



Branding: A Cultural Perspective

This masterclass provides participants with theoretical concepts and methodological tools that will enable them to gain insights in the importance of culture in brand management as part of companies' best practices. It does so by helping participants develop the analytical, strategic and creative thinking processes together with the skills related not only to cultural aspects of brand creation, identity, positioning and marketing but also to brands as cultural resources for companies and organisations in developing and maintaining their identity. It looks at brands as mainly applied to products and services including places such as cities and destinations. This session also relies on an understanding of the particular 'brandscape' in which a brand exists seen as necessary to gauge the effectiveness of branding strategies for products, services and destinations.

Recommended audience

This masterclass is designed for leaders and managers who want to:

- Better understand the significance of culture as part of their organisations' branding and marketing strategies
- Come to grips with the increasingly changing socio-cultural fabric and its significance for the brand culture of their organisations

Key benefits

The aim of this masterclass is to provide participants with both theoretical and practical knowledge of brands as cultural resources in contemporary consumer culture, modern organisations, and as expressions of culture in society at large. By the end of this masterclass, participants will be able to:

- Identify specific cultural elements within their organisations that are worth their branding efforts
- Critically evaluate theories about brands as cultural resources for products, services, places and destinations
- Analyse how companies, consumers and other stakeholders' co-produce brand meaning for products, services and places (tourism destinations, cities, etc.)
- Apply different methodological perspectives and their associated tools to better understand brand cultures and their meanings in different cultural settings

Topics to be covered

- Brands as cultural resources
- The creation of brand meaning and brand icons
- Brand authenticity, communities and resistance
- Brand identity and trust
- Brand personality and Brand image
- Branding and Marketing

Length of session

One full-day of combined short interactive lectures and group discussions

