

Kellogg on Branding *On Zoom!*

Infosession

Today's Objective

Share information about the upcoming
Kellogg on Branding program

- Format
- Topics
- Approach

Answer your questions

Agenda

Zoom Tips

Introductions

Program Overview

Topics and Faculty

Program Format

Q&A

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Zoom Tips

Please keep your microphone muted unless speaking

Keep your camera on if you can

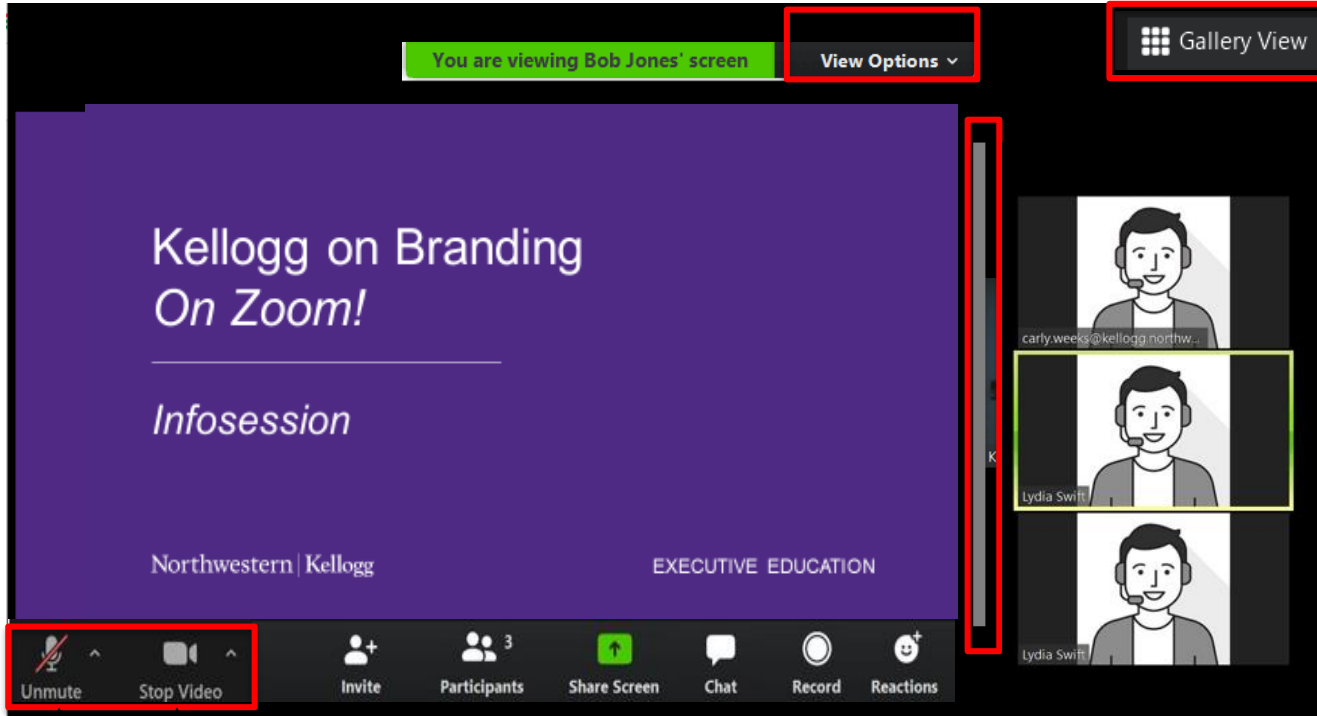
Use the hand raise function

Feel free to post in chat

Please note that we are recording this session

Maximize Your View

Select “Side-by-Side Mode” from the View Options dropdown menu.



Click button to switch between gallery view and speaker view.

Mute your mic, and have your video on.

Drag and slide vertical bar to the left or right to resize speaker and slides.

The screenshot shows a Zoom meeting in progress. On the left, a purple slide titled "Kellogg on Branding On Zoom!" is displayed, with "Infosession" and "Northwestern | Kellogg EXECUTIVE EDUCATION" below it. In the center, three video thumbnails of a man with a headset are shown, with names "carly.weeks@kellogg.northw...", "Lydia Swift", and "Lydia Swift" below them. On the right, the "Participants (2)" list shows "Megan Bloem (Me)" and "Elodie Joubert (Host)". Below this is a toolbar with icons for "Raise Hand", "yes", "no", "go slower", "go faster", and "more". A "Zoom Group Chat" section is also visible. At the bottom, the Zoom toolbar includes buttons for "Unmute", "Stop Video", "Invite", "Participants" (with a red box and an upward arrow), "Share Screen", "Chat" (with a red box and an upward arrow), "Record", "Reactions", and "Leave Meeting". In the bottom right corner, the chat window is open, showing a "To: Everyone" dropdown (with a red box and an upward arrow) and a "Type message here..." input field.

