

Professional  
master course in

# BRAND STRATEGY

SEPTEMBER 2024

ONLINE EDITION

## MARTIN WEIGEL

Chief strategy officer at  
AMV BBDO, London.

## MARK POLLARD

Sweathead CEO, Author  
«Strategy Is Your Words».

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Founder at Uncommon,  
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## ROB CAMPBELL

Chief Strategy Officer  
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## HARRY

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Chief Strategy Officer  
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## MICHAEL GOLDSTEIN

Head of Communications  
Strategy at DDB New  
York.

## PAULA

## BLOODWORTH

Global Chief Strategy  
Officer at SillyFace,  
London.

## MARCUS COLLINS

Chief Strategy Officer and  
Best-selling Author (Ex-  
CSO at Wieden+Kennedy  
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## TOBY HARRISON

Chief Strategy Officer  
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Freelance Strategy  
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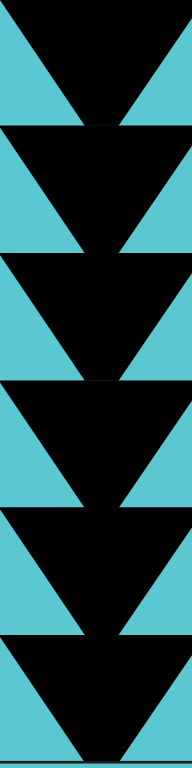
HOALA™



# WELCOME

SEPTEMBER 2024

ONLINE EDITION



# WHY BRAND STRATEGY?

SEPTEMBER 2024

IN TODAY'S HIGHLY COMPETITIVE, FAST-PACED, AND CULTURALLY COMPLEX MARKETPLACE, STRATEGIC PLANNING HAS BECOME CRITICAL FOR BRANDS STRIVING TO REMAIN RELEVANT AND STAND OUT. THE CHALLENGE IS MAGNIFIED BY ELUSIVE AUDIENCES AND THE ONGOING FRAGMENTATION OF MEDIA, HIGHLIGHTING THE INCREASINGLY CRUCIAL ROLE OF STRATEGISTS. IT'S NO WONDER THAT STRATEGY HAS EMERGED AS ONE OF THE MOST SOUGHT-AFTER ROLES IN THE ADVERTISING AND COMMUNICATION SECTOR.

Moreover, the traditional approach to strategy, still taught in some academic and creative schools, fails to meet the real-world challenges that brands encounter daily.

Recognizing these challenges, HOALA is committed to offering cutting-edge training for strategists and brand professionals. We ensure our courses are constantly updated and taught by the world's leading strategic thinkers, aiming to provide an unparalleled, innovative, and transformative learning experience.

ONLINE EDITION

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# OBJECTIVES

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**This course aims to equip you with both a robust theoretical foundation in strategy and extensive practical insights relevant to a strategist's everyday tasks.**

We've curated a program featuring 12 exceptional lecturers, each responsible for creating a bespoke session around an assigned topic. These sessions cover crucial contemporary topics for today's strategists.

The core ambition of the course is to transform participants into multifaceted strategists. Expect to enhance your toolkit and intuition for identifying and resolving brand communication challenges; become a communications professional who can turn research findings into creative inspiration; evolve into a brand expert adept at navigating the digital media landscape and engaging with consumers; and inspire as an idea communicator who can lead teams and clients. You'll gain a profound consumer understanding, prioritizing research to unearth insights and understanding human behavior.

In addition to the main online content, this edition introduces a novel feature: 2 one-on-one sessions with lecturers of your choosing. This offers a unique opportunity for personalized queries, clarifications, and mentorship from some of the world's leading strategists.

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# APPLICATION PROCESS

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At Hoala, we champion active participation as the cornerstone of learning strategy effectively. Unlike traditional "monologue/conference" formats that relegate learners to passive listeners, we encourage an environment ripe for debates and discussions. This belief underpins our selection process, which focuses on the unique experiences, insights, and enthusiasm applicants can bring to our collective learning journey.

Our emphasis isn't on prestigious CVs, an array of awards, or extensive career milestones. Instead, our primary aim is to foster dynamic discussions and debates in every session. Achieving this requires participants who not only have a solid background in brand communication, but also possess the right blend of personality and drive.

Experience has consistently shown us that the success of a course transcends the caliber of its lecturers. A truly enriching experience in learning brand strategy also hinges on having engaged attendees capable of igniting meaningful debates, challenging perspectives, and contributing to a vibrant learning environment.

