



05

Brand and marketing

“Your brand is the single most important investment you can make in your business.”

-Steve Forbes

Experts



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Prof. Arif Ansari



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Facilitators



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Challenge Background

Brand marketing is promoting a brand's products or services in a way that elevates the brand as a whole. It involves creating and maintaining brand-consumer relationships and marketing brand attributes—the traits that people think of when they picture a particular brand.

What is a brand? A brand is how a company differentiates itself from its peer brands. A brand can be thought of as the personality of the company, communicated through an identifying mark, logo, name, tagline, voice, and tone. Some of the oldest and most recognizable brand names in automotive, toys, and food and beverage have been around for decades, with some surpassing more than a century of consistent and recognizable branding. There are three main types of brands, including company/corporation brands, product brands, and personal brands, which apply to individuals. The rules of brand marketing apply, regardless of type.

[Read more](#) →

Challenge Background

What is brand marketing? Brand marketing is the process of establishing and growing a relationship between a brand and consumers. Rather than highlighting an individual product or service, brand marketing promotes the entirety of the brand, using the products and services as proof points that support the brand's promise. The goal of brand marketing is to build a brand's value – and the company's value as a result. The channels available for a brand marketing strategy are the same channels that companies can use for product marketing activities, such as digital, social, and paid search advertising. A good strategy is to use different channels together to create a media mix that reaches a wide audience. For example, brand marketers might use a brand advertising strategy supplemented by email and content marketing efforts to drive brand awareness and reach potential customers across multiple digital spaces. But when it comes to deciding the right messages for the right audiences in these spaces, we first have to consider brand attributes.

Relation to Goal

The Global Talent Platform (GTP) must be able to create, establish and maintain a clear and consistent branding message. The purpose is to influence the persons that associate with the platform and how they feel about it. In addition, it has to highlight the creative and innovative nature of this collaborative effort. There is really nothing like this out there and it needs to be portrayed as such. And most importantly, it must be able to create brand loyalty over time, so that the platform will remain sustainable.

Problem statement

As the GTP is in its' infancy stages, there is no current branding and marketing campaign. There need to be a brand positioning strategy put in place to locate the best place in the marketplace to the target audience. The following points are of utmost importance for companies:

- Who is the target consumer? (Personas on next slide)
- Who are the main competitors, what points of similarity with competitors, and what points of difference?
- What is the platform positioning strategy?
- What would an appealing brand look like for the GTP?

Solution Requirements

The “Brand IT” challenge will be to create an initial branding concept for the GTP platform. It must take into account what the participants have learned is the main concept and delivery of the service in a global scope. The outcomes for this challenge are the following;

- Draft a branding Name and brand message
- GTP positioning (where is the exposure giving the best return on investment)
- Brand and marketing strategy outlines
- Competitive analysis

Tools

- Resource links
 - <https://donorbox.org/nonprofit-blog/building-a-strong-nonprofit-brand>
 - <https://www.crowdspring.com/blog/nonprofit-branding/>
 - <https://weareloop.com/nonprofit-branding/>
 - <https://www.11fiftyseven.com/blog/nonprofit-branding>
- Subject matter experts and challenge pathway

Communication Tips

- Ask the *subject matter experts* to get insights
- Create sticky notes, drawings and data/graphs, if necessary
- Clearly outline the solutions in a one-pager
- Upload your solution to the platform

Ready, Set GO!

- Leaders of the group discuss the strateg
- As a group, discuss the background and review any relevant links and literature
- Assign group tasks for the allotted time
- Reconvene the team approximately 20 minutes prior to session end
- Communicate your solution in the formats provided to the group



