Mastering Brand Identity Creation and Creative Advertising Strategy Training Course



09 - 13 Nov 2026

Lisbon

4500 € (Per Person)

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Course Introduction / Overview:

This comprehensive training course provides an A-to-Z framework for building distinctive brand assets and executing high-impact creative advertising strategies. In today's crowded digital landscape, a clear brand identity is essential for market differentiation and customer connection. This intensive five-day program, offered by the esteemed BIG BEN Training Center, moves beyond theoretical concepts to provide immediately actionable brand strategy and creative execution skills. Participants will learn how to define their brand's core purpose, articulate its unique value proposition, and translate these elements into cohesive and compelling advertising campaigns. The course delves into the foundational principles of brand management and strategic communication, emphasizing the link between consumer psychology and persuasive creative outputs. A key focus is the methodology outlined by renowned brand strategist David Aaker, particularly his work in Building Strong Brands, which provides a clear model for developing brand equity. The BIG BEN Training Center prides itself on delivering a world-class educational experience, ensuring participants not only understand the 'why' behind successful branding but also master the 'how' of creative development and effective campaign planning. We equip professionals to become architects of their brand's future, ensuring consistency across all brand touchpoints and drive measurable business results.

Target Audience / This Training Course is Suitable for:

- Marketing Directors and Managers seeking to elevate their brand's market position.
- Brand Managers responsible for developing and maintaining a consistent brand identity.
- Creative Directors and Art Directors looking to refine their strategic input on advertising campaigns.
- Advertising and PR Professionals focused on effective message development and placement.
- Product Managers need to align their product story with the overarching brand strategy.
- Mid to Senior-Level Executives involved in corporate communications and market strategy.
- Entrepreneurs and Business Owners aim to establish a strong, memorable brand from the start.

Target Sectors and Industries:

- Fast-Moving Consumer Goods (FMCG) require constant creative differentiation and consumer engagement.
- Technology and E-Commerce face rapid change and the need for strong digital brand presence.
- Financial Services and Banking build trust and distinct brand value in a highly regulated environment.
- Healthcare and Pharmaceutical navigating complex regulatory requirements with clear, ethical branding.
- Media and Entertainment relying on creative content and audience connection for success.
- Retail and Hospitality seeking to create memorable customer experiences and loyalty.
- Government Agencies and Equivalents focused on public communication, policy promotion, and national identity campaigns.

Target Institutional Departments:

- Marketing Communications Departments focused on developing and deploying brand messaging across all channels.
- Brand Management Departments responsible for the core strategy, equity, and guidelines of the brand.
- Creative Services and Studio Departments responsible for visual and verbal creative execution.
- Public Relations and Corporate Affairs Departments managing brand reputation and external communication.
- Product Development Departments ensuring new products align with the established brand identity and promise.

Course Offerings:

By the end of this course, the participants will have able to:

- Formulate a comprehensive brand strategy that clearly defines purpose, vision, and core values.
- Conduct a detailed competitive analysis to identify opportunities for unique brand positioning.
- Develop distinctive brand assets, including visual identity, tone of voice, and brand architecture.
- Master the process of translating strategic goals into compelling creative briefs for advertising campaigns.
- Design integrated, multi-channel creative advertising strategies that resonate with target audiences and drive action.
- Measure the effectiveness of brand equity initiatives and advertising effectiveness using key performance indicators.
- Manage all brand touchpoints to ensure absolute consistency and a unified customer experience.

Training Methodology:

The BIG BEN Training Center employs a highly interactive and practical methodology designed for effective adult learning, focusing on immediate application of skills in real-world branding scenarios. The course integrates concise lectures on brand management principles and the latest creative strategy trends with extensive group exercises. A significant portion of the training revolves around in-depth case studies of global brands, where participants will perform brand audits and diagnose strategic challenges. Teamwork sessions will involve participants collaboratively developing an end-of-the-end creative campaign planning project, starting with a consumer insight and ending with a final creative presentation. Interactive sessions include brainstorming techniques for creative development and rapid prototyping of advertising concepts. The course also incorporates guided workshops on drafting effective creative briefs and measuring campaign performance. Continuous feedback is provided by the expert instructor and peers, simulating a professional agency environment to ensure a deep understanding of translating brand identity into persuasive communication. This dynamic approach guarantees that every participant leaves with a robust, practical toolkit for designing impactful creative advertising strategies.