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# CAREER OPPORTUNITIES

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Upon completion, you'll be poised to excel across a spectrum of roles, including brand or marketing departments, strategic planning divisions of advertising agencies, media and digital agencies, branding firms, strategy consultancy firms, and any position related to brand communication.

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## STRUCTURE

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This course unfolds across 12 online sessions led by eminent strategy experts, offering a blend of theoretical insights, practical knowledge and firsthand experiences from their work with current and past brands.

Enhancing the core sessions, you'll have the opportunity to engage in two exclusive one-on-one online sessions with lecturers of your choosing. **Availability for these personal sessions is on a first-come, first-served basis due to the limited capacity of each lecturer.**

Designed to fit seamlessly with your professional commitments, the course is entirely online. **Weekly sessions are scheduled for three hours every Friday afternoon from 17:00 to 20:00 CET.**

Given the global nature of our faculty, the Hoala Amsterdam team may adjust session times to accommodate time zone differences, ensuring all modifications are communicated to participants well in advance.

In addition to the live sessions, lecturers may assign supplemental activities to enrich your learning experience. These could include reading specific articles or books, preparing briefs, or conducting research, as deemed necessary by the lecturer.

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## WHO IS THIS COURSE AIMED AT?

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This course is designed for a wide array of professionals seeking to enhance their strategic thinking skills, including strategic planners, account executives, creatives, designers, communication directors, and brand managers. It is also ideal for anyone with a background in the creative, communication, or advertising industries who possesses an intuitive mindset, is eager to learn, seeks a fresh educational experience and approaches the unknown and new with courage.

A university degree is not a prerequisite for enrollment in this course.

## WEEK 1:

# Martin Weigel on Account Planning



### WHAT PLANNING IS AND IT IS NOT ABOUT.

A strategy for strategy - the insightful vision from one of the most respected international planners in the world about the actual role of planning in agencies, clients and brands and about what being a planner actually means today.

Lecturer: Martin Weigel, Chief strategy officer at AMV BBDO, London.

6th SEPTEMBER

## WEEK 2:

# The positioning strategy



### PAST, PRESENT AND FUTURE.

How to position a brand today? The role of purpose in the positioning strategy. Find the real difference for a brand. Positioning toolbox. The role of the positioning strategy within brand management. Case studies and examples.

Lecturer: Mark Pollard - Sweathead CEO, Author "Strategy Is Your Words".

13th SEPTEMBER



## WEEK 3:

# Unearth and discover the best insights

Use research and investigation techniques to discover the best insights. What is and what is not an insight. What we should expect from insights and how can they unlock creativity. How research is approached at the best international agencies. Case studies and examples.

Lecturer: Lucy Jameson, Founder at Uncommon, London.

20th SEPTEMBER

## WEEK 4:

# Gen AI for strategist



## HOW TO SAVE UP TO 26 DAYS PER YEAR USING THE RIGHT TOOL.

How to choose the right Gen Ai tool for job effectiveness and time saving in repetitive and monotonous tasks. How to distinguish signal from the noise in Gen Ai news. The role of academic know-how in boosting work performance with Gen AI.

Lecturer: Dominika Węglarz, Freelance Strategy Director and Artificial Intelligence PhD candidate, New York.

27th SEPTEMBER

**WEEK 5:**

# Cultural Strategy



**NAVIGATE THE INTERSECTION BETWEEN PEOPLE AND CULTURE TO BUILD TRULY RELEVANT BRANDS.**

How culture can be the most powerful element to make a brand relevant. Consumers and culture. How to detect waves and cultural movements and connect them with brands. Anthropologic and sociologic dimension of consumption. Case studies.

Lecturer: Rob Campbell, Chief Strategy Officer at Colenso BBDO New Zealand.

4th OCTOBER

**WEEK 6:**

# Culture as a strategic code to understand and influence consumer behavior



Culture is the most powerful force influencing human behavior, affecting everything from clothing choices to voting habits, yet many lack a deep understanding of it. This gap in knowledge prevents business leaders from fully utilizing culture's potential to motivate action. Understanding cultural dynamics grants influence, whereas ignorance results in being influenced. The session aims to explore cultural mechanisms, enabling leaders to leverage cultural power effectively.

Lecturer: Marcus Collins, Chief Strategy Officer and Best-selling Author (Ex- CSO at Wieden+Kennedy NY).