Click 'Participants' to open the top right 'Participants' window.

Click 'Chat' to open the lower right 'Chat' window.

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Branding Team



Nancy Cacioppo
Program Manager



Cindee Bath
Program Support

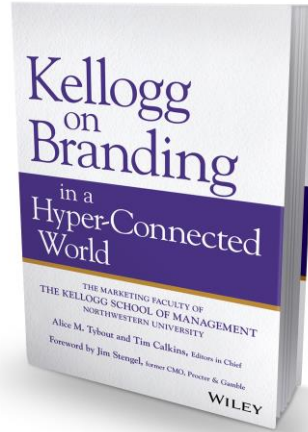


Gretchen Baker
Associate Director,
Advising

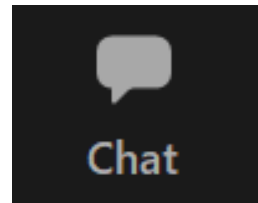
Academic Directors



Alice M. Tybout
Professor of Marketing



Tim Calkins
Clinical Professor of
Marketing



Question

What brand do you work on?

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amazon

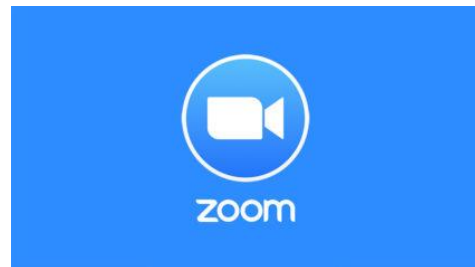
UNI
QLO


PATEK PHILIPPE
GENEVE

CAT



 HUMIRA[®]
adalimumab




STEINWAY & SONS

 Carnival[®]
The Fun Ships[®]







Brand Value

Rank	Brand	2020 Value (\$B)	Change from 2019
1	Amazon	415.8	+31.8%
2	Apple	352.2	+13.8%
3	Microsoft	326.5	+30%
4	Google	186.8	+4.7%
5	VISA	186.8	+5%
6	Alibaba	152.5	16.2%
7	Tencent	150.9	+15.4%
8	Facebook	147.1	-7.4%
9	McDonald's	129.3	-.8%
10	Mastercard	108.1	+17.6%

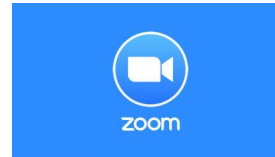
*Source: <https://www.brandz.com/global>

This is a critical time for brands

Some brand are struggling...



...other brands are thriving



It is a time of opportunity

People are trying new things and embracing new routines

There is a unique chance to stand-out

“Marketing money is usually better spent in a downturn; the returns on it usually double.”

Jamie Dimon, JP Morgan Chase

Kellogg on Branding Program Goal

Help you create, build and manage
powerful, enduring brands

Who Should Attend

1. People moving into a marketing or branding role
2. Individuals working to create a new brand
3. People going through career transition
4. Anyone interested in brands and how they work to create value

The Overall Approach

1. Present key frameworks, techniques and concepts
2. Give you an opportunity to apply the theories
3. Help you connect the ideas to your business
4. Build a community of brand leaders

The program has four main parts

- Interactive class sessions
- Case discussions
- Simulation exercise
- Coaching opportunities

There are other elements, too

- Networking opportunities
- Robust course site
- Super Bowl advertising discussion

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Topics

- The Power of Brands
- Positioning
- Strategic Brand Targeting
- Managing Touch Points
- Customer Journey Analysis
- Digital Story Telling
- Managing Global Brands
- Brand Portfolio Strategy
- Brands, Culture and Strategy
- Brand and Self
- Capturing the Power of AI
- Brand Measurement

