



P4B WORKSHOP: PERCEPTIONING FOR BRANDING

There is no truth. There is only perception.

—Gustave Flaubert

Al Reis and Jack Trout's Positioning, which studies on how to pin down a vantage point in the competition landscape, is a pivotal methodology for branding. Traditionally, people understand it as tactics for market segmentation and occupation. However, essentially branding is a war over mental space! How to build a brand on the mental space of the market audience is seldom addressed by the Positioning theory.

In 1999, Italian brand strategy experts Marco Bassani and Saverio Sbalchiero filled the vacancy by introducing Perceptioning in their book *Brand Design*. The new methodology offers a robust way directly addressing mental space to build a solid brand in both mature market and new sphere which stressed development from 0 to 1. The theory has been hailed among branding circle in Europe, and the book has been published for 4 times ever since.

In this 3-day workshop, one of the founders of the theory, Saverio Sbalchiero will make face-to-face instruction on how to use Perceptioning to design and build successful brands. You will learn how to combine traditional analytical skills with creative and imaginative ways to define the perceptioning in the audience's mental space and to build solid perceptions that forms great brand.

After the workshop, you should master

- a step-by-step process to develop the brand according to the logic of leading brands such as Nike, Audi and SpaceX etc;
- the way of developing an intuitive mind and of making it work in synergy with the analytical mind to create strong brands cloaked with passion;
- the method of interpreting the designed brand perceptions to guide all the company's activities: from product design to marketing, from communication to corporate culture.

P4B WORKSHOP

P4B Workshop's down-to-earth methodology guided branding practices of many world renowned names such as Apple, Vodafone, Elle, BlackBerry, TCL and Motorola and a fleet of ambitious startups. It does not confine the workshop as a theoretical program. Instead, it adopts real case studies to reveal the underlying logic of the perceptioning and branding success. And students are exposed to real cases to hone pragmatic skills and capabilities in analyzing, strategy making, brand design and guideline interpreting etc.

THE PROGRAM STRUCTURE

1st Day Secrets of the big brands

Objectives: to learn the logic of branding according to the best practices of brand leaders.

Theoretical part How did leading brands reach their market leading position? They are all driven by a common logic: every single action they take is aimed at reinforcing the brand idea they want to build in the mind of the consumer.

On this first day we will learn how an effective brand really works from a practical point of view. And in particular.

- What is a brand?
- Positioning and perception
- How to use perception to transform positioning in the mental space of the consumer.
- How brand leaders use perceptions to guide functional strategies.

Workshop The consumer does not see the product in the same way as the producer. And branding is concentrated on consumer's point of view. This point of view is exactly yours when you think of brands: a more blurred point of view, made up of sensations and mental images. In the exercise we will learn to move from a technical-analytical thinking to intuitive thinking: what the consumer uses to re-create brand perception in his mind.

2nd Day Develop creative thinking to identify original ideas for the market

Objective: reading the hard and soft aspects of the market to discover an original idea of positioning.

Theoretical part Developing innovative products that resonate with the public is the only way to create leadership. But where do the original ideas come from? From a detailed analysis work followed by intuition. In this module we will learn how to best combine the analytical mind and the intuitive mind to develop new and original solutions.

Workshop

- Read the market by understanding:
 - productive capabilities of the company
 - customer needs and aspiration
 - competitors language, positioning and perception.
 - technological and cultural trends
- Recognize the hard and soft aspects.
- Identify a positioning
- Transform positioning into a distinctive brand perception.

3rd Day Lead the development of the brand through perceptual positioning

Objective: use perception as a guide to all the company's activities: from product design to marketing, from communication to corporate culture.

Theoretical part Perception is the idea that people have of the brand. This idea is the synthesis of all the experiences that people has made around the brand. Therefore perception is transmitted through all the expressions of the brand: from product design to marketing, from communication to corporate culture.

The secret of leading brands like Nike, Audi and Disney is precisely to have a very clear idea of the perception they intend to build, and then use all the touch points with the customer, to reinforce the perception.

Workshop Transforming positioning into a perception in the consumer's mind applying the perceptual positioning methodology (Perceptioning®)

- Divide the idea of positioning into the 3 keywords that drive perception.
- Apply keywords to identity and communication.
- Take other brands as reference and select visual ingredients and messages consistent with the positioning.
- Elaborate an original summary that contains the idea of positioning, its transformation into a brand perception and show how perception guides the functional features and communication of the product.

FACULTY

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|-----------------------|---------------------------------------------------|
| Lecturer: | Saverio Sbalchiero |
| Course Design: | Saverio Sbalchiero, Marco Bassani and Richard Yan |
| Tutors: | Marco Bassani and Richard Yan |
| Interpreter: | Richard Yan |



Saverio Sbalchiero



Richard Yan



Marco Bassani

Both living in Venice Italy, Saverio Sbalchiero and Marco Bassani are renowned international branding strategists. At turn of the century, they created the Perceptioning® theory, which has been increasingly popular in Europe and the North America. Its methodology has guided many world leading brands in term of design and branding practices ever since.

Marco Bassani has long been engaged in research on subconscious thought, specifically the structure of eidetic thought. He is keen on applying the research results to guide the marketing of companies. In 1999, in Brand Design co-authored with Saverio Sbalchiero, he first introduced the methodology of creating subconscious perceptions of a brand – Perceptioning®. In partnership, Saverio Sbalchiero evolved the Perceptioning® in guiding a fleet of international brands on branding strategy and practices. Both of them also give lecturers on branding in renowned universities and business schools in Europe such as Politecnico di Milano, Ca' Foscari in Venice, SDA Bocconi, Toulouse Business School etc.

Richard Yan, MBA of Rotterdam School of Management Erasmus, veteran of Internet industry and new media, one of the earliest product managers of smart phones in the world, ever assumed role in the brand committee of MNCs. He also has entrepreneurial experience of TMT branding in both China and America.

CLASS ARRANGEMENT

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| Date of Workshop | Aug 23 - 25, 2019 |
| Venue | 8th Floor, Tower C, Zhong Tianyuan Building, Taohua Rd, Futian Bonded Area, Shenzhen, China |
| Languages of Instruction | English and Chinese |
| Class Size | 20 - 35 students |
| Tuition | RMB 25,800 |

Students who successfully complete the program will be accredited the diploma of intensive program by the Nankai University.

For more information please contact:

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