



BRANDING STRATEGIES FOR ASIA, London 2006

Seminar presented by S'GAP Branding and sponsored by the University of Chicago Graduate School of Business.

Thursday, 9 February 2006

6pm – 9pm

Chicago GSB Europe Campus London

Speakers:

Ragnar A. Brigg, Chairman S'GAP Ltd

Kelvin NG, Creative Director Acacia-Design

Mariana Zegianini, Partner of Alan Bates Design

This conference will provide an overall analysis of the challenges that the Chinese and Asian markets present in terms of positioning, brand design and brand management. This session will present a glimpse into some of the techniques involved in creating greater value for firms and their products in these demanding and rapidly developing markets while identifying the most common pitfalls. It will also touch on an array of issues, from cultural differences, graphic and communication elements as well as marketing segmentation and positioning. The event will close with a Q&A session and time for casual networking and nibbles.

Topics to be covered include:

- Branding challenges in Asia.
- Branding and Culture
- Culture and Tradition
- The Asian Consumer
- International vs. Local Branding
- The Asian Marketplace
- Branding Architecture
- Brand Focus: Identifying Brand attributes for Asia
- Positioning Techniques
- Brand Packaging – the S'GAP Branding Prism
- Building Brands for Asia
- Market knowledge and research
- Brand DNA
- Brand Charisma
- Brand Management
- Brand Nurture
- Market challenges and Branding costs
- Logistic and Distribution issues