from the consumer to the branded product
- The concept of brand equity
- How to develop a strong brand identity?

DAY 2: OPERATIONAL BRAND MANAGEMENT

This day will allow the participants to learn how to apply the right marketing mix and tools for successfully launching new brands and products

- Logo conception
- Product & Packaging
- Pricing strategies
- Communication tools online and offline including merchandising, trade marketing, CRM, PR