

# BRAND MANAGEMENT AND DIGITAL MARKETING

## ABOUT FACILITATOR



**ISHRAQ DHALY**  
Director, Accounts | Magnito Digital

17 years of experience in the creative industry of advertising & brand management with award-winning work for a blue-chip portfolio of global & local brands has empowered to dream even further. **Ishraq Dhaly** is continually proven to be an industry leader for brand management. His current position and previous positions, as well as complete bio & portfolio is as follows:

### Professional Experience

#### Current:

- Director, Accounts II Magnito Digital Ltd. (the first and number 1 ranking digital agency in Bangladesh)

#### Past:

- Head of Marketing II Digi Jadoo Broadband Ltd.
- Director, Planning II Interspeed Marketing Solutions Ltd.
- Global Brand Manager, Communications Department II BRAC
- Innovations Manager II Market Access Providers Ltd.
- Associate Account Director, Client Servicing II Grey Worldwide
- Executive, Strategic Planning & Client Relations II Mediacom Ltd., Square Group

### Honors & Awards:

- Honorary member of Association of Designers in India (ADI)
- Panel Speaker representing Bangladesh - NexTV Mumbai (The Future of Television, Digital Cable and OTT thought leaders from SAARC) 2017
- Brand Forum Commwards - Best Launching Event (Jadoo Digital) 2016 @ Digi Jadoo Broadband Limited
- Best Event in 100 Years of British American Tobacco 2011 - B&H Ampfest '05 @ Interspeed
- Transform Awards, UK - Best Rebrand of a Non-Profit 2010 @ BRAC
- Brand Forum Commwards - Best OOH Strategy (Aarong) 2008 @ Market Access Providers Limited
- Agency of the Year, Srijon Samman Awards, India 2006, 2005, 2004 @ Grey Worldwide

LinkedIn Profile: <https://www.linkedin.com/in/ishraqdhaly/>

**BDT 4,000/- +VAT**

**SEPTEMBER 14, 2019 || NRB JOBS TRAINING CENTER**

## CONTENT:

### 01. Intro Session:

Understanding brands. How brand management works.

### 02. HOW TO CREATE A STRONG BRAND IMAGE:

What image are you communicating with your brand, is it the image and message you want to create, how to create your desired brand image?

### 03. How to clarify your offering:

Can you describe your offering clearly and the value it delivers? Are your consumers/customers clear about how they should engage with you?

### 04. Knowing your USP:

What is it that you do or what is it about you that other, similar brands don't do?

### 05. Positioning your expertise:

What talents and skills make you a great brand management specialist, how can you prove your expertise?

### 06. Getting your key messages right:

What value do you offer your customers, what do they value most about your service/product brand?

### 07. Choosing the right brand communication methods:

Which methods are best for your brand, which combinations could achieve your brand objectives?

### 08. How to write a simple brand plan:

Do you know what your brand wants to achieve, how are you planning for your brand?

### 09. Briefing suppliers effectively:

How do you conduct briefings in order to get delivered the standard you expect, how do you do so effectively?

### 10. Promoting success:

Can you create case studies to promote success?

### 11. How to test and measure ROI:

Do you know which of your methods is most effective, how do brands test & measure ROI?

### 12. Recognize that brands are assets:

Brands are assets that drive strategy. Brand assets have real value.

### 13. Have a compelling brand vision:

Create a brand vision. A brand personality connects. The organization and its higher-purpose differentiate. Get beyond functional benefits. Create 'must-haves' rendering competition irrelevant. To own an innovation, brand it. From positioning the brand to framing the sub-category.

### 14. Bringing the brand to life:

Where do brand-building ideas come from? Focus on customer's sweet spots. Digital - a critical brand-building tool. Consistency wins. Internal branding - a key ingredient.

### 15. Maintain relevance:

Three threats to brand relevance. Energize your brand!

### 16. Manage your brand portfolio:

You need a brand portfolio strategy. Brand extensions - the good, the bad, the ugly. Vertical brand extensions have risks and rewards. Silo organizations inhibit brand building.

### 17. Epilogue:

Ten branding challenges.