

EFFECTIVE BRAND TRANSFORMATION

“Repositioning, Reenergizing, and Realigning Your Brand for Modern Market Relevance”

Schedule

Date	Venue	Fees (Face-to-Face)
26 - 27 Feb 2026	Kuala Lumpur, Malaysia	USD 1995 per delegate

Introduction

In today’s dynamic marketplace, brands must evolve to stay relevant, competitive, and compelling. Whether due to shifting customer expectations, digital disruption, mergers, or new strategic directions—brand transformation is not just a marketing initiative, it’s a business imperative.

This 2-day course offers a practical roadmap for brand transformation. From brand audits and repositioning to storytelling and stakeholder alignment, participants will learn how to reshape brand perception, create emotional engagement, and align brand identity with business strategy and culture.

Objectives

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

- Conduct a brand audit to evaluate current perception and performance
- Develop a strategic blueprint for brand repositioning or revitalization
- Align brand purpose, values, and personality with market expectations
- Use storytelling and design to create consistent, compelling experiences
- Lead internal and external engagement during brand transformation

Why Attend

- Learn how to drive brand change with clarity, creativity, and stakeholder support
- Strengthen your ability to reposition a legacy brand or launch a modern brand narrative
- Gain confidence in managing creative agencies, brand teams, and campaign execution
- Build a brand that is both emotionally resonant and commercially effective
- Align branding efforts with business goals, culture, and customer experience

Target Audience

This program is designed for:

- Brand, marketing, and communications professionals
- Product and innovation managers
- Business leaders involved in repositioning or mergers
- HR and internal communications leads shaping brand culture
- Creative and design managers supporting brand execution

Individual Benefits

Key competencies that will be developed include:

- Brand audit and analysis skills
- Strategic thinking in brand positioning and storytelling
- Design brief creation and visual identity evaluation
- Internal engagement and change communication for brand adoption
- Ability to measure brand transformation success

Organizational Benefits

Upon completing the training course, participants will demonstrate:

- A clear, differentiated, and relevant brand platform
- Increased brand value and consistency across channels
- Greater engagement from internal and external stakeholders
- More effective brand-led change during growth or repositioning
- Alignment between brand identity and business strategy

Instructional Methodology

The course follows a blended learning approach combining theory with practice:

- Strategy Briefings - Brand architecture, equity models, and transformation planning
- Case Studies - Global and regional brand transformations
- Workshops - Brand audits, positioning statements, and message frameworks
- Peer Exchange - Brand storytelling and culture alignment discussions
- Tools - Brand canvas templates, narrative development guides, and audit checklists

Course Outline

DETAILED 2-DAY COURSE OUTLINE

Training Hours: 07:30 AM – 03:30 PM **Daily Format:** 3-4 Learning Modules | Coffee breaks: 09:30 & 11:15 | Lunch Buffet: 01:00 – 02:00

Day 1: Brand Strategy and Discovery

- Module 1: The Case for Brand Transformation (07:30 – 09:30) • What triggers brand change? • Branding vs. marketing – setting the foundation • Trends in brand evolution and rebranding
- Module 2: Brand Audits and Insights (09:45 – 11:15) • Internal and external brand audits • Competitive and customer perception analysis • Using research to identify brand gaps
- Module 3: Strategic Repositioning (11:30 – 01:00) • Brand purpose, values, and promise • Building brand positioning statements • Audience segmentation and messaging
- Module 4: Workshop – Brand Audit & Positioning Canvas (02:00 – 03:30) • Participants assess and reposition a sample or their own brand

Day 2: Brand Expression and Activation

- Module 1: Storytelling and Visual Identity (07:30 – 09:30) • Building a brand story that connects • Aligning tone of voice, design, and content • Briefing and managing creatives
- Module 2: Internal Brand Engagement (09:45 – 11:15) • Brand culture and employee advocacy • Change communication strategies • Leadership’s role in brand alignment
- Module 3: Launch and Measurement (11:30 – 01:00) • Brand rollout planning • KPIs for brand tracking and health • Adapting the brand across touchpoints
- Module 4: Workshop – Brand Transformation Plan (02:00 – 03:30) • Teams develop a transformation roadmap for a fictional or real case

Certification

Participants will receive a Certificate of Completion in Effective Brand Transformation, validating their ability to lead, manage, and support strategic brand change in alignment with market demands and organizational goals.

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