

RootsSM

The Brand
Intelligence
Workshop

Nourish your brand.

Roots: The Brand Intelligence Workshop

presented by

Olivetree

Research

Know and grow.™



What do you know about your brand—and what do you really need to know? How can you uncover actionable information about your customer needs and wants without blowing your budget? What proven research methodologies, as well as innovative, effective techniques, deliver insightful knowledge for better brand results—even in today's market conditions?

Find practical answers to these and dozens of other brand intelligence questions by attending Roots: The Brand Intelligence Workshop, presented by Olivetree Research. Under the leadership of senior researcher Carol Shea, Roots gives you knowledge you can use right away to diagnose, prioritize, and resolve your B2C and B2B brand issues—even if you're pressed for time and money.

In two intensive days, learn what path to take to make solid decisions that grow your brand and enhance your own value professionally. Plus take advantage of down-to-earth Roots brand intelligence tools, designed specifically to help you become more research savvy and grow your brand—without getting mired in technical jargon.

Use Roots to nourish your brand, then make it grow.

Your Workshop Leader: Carol Shea, CEO, Olivetree Research

After more than 20 years of collaboration with brand managers and leaders of Fortune 1000 firms, Carol Shea and her team developed Roots. The goal: help brand managers help themselves by cultivating an insider's knowledge of brand intelligence and how to apply it to their own brands. Carol's deep expertise and down-to-earth teaching style energize senior- and junior-level marketers/attendees to overcome their brand-related challenges. Well-respected in the marketing research field and an American Marketing Association faculty member, she has taught Advanced Research Methods and Marketing Research Boot Camp to hundreds of marketing professionals throughout the U.S. and Canada.



**For class dates
and more information:**

**Contact Carol Shea
at Olivetree Research**

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This intensive, two-day session will help you nourish and grow your brand. What's more, you'll take away innovative Roots tools and techniques to facilitate more efficient, accurate, and creative brand intelligence work.

Day

1

Looking Ahead

Welcome to your brand's world!

- Satellite view: your custom market landscape—just for your brand
- Zoom: market scope, size, status
- The competition in 3-D: who? what? why? how? what's next?

Pleased to meet you!

- Get friendly with your consumer
- The “melting pot” as myth: segmentation groundwork (in-house data, secondary data, custom research)
- Which segment(s) are the best friends for your brand? The nitty-gritty of target market selection
- Snapshots of your target consumers: what they are all about; how they make decisions

Where are you going?

- Positioning: finding your North Star
- Imagine your brand (games that help define brand identity)
- Your very own marketing GPS system
- Other invaluable navigation tools (quadrant, key driver and perceptual mapping)



Day

2

What do you do to get there?

- The right formula: marketing mix optimization (including pricing)
- Ingenuity in progress: New product/service development
- Checkpoints for authentic, clear communication

How do you stay on track?

- Living up to your promises: Customer experience measures
- Key measures for healthy brands: Marketing ROI
- Scenarios to help you plan ahead

Launching Your Brand's Future

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