

MARKETING & COMMUNICATION | COURSE BROCHURE

Brand Strategy and Positioning

5 days | Classroom training | English

SMART HORIZON

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Amsterdam
The Netherlands

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Course content

Why attend

A clear brand position helps customers understand why to choose you and helps employees know what to deliver. This course covers brand strategy: market and customer insight, competitive positioning, brand purpose and values, brand architecture, brand identity and messaging, and measuring brand health over time.

Weak positioning forces brands to compete on price. You will learn to build a distinctive, credible brand strategy.

Professional Problems This Course Is Designed to Solve

• Difficulty translating subject knowledge into practical workplace decisions.
• Inconsistent approaches to the activities covered in the course outline.
• Lack of a structured plan for applying and reviewing new skills.

Course methodology

Brand audits, positioning workshops, case studies of successful repositioning and group strategy presentations.

Course objectives

By the end of this course, participants will be able to:
• Analyse customer insight and competitive context
• Define brand purpose, values and promise
• Develop a clear positioning statement
• Design brand architecture for multiple products
• Translate strategy into identity and messaging
• Measure brand health and equity

Target audience

This course is suitable for:
• Brand and marketing managers
• Marketing directors
• Product managers
• Communication professionals
• Business owners



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Target competencies

Participants will develop competencies in:

- Brand analysis
- Positioning
- Brand architecture
- Messaging
- Brand measurement

Course outline

Day 1: Brand Foundations

09:00–10:08	What a brand is
10:08–11:00	Brand equity
11:00–11:30	**Coffee break**
11:30–11:45	Brand equity (continued)
11:45–12:53	Brand audit
12:53–14:00	Exercise

Day 2: Insight and Competition

09:00–10:08	Customer insight
10:08–11:00	Competitive mapping
11:00–11:30	**Coffee break**
11:30–11:45	Competitive mapping (continued)
11:45–12:53	Differentiation
12:53–14:00	Workshop

Day 3: Positioning

09:00–10:08	Purpose and values
10:08–11:00	Positioning statements
11:00–11:30	**Coffee break**



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11:30–11:45	Positioning statements (continued)
11:45–12:53	Proof points
12:53–14:00	Exercise

Day 4: Architecture and Identity

09:00–10:08	Brand architecture
10:08–11:00	Visual and verbal identity
11:00–11:30	**Coffee break**
11:30–11:45	Visual and verbal identity (continued)
11:45–12:53	Messaging hierarchy
12:53–14:00	Case study

Day 5: Brand Health

09:00–10:08	Tracking studies
10:08–11:00	KPIs
11:00–11:30	**Coffee break**
11:30–11:45	KPIs (continued)
11:45–12:53	Brand roadmap
12:53–14:00	Final presentations

The timings provided are estimates and may vary depending on the number of participants and the discussions taking place during the sessions. They are indicative only and do not constitute a binding commitment.



Course content

Dates, venues and fees

Current published course plans. Fees are per participant in EUR, excluding unconfirmed taxes.

Venue	Start date	End date	Fee (EUR)
Amsterdam Confirmed dates	16 Nov 2026	20 Nov 2026	**€2,540.–**
Online Confirmed dates	16 Nov 2026	20 Nov 2026	**€1,250.–**
Vienna Confirmed dates	7 Dec 2026	11 Dec 2026	**€2,940.–**
Online Confirmed dates	7 Dec 2026	11 Dec 2026	**€1,250.–**
Barcelona Confirmed dates	11 Jan 2027	15 Jan 2027	**€2,840.–**
Online Confirmed dates	11 Jan 2027	15 Jan 2027	**€1,250.–**
Cape Town Confirmed dates	1 Feb 2027	5 Feb 2027	**€1,890.–**
Online Confirmed dates	1 Feb 2027	5 Feb 2027	**€1,250.–**
Rome Confirmed dates	22 Feb 2027	26 Feb 2027	**€2,450.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	22 Feb 2027	26 Feb 2027	**€1,250.–**
Cape Town Confirmed dates	8 Mar 2027	12 Mar 2027	**€1,890.–**
Online Confirmed dates	8 Mar 2027	12 Mar 2027	**€1,250.–**
Barcelona Confirmed dates	29 Mar 2027	2 Apr 2027	**€2,840.–**
Online Confirmed dates	29 Mar 2027	2 Apr 2027	**€1,250.–**
Dubai Confirmed dates	19 Apr 2027	23 Apr 2027	**€3,150.–**
Online Confirmed dates	19 Apr 2027	23 Apr 2027	**€1,250.–**
Istanbul Confirmed dates	10 May 2027	14 May 2027	**€2,650.–**
Online Confirmed dates	10 May 2027	14 May 2027	**€1,250.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
London Confirmed dates	31 May 2027	4 Jun 2027	**€2,450.-**
Online Confirmed dates	31 May 2027	4 Jun 2027	**€1,250.-**
Kuala Lumpur Confirmed dates	14 Jun 2027	18 Jun 2027	**€1,450.-**
Online Confirmed dates	14 Jun 2027	18 Jun 2027	**€1,250.-**
Rome Confirmed dates	5 Jul 2027	9 Jul 2027	**€2,450.-**
Online Confirmed dates	5 Jul 2027	9 Jul 2027	**€1,250.-**
Dubai Confirmed dates	26 Jul 2027	30 Jul 2027	**€3,150.-**
Online Confirmed dates	26 Jul 2027	30 Jul 2027	**€1,250.-**
London Confirmed dates	16 Aug 2027	20 Aug 2027	**€2,450.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	16 Aug 2027	20 Aug 2027	**€1,250.-**
Rome Confirmed dates	6 Sept 2027	10 Sept 2027	**€2,450.-**
Online Confirmed dates	6 Sept 2027	10 Sept 2027	**€1,250.-**
Frankfurt Confirmed dates	20 Sept 2027	24 Sept 2027	**€2,650.-**
Online Confirmed dates	20 Sept 2027	24 Sept 2027	**€1,250.-**
Cape Town Confirmed dates	11 Oct 2027	15 Oct 2027	**€1,890.-**
Online Confirmed dates	11 Oct 2027	15 Oct 2027	**€1,250.-**
Paris Confirmed dates	1 Nov 2027	5 Nov 2027	**€2,860.-**
Online Confirmed dates	1 Nov 2027	5 Nov 2027	**€1,250.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Vienna Confirmed dates	22 Nov 2027	26 Nov 2027	**€2,940.-**
Online Confirmed dates	22 Nov 2027	26 Nov 2027	**€1,250.-**
Dubai Confirmed dates	13 Dec 2027	17 Dec 2027	**€3,150.-**
Online Confirmed dates	13 Dec 2027	17 Dec 2027	**€1,250.-**

Plan your next step

Dates, availability, exact venue, taxes, inclusions and payment terms require written confirmation. This brochure is not a quotation, registration, booking confirmation or visa invitation. Participants receive a Smart Horizon certificate of attendance; programmes are not externally accredited and do not award a professional qualification or designation. Confirm arrangements before booking travel.

For group or in-house training, contact our learning team to discuss your objectives and delivery arrangements.

Contact Smart Horizon

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View the latest course details online