

# BRANDING & DESIGN ACADEMY

In association with

**SAUDI AD SCHOOL**  
Meet the real world of advertising

## Academy Overview:

Resilient brands possess certain key qualities that enable them to withstand and navigate through various challenges and disruptions. These brands have a strong consumer-centric focus and strive to understand their preferences, behaviours, and expectations. In this academy, you will look at consumer behaviour, market trends and competitor strategies to refine your brand strategy, track the effectiveness of your efforts, and build trust and brand equity.

## Who is it for?

- We encourage students and young talent from agencies or brands, as well as freelancers to participate. Fields include all creative fields including, but not limited to, Advertising, Marketing, Branding, Design, Entertainment, Media, Events, Publishing, Creative Technology, Retail and E-commerce, to participate
- Ideal for roles such as Brand Manager, Brand Strategist, Marketing Manager, Brand Communications Manager, Brand Analyst, Brand Consultants, Creative Director, Art Director, Freelance Consultants

## Learning Outcomes:

- Explore the importance of consumer insights and market research in shaping brand strategies
- Explore strategies for defining and refining brand strategy and positioning to differentiate your brand in the marketplace
- Creating trust and authentic connections that resonate with your customers
- Delve into case studies of global brands and how they navigated, adapted or failed through challenges
- Develop your branding skills to tackle a real-time brief and hone your presentation skills to a jury of top creatives