Course Agenda (Course Units):

Unit One: Foundations of Strategic Brand Identity

- Understanding the difference between a brand, branding, and brand identity.
- Defining the Brand Purpose, Vision, and Mission as strategic anchors.
- Conducting a comprehensive brand audit and competitive analysis for unique positioning.
- The concept of brand equity and its measurable impact on business value.
- Developing the core value proposition and brand promise.
- Mapping all internal and external brand touchpoints for consistency.
- Introduction to the role of consumer psychology in brand perception and decision-making.

Unit Two: Designing and Building Distinctive Brand Assets

- Developing a cohesive Visual Brand Identity, including logo, color palette, and typography.
- Crafting the Brand Voice and Tone, ensuring it aligns with the brand personality.
- Creating a comprehensive Brand Style Guide for internal and external consistency.
- Understanding the importance of sonic and sensory branding elements.
- Strategies for building distinctive brand assets that enhance recognition and recall.
- Managing brand architecture: monolithic, endorsed, and pluralistic strategies.
- Protecting the brand's intellectual property and managing brand risk.

Unit Three: Strategic Creative Advertising Planning

- Differentiating between brand strategy, marketing strategy, and creative advertising strategies.
- The critical components of an effective creative brief and how to write one.
- Identifying deep consumer insights that drive powerful creative ideas.
- Developing the central campaign idea and core message across all mediums.
- Defining the advertising objective and the target audience's journey.
- Budget allocation and media channel planning in a fragmented media landscape.
- Legal and ethical considerations in creative development and message deployment.

Unit Four: Creative Execution and Messaging Mastery

- Techniques for effective creative brainstorming and generating "big ideas".
- Mastering storytelling in advertising: narratives that build emotional connections.
- The role of copywriting: crafting compelling headlines, taglines, and body copy.
- Visual communication principles: art direction and design for impact.
- Developing effective direct response and brand-building advertisements.
- Adapting creative strategy for different platforms: digital, social media, and traditional media.
- Pre-testing creative concepts and using feedback to refine execution.

Unit Five: Implementation, Measurement, and Futureproofing

- Developing a robust implementation plan for a new advertising campaign.
- Key Performance Indicators (KPIs) for measuring advertising effectiveness and ROI.
- Tools and metrics for tracking brand awareness, recall, and perception.
- Post-campaign analysis and reporting for continuous improvement.
- Integrating brand identity and advertising strategy in the age of digital transformation.
- The future of branding: purpose-driven marketing and societal impact.
- Building an internal culture that champions the brand and its creative standards.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

Given that a brand is ultimately a collection of perceptions in the mind of the consumer, how does a highly consistent brand identity foster both psychological security and a willingness to embrace creative advertising that introduces novelty or change?

What unique qualities does this course offer compared to other courses?

This intensive program distinguishes itself by its rigorous focus on the synergy between deep brand identity strategy and compelling creative advertising strategies. Unlike other offerings that often focus narrowly on either the visual design or the media planning aspect, this course, Mastering Brand Identity Creation and Creative Advertising Strategy Training Course, provides a holistic, integrated framework. It is structured to transform strategic intent, gleaned from a thorough competitive analysis and understanding of consumer psychology, directly into high-impact, measurable creative execution. The curriculum places a strong emphasis on building distinctive brand assets—elements that are unique, recognizable, and deeply tied to the brand's core promise. The methodology, employed by BIG BEN Training Center, is intensely practical, utilizing complex, multi-sector case studies and practical exercises like drafting real-world creative briefs to ensure participants master the translation of abstract brand strategy into tangible, persuasive communication. We do not merely teach about tools; we focus on the academic and practical principles of strategic persuasion, ensuring participants can develop evergreen skills to manage all brand touchpoints and consistently measure advertising effectiveness for long-term brand equity growth.