



# Sacred Heart UNIVERSITY

JACK WELCH COLLEGE OF BUSINESS

*Luxembourg*

## BRANDING

### BUILDING STRONG BRANDS

Consumers are exposed to an exponential number of choices in their customer journeys, with an increased number of touch point options when searching for products or services. From a branding perspective, this means that we need to create a truly distinctive and positive brand experience consistently across all touch points and channels.

The focus of this interactive based class is to explore how to build strong brands in today's market/ecosystem. We will be looking into the different aspects of branding such as: what are strong brands, brand identity & expressions, consumer perception & behaviour, digital & social media branding, and brand measurement.

#### SEMINAR LEARNING OBJECTIVES

- ✓ Acquire an understanding of the different aspects of Branding
- ✓ Be able to assess the role of the brand within an organisation's strategy
- ✓ Get a framework on evaluating brands and creating new ones

COURSE DURATION:	4 SESSIONS OF 3 HOURS EACH
DATES:	TO BE CONFIRMED
PRICE:	€ 950
	€ 600 FOR ALUMNUS

#### PRESENTER PROFILE

Benedikt Jonas has more than 17 years of experience in International Marketing, Branding and Digital Strategy. He is a Consulting Director at PwC Luxembourg helping clients on customer experience, digital transformation and strategy. Benedikt has been leading Brand and Digital Marketing in Europe, Middle East, India and Africa where he was responsible for PwC's global brand repositioning and implementation in 2010. Benedikt has conducted several global assignments for PwC in New York including Global Brand Programmes, Brand Measurement, Social Media and Digital Strategy.

Benedikt Jonas holds a Master in International Marketing & e-business "magna cum laude" from HEC Liège and a Bachelor's Degree in History "magna cum laude" from Université catholique de Louvain (UCL) and the University of Edinburgh.