

# The Giants

MARKETING MASTERCLASS

# How the Giants Marketing Masterclass works:

This is the ultimate programme for Marketing Managers and Leaders looking to take their marketing to the next level.

## Your growth levers

We will analyse and understand your company's growth levers and use 6 powerful growth strategies specifically catered to your business to increase marketing performance by at least 20%.

## Eliminate guesswork

Learn from top industry leaders who have achieved remarkable success. Gain insights from experts like the CMO of L'Oreal on strategic briefs, the CMO of M&S on the power of creativity, the Chief AI Officer at WPP on the future of AI-driven marketing, and the ex-Managing Director of Marketing at Direct Line Group on driving growth through commerciality in marketing.

## Real-world application

You will apply what you learn within your organisation at regular intervals via creating a personalised action plan on specific marketing challenges you face within your organisation and regular weekly personalised feedback on how to overcome them.

## 8 Week Online Programme

The programme is 8 weeks on a part-time basis, with weekly modules and coaching sessions that can be completed in the gaps. It takes approximately 50 hours to finish.

# 6 Unique Modules



**Customer and  
Marketing Strategy  
and Planning**



**Brand Development  
and Management**



**Creative Strategy  
and Execution**



**Data, Analytics and AI**



**Integrated Channel  
Strategy and Selection**



**Commercial and  
Performance-Driven  
Marketing**

# Learning on the go and in the gaps

All modules consist of 3 mobile and tube travel-friendly learning tools.

Developed to make sure you get the most from your learning.



## Live sessions

As part of the programme, we run a series of Q&A and live sessions with faculty and industry.

## Podcasts

All lessons are available as podcasts on the platform of your choosing. Ideal for learning on the go.

## Leading resources

Get access to 6 learning modules plus loads of extra content with the latest industry tools and techniques.

# Who is the programme for?

We built this powerful programme for marketing managers and leaders who are facing these challenges:

## **Struggling to move the needle**

You are finding it difficult to diagnose the growth drivers of your organisation. We will hold your hand in understanding those drivers and transform it into strategies and actions that that move the needle.

## **Attempting to turn theory into action**

You've learnt the marketing theory but find it hard to contextualize that into your day job. Our team of experts will provide 1:1 support to help you take meaningful action in your organisation.

## **Guesswork in your Strategy**

Take the guesswork out of your marketing. Apply proven strategies from CMOs and executives from L'Oreal, M&S, WPP and Direct Line Group which are personalised to your organisation.

## **Complexity holding you back**

Your organisation has multiple teams, strategies and objectives to navigate. Develop your technical and strategic skillset to understand how these critical parts in your organisation come together and how you can utilise them to drive commerciality in marketing.

# What people say

"I recently completed the programme and it was truly invaluable to me in progressing as a marketer. The content was incredibly in-depth and packed with practical strategies and insights that covered the broad scope of marketing and I will certainly be implementing my learnings into my daily work. Ritchie Mehta was fantastic - his enthusiasm and passion made each session engaging and easy to follow. I highly recommend this course to anyone looking to upskill in media marketing."



**Ben Cox**

Marketing Executive  
at Clear Channel

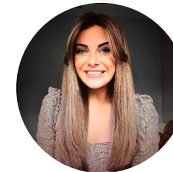
"An unmissable opportunity for anyone looking to level-up or refresh their understanding of marketing. The content is exceptional - combining solid grounding in the fundamentals with a wealth of practical examples and enlightening insights from marketing leaders and experts. The mixture of live sessions, video content and podcasts worked well for me. Being able to listen on-the-go a big plus and fit for hectic schedules! Finally, the programme opens a door to a brilliant community of other participants. I've got a feeling the alumni community will be something special to be a part of for years to come."



**Saffron Inkster**

Global Senior Strategy Manager  
at Unilever

"Interesting, insightful and inspiring! I thoroughly enjoyed taking part in the programme with The School of Marketing. A key highlight of the course for me was the live sessions from the industry experts and contributions from them throughout the six modules. There's no better experience hearing and learning from the best, then knowing how to apply it back on the ground."



**Kate Withers**

Marketing Manager  
at HSBC

# Qualification



On completion of the 6 modules you get a Giants Marketing Masterclass certificate of completion.

# Expert Comment

A range of chief marketing officers and industry experts have contributed to the content and have provided expert opinion to this programme including:

**Sharry Crammond**

Marketing Director of M&S Food

**Lindsey Clay**

CEO of Thinkbox

**Lord Karan Bilimoria**

Founder and Chairman of Cobra Beer

**Paul Polman**

Ex-CEO Unilever and Founder of Imagine

**Keith Weed**

NED of WPP and Sainsburys

**Gary Booker**

CMO at Rentokil Initial

**Conny Bramms**

CMDO of Unilever

**Mark Read**

CEO of WPP

**Andria Vidler**

Chief Executive Officer at Tag EMEA

**Dan Sherwood**

Marketing Director at Santander UK

**Hamish Goulding**

Group Head of Brand Strategy at HSBC

**Pano Christou**

CEO Pret A Manger

**Mimi Nicklin