



thenetworkone Leadership Seminars - Planning and Strategy: from Art to Science



### **Seminar 5: Brand Strategy: A Contemporary Global View**

With Marsha Lindsey, Lindsay Foresight and Stratagem, USA

For all agency staff

Monday 29<sup>th</sup> March, 14:00 UK

**IN THIS, A MINI-MASTERCLASS ON BRANDING, YOU'LL LEARN BRANDING'S *FUTURE* AS A STRATEGY TO DRIVE *CONSUMER* PREFERENCE, SALES, MARGIN; WHY COMPETENCE IN THE NEW 'HOW-TO' CAN DRIVE PREFERENCE IN AN *AGENCY* AND *LIFT ITS* PREFERENCE, SALES AND MARGIN, TOO.**

- Findings from recent LF&S study re-assessing the financial and competitive value of branding.
- Universal marketplace dynamics dramatically challenging branding's value *as currently practiced*.
- From the behavioral sciences: The evolutionary and psychological basis for why branding works - *-if done properly*.
- Key elements of a new, more effective branding 'how-to' including an insightful, powerful, easier-to-apply definition of what it means to brand.
- Why marketers are often not as good as agencies at brand positioning and its strategic application.
- Implications of the above for marketing and brand management; agency business models and revenue opportunity including:
  - Why competence in the new branding 'how-to' is critical.
  - Why, as clients face the convergence of business strategy with marketing strategy- agencies are in a unique position to play a bigger role in client's lives.
  - How to overcome client misunderstanding or undervaluing of brand work an agency can provide.
  - Ways to generate more revenue through new or additional brand-related service offerings to marketers.

#### **About Marsha**

Marsha has been called one of the world's leading authorities on branding. Her expertise comes from decades of professional practice, applying her research, foresight and strategic playbooks in service to clients that span the Fortune 100, multi-nationals, regional brands and VC infused start-ups.

Her particular effectiveness in brand strategy comes from 4 decades of scholarship in human information processing: psychology, sociology, behavioral economics, and quantitative psych - the statistical modeling of behavior. (Collectively, these are the universal and timeless drivers of motivation, attitudes, behaviors, decision-making, brand strategy and change management.)

For 3 decades she led a U.S. based marketing consultancy that specialized in the successful positioning, launch and scaling of brands.

She's also the founder of Brandworks University™, the annual 3-day conference which – for 25 years – provided MBA-level learning to 400 executives from around the globe.

For the last 5 years Marsha has led Lindsay Foresight & Stratagem. The growth consultancy makes executives' efforts to plan for the future easier and more effective by providing workshops, presentations and advisory services based on what her research on emerging marketplace dynamics reveals is best for what's next.