11th OCTOBER





**WEEK 7:**

# Experience Strategy

## HOW AND WHY INCLUDE EXPERIENCE IN YOUR BRAND PLANNING.

What if anything can the digital age teach us when creating brand strategies and should strategies refer only to communication or take the leap into Experience? Applying key concepts of experience design to brand thinking. Brand experience (BX?) and implications for audience definitions, how campaigns are planned and how we measure success. The role of technology in all of this and why design thinking may be the answer.

Lecturer: Bogdana Butnar, Head of Advisory Design & Digital Product, CX Strategy Lead at Accenture Song London.

18th OCTOBER

**WEEK 8:**

# Creatives vs. Strategists



## STRATEGY LOOKED FROM THE EYES OF CREATIVITY.

What a creative needs from a planner and what a planner needs from a creative under the eyes of one of the most successful creative directors in the world.

Lecturer: Samira Ansari, Chief Creative Officer at Ogilvy New York.

25th OCTOBER

**BREAK: 1st NOVEMBER**

**WEEK 9:**

# How to write the perfect and most inspiring creative brief.



The planner as the catalyst of creativity. The real value of a creative brief. How to write better and more inspiring creative briefs. The main mistakes when we write briefs. Presenting your creative brief: the briefing session. Examples and case studies.

Lecturer: Harry Román-Torres, Chief Strategy Officer (Ex-CSO at Droga5 New York).

**8th NOVEMBER**

**WEEK 10:**

# Where else for strategy?



## **WORKING WITH THE MOST POWERFUL BRANDS OF ALL – PEOPLE.**

How strategy helps talent maximize their impact across entertainment, brands and global issues. How strategy allows you to stretch the possibilities of where talents can go and what you can impact.

Lecturer: Paula Bloodworth, Global Chief Strategy Officer at SillyFace, London.  
Prior: Head of International Strategy at Uncommon, Nike global at W+K.

**15th NOVEMBER**

**WEEK 11:**

# Communi- cations Planning



## THE COMPLETE GUIDE.

How to detect, prioritize and activate the touch points between brands and consumers. Brand planners vs. Comms planners. Design the perfect KPI's for the campaigns. The Consumer journey. Communications framework. Examples, tools and case studies.

Lecturer: Michael Goldstein, Head of Communications Strategy at DDB New York.

22nd NOVEMBER

**WEEK 12:**

# Effectiveness as the key ingredient for strategic planning.



The science behind effectiveness. How to judge and reach effectiveness for a brand. Planning as the key for effectiveness. How to build an unbeatable effectiveness case. Examples and case studies.

Lecturer: Toby Harrison, Chief Strategy Officer at Ogilvy Australia.

25th OCTOBER

Content and Program Curation

# HOALA AMSTERDAM DIRECTOR AND PROGRAM CURATOR



SEPTEMBER 2024

Agustín brought the Hoala experience in 2015 to Amsterdam with the first international edition of the Hoala's professional master course in Brand Strategy where he was also part of the internationally recognized line up of lecturers.

This experience allowed Agustín to apply all the learnings from the previous editions to this renewed and powerful online program.

Agustín Soriano, Chief Strategy  
Officer McCann WorldGroup Spain.

## **THE HOALA EXPERIENCE**

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# **ONLY THE BEST OF THE BEST**

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At Hoala, we don't believe in a one-size-fits-all approach to teaching or learning strategy. Instead, we believe in crafting your understanding of strategy through your own experiences, enriched by insights from the world's foremost strategy experts. We offer you access to these exceptional minds, sharing unparalleled experience and knowledge in strategy.

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## **LIMITED SEATS**

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We're committed to maintaining small class sizes to foster an atmosphere where you're comfortable voicing your thoughts and can benefit from individualized attention from our lecturers. Despite the small class size, our ambition is vast: to deliver the premier brand strategy program available.

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## **INTERNATIONAL ENVIRONMENT**

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Immerse yourself in a truly international setting, with students and lecturers joining from every corner of the globe. Since our inaugural Amsterdam session, we've welcomed participants from over 30 different countries, each contributing their diverse, invaluable perspectives.

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## **UNIQUE ONE-TO-ONE PRIVATE SESSIONS**

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In line with Hoala's reputation for premium, personalized training, we include two one-on-one sessions with lecturers of your choice, offering a unique opportunity for direct mentorship, guidance, and potentially challenging debates.

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# PROFESSIONALS ONLY

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This course is specifically aimed for professionals with proven experience in brand communications, ensuring a high level of interaction and engagement.