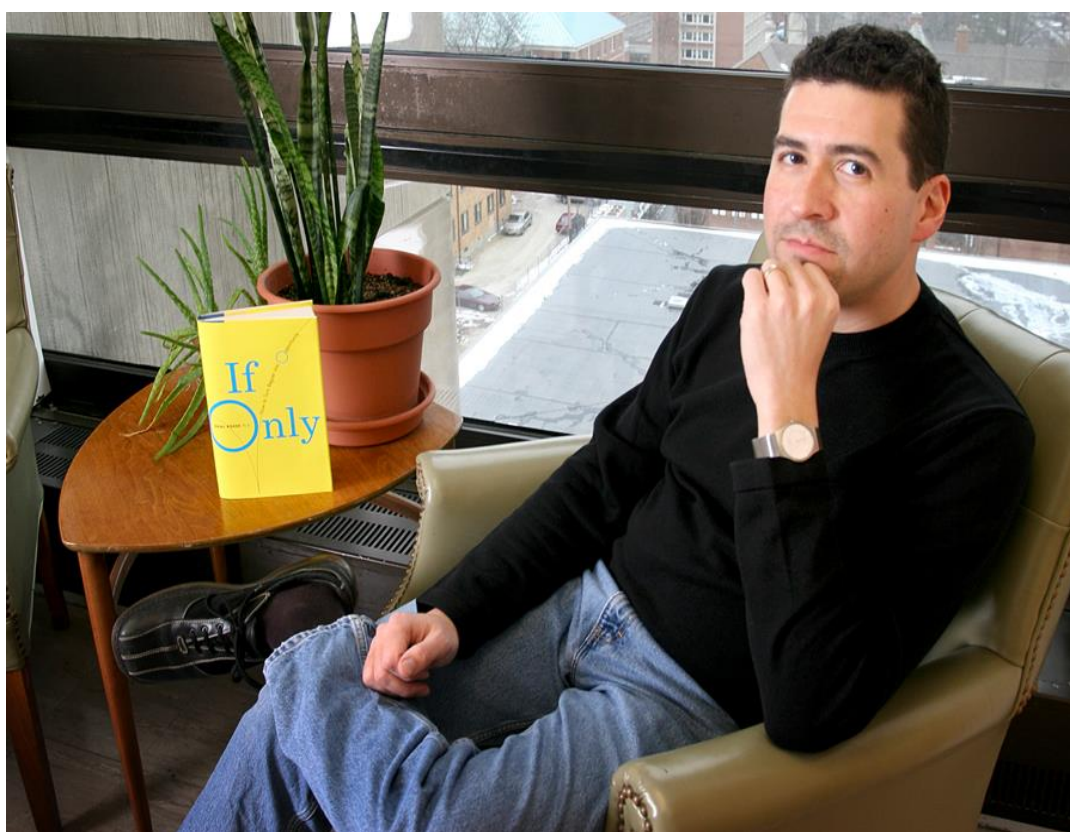


Mohanbir Sawhney

Associate Dean, Digital Innovation; McCormick Foundation Chair of Technology; Clinical Professor of Marketing; Director of the Center for Research in Technology & Innovation



Julie Hennessy
Clinical Professor of Marketing
Associate Chair of the Marketing Department



Neal Roesse

SC Johnson Chair in Global Marketing, Professor of Marketing;
Professor of Psychology, Weinberg College of Arts & Sciences (Courtesy)



Jim Lecinski
Clinical Associate Professor of Marketing



Sanjay Khosla
Senior Fellow and Adjunct Professor of Marketing

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Kellogg on Branding runs for three weeks, M/W/F mornings*

	Monday	Wednesday	Friday
Week 1	8:00am – 12:30pm	8:00am – 12:30pm	8:00am – 12:30pm
Week 2	8:00am – 12:30pm	8:00am – 12:30pm	8:00am – 12:30pm
Week 3	8:00am – 12:30pm	8:00am – 12:30pm	8:00am – 12:30pm

*All times Central U.S.

The Program

- The program is interactive and engaging
- Attendance is important for you and the class
- It will require commitment – it runs for three weeks!
- There is some group work outside of the morning class sessions
- If you dive in, you will learn a lot and meet some great brand builders

This is a unique program

- The instructors are top faculty from the world's best business school
- You spend time interacting with your instructors and other participants with live, real-time sessions
- The simulation exercise can be very powerful
- With office hours you can get individual coaching

Next Steps

- Check the dates!
- Contact us with questions

kell.gg/kxbrand

- Reach out to your program Advisor – Gretchen Baker
gretchen-baker@kellogg.northwestern.edu

Q & A

Northwestern

Kellogg

School of Management

THANK YOU