Talent Empowerment Talent Space

Specific Results

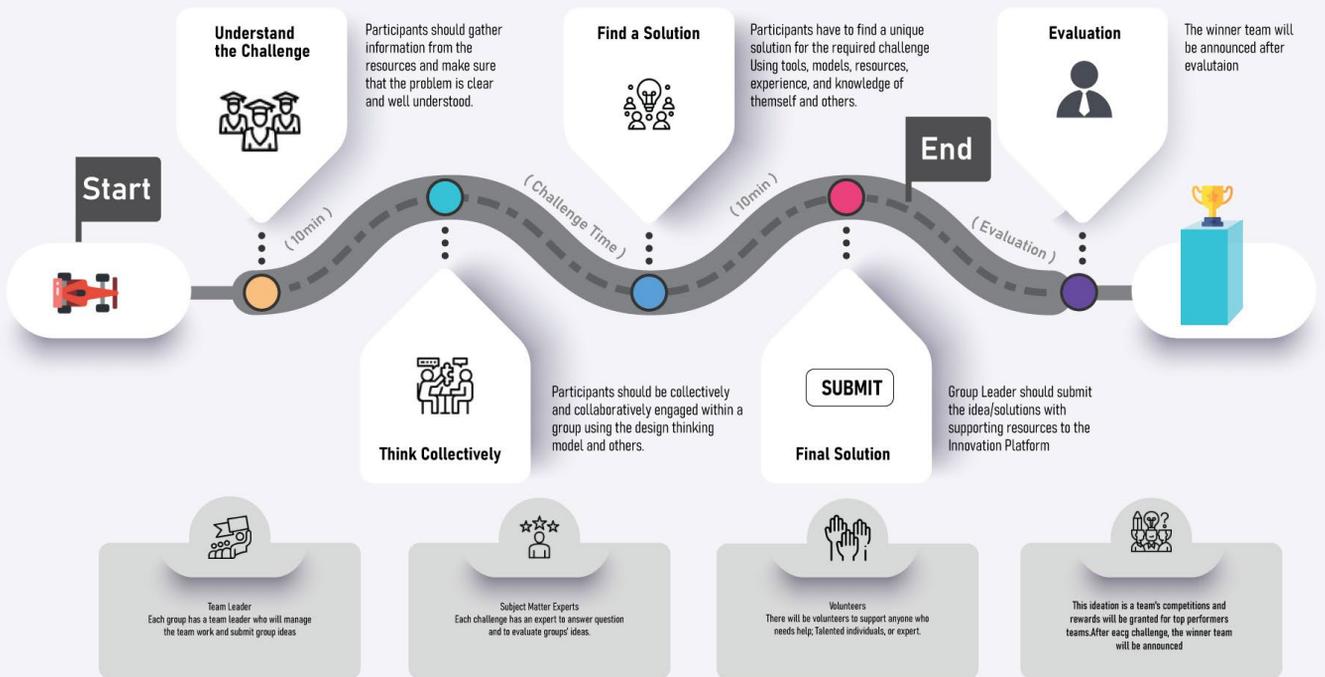
- Competitive analysis
- Brand and Marketing strategies
- The Platform Positioning

Resources

- Competitive analysis:
• <https://www.youtube.com/watch?v=C91utiNU0cl>
- The Five Competitive Forces That Shape Strategy:
• <https://hbr.org/2008/01/the-five-competitive-forces-that-shape-strategy>
- https://www.youtube.com/watch?v=ziI_BF6lWjg



How Ideathon Will Happen? For each challenge



Challenge pathway (90m)

1

Understand the problem

Take few minutes to know the understand the real problem and the expected result.

2

Know the competitors

Using the Competitive analysis form, identify the main competitors and the points of similarity and points of difference.

Competitive Analysis

3

Shape platform strategy

Use the five competitive forces to shape the platform strategy

Five Competitive Forces

4

Find the best practices

- Find the best practices to brand and market this platform

Post up

5

Submit your ideas!

Condition "Design Principles"

Platform thinking variables to be consider for designing a successful platform

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Platform thinking variables to be consider for designing a successful platform

SMART



Platform Objective

Digital Platform is required to design with future talent business needs and priorities, complexity, and technical maturity. We Mawhiba then merge with our patterns, practices, and principles of enterprise platform towards the existence of a Global talent platform – one of its kind at a global scale whose objective is to "Inspire and empower" talent that can create a positive impact on humanity

STEM
Only it serve to talent domain of Science Technology, Engineering and Math.

MODULAR
Module design with micro-services to be integrated with other Sponsor platform

AGE
The Platform will be for the age group above 19+ to early 30s.

REVENUE
The platform to sustainable with business model characteristics in terms revenue generation.

TECHNOLOGY Platform Virtual
The Platform to be virtual space allows diverse stakeholders to benefit or contribute towards its value.



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Design Principle Cheat List

What is Platform Thinking

- It is Software Based open environment with open infrastructures,
 - It is orchestrator for connecting diverse systems across sectors with our border
 - It is harnesser the network affect
 - Connecting Multiple stake holder towards resource benefit and value output
- In nutshell : The new way of thinking and executing is in terms of participants that interact to create and consume value e.g., Uber,

Ref: <https://www.thoughtworks.com/insights/blog/art-platform-thinking>

What is Platform Design

Platform design involves a spectrum of design choices regarding the infrastructural capabilities and governance mechanisms employed by a platform. These choices are made within the framework of the market within which the platform operates, the interactions that market participants engage in, and the incentives needed to attract participation.

Ref: <https://platformthinkinglabs.com/materials/the-three-design-elements-for-designing-platforms/>