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# HOALA ALUMNI

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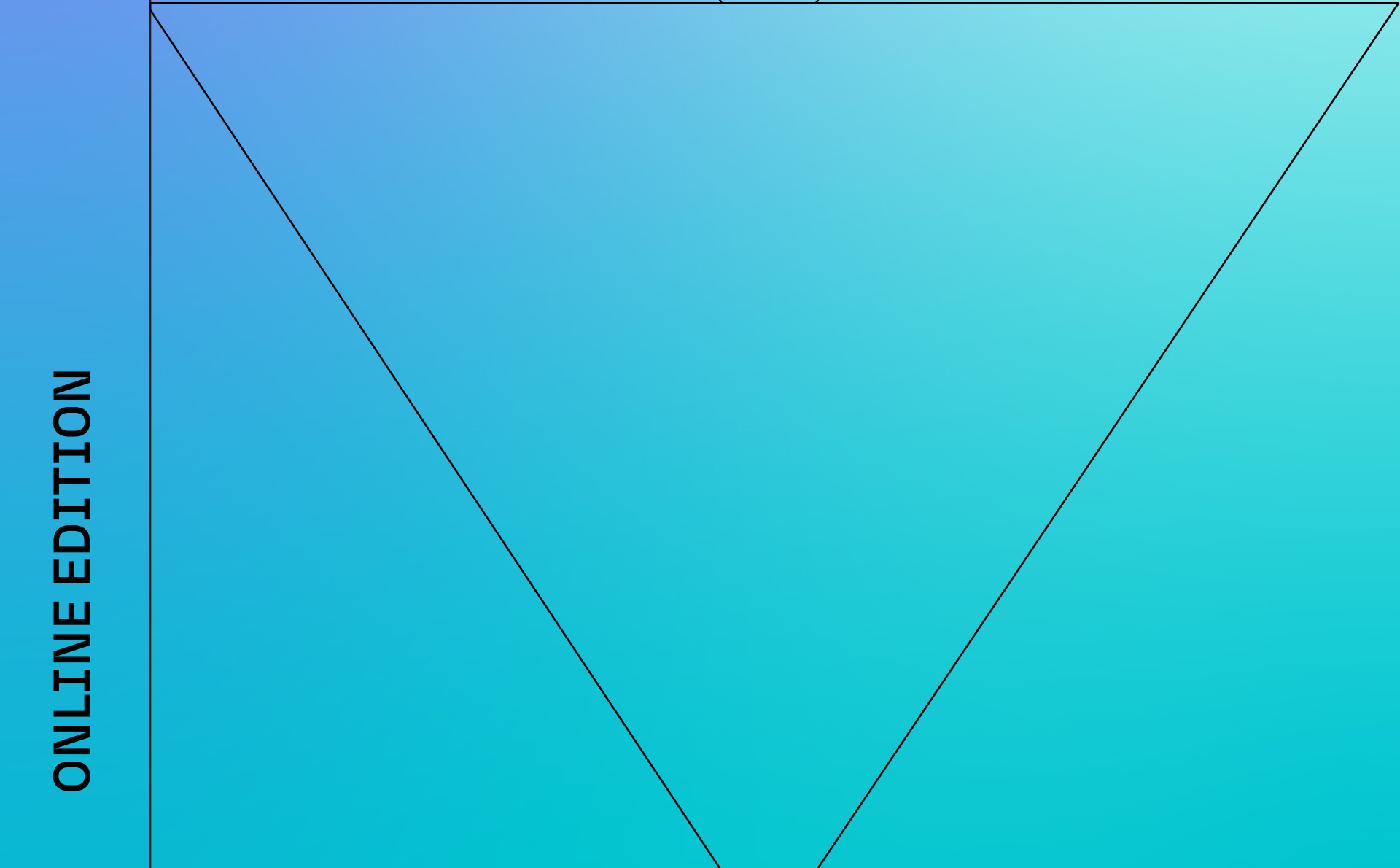
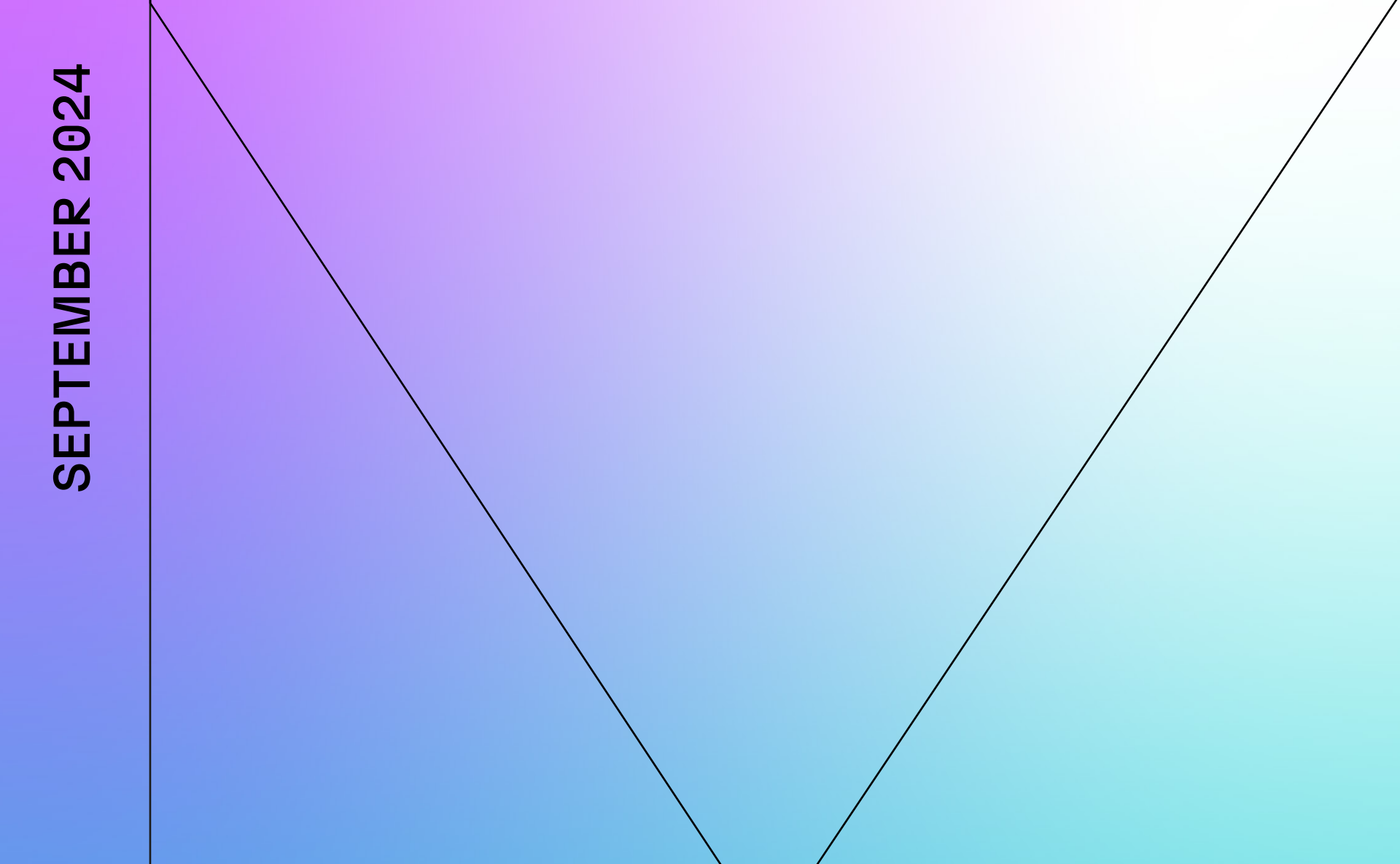
Enrollment in the Hoala course grants you membership to an exclusive global community of strategists. You'll gain access to our comprehensive document library from all past editions and join our private group, a treasure trove of inspiration and support.

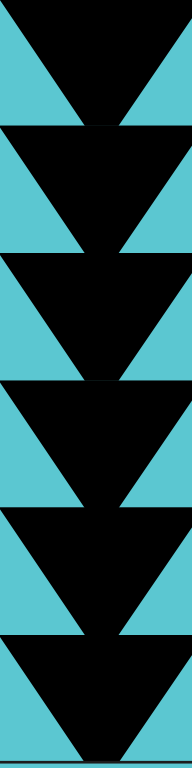


**+INFO**

**SEPTEMBER 2024**

**ONLINE EDITION**





## PRICE

The total course fee is **3.800 €**.

A non-refundable enrollment fee of **500 €** secures your place and is deducted from the total cost.

## LIMITED VACANCES

The course has limited seats.

## APPLICATIONS

[amsterdam@hoala.eu](mailto:amsterdam@hoala.eu)

## DEADLINE

Apply until August 1st, 2024, or until the course is fully booked.

SEPTEMBER 2024

ONLINE EDITION

**UNTIL**  
AUGUST 1ST  
2024



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