Andreas Baetzgen (Editor)
Brand Planning
Strong strategies for brands and campaigns
397 pp., 150 b/w illustrations, including download service, hardbound
EUR 49.95
ISBN 978-3-7910-3115-6
2011

Marketing / Distribution / Advertising

The development of communications and brand strategies, also called ′planning′ in agency circles, is considered the pinnacle of the communications industry. ′Planners′ are responsible for the overall brand strategy process from the analysis of consumer needs and brand identity through the creative designing of strategic and communication concepts to their operational implementation. Planners find themselves at the interface between business strategists and creative people, between consumers and brands; they offer holistic solutions and often work as consultants at the highest corporate level.

Over the past ten years, planning has established itself as an independent discipline in advertising agencies, brand consulting companies, digital and media agencies - and the trend is upward. The reason is that many branding companies have to face complex challenges from increased competition, but especially from the Internet, e-commerce and social media, by which they are often overwhelmed. At the same time, these companies are well aware of the fact that, especially in the age of the Internet, strong brands are more responsible for success than ever before. Brand strategies are closely meshed with corporate strategy, while consistent orientation to the customer is also required. In short: excellent, comprehensive, strategically elaborate, inspiring, and professionally implemented brand management (= planning) is more important today than ever before.

With this guide, brand and communication strategists will receive a great resource that will assist in solving all the major planning issues. Leading experts provide detailed facets of planning and a basic introduction into the mental concepts and modes involved, and they explain areas of action, strategies, tools, best practices as well as current trends and challenges. The volume is technically profound, understandable and practical. Many case examples and illustrations are included, ensuring clarity of presentation. Because of the numerous check lists, tips and tools, the book also has high practical value.

About the Authors:
Prof. Dr. Andreas Baetzgen, Professor of Corporate Communications and Branding at the Stuttgart Media University; he previously served in senior positions at the Scholz & Friends agency and MetaDesign

Intended Audience:
1 Marketing specialists responsible for and in control of brands and communications in companies (product managers, brand managers, advertising managers, marketing managers, directors of corporate communications);
2 Planners in advertising, public relations, design, digital and media agencies, market research institutes, business

consultancies (The planners are connected by the German Account Planning Group - the association of brand and communications strategiests)
3 Project managers and designers working together with planners, teachers and students of economics and communication sciences who deal with strategic communications and brand management

Key Features:
1 Practical know-how of leading agencies and consultancies: Crispin Porter + Bogusky, Ogilvy, TBWA, Scholz & Friends and others
2 Specific solutions, many checklists, diagrams and tips
3 Videos, case studies and much more offered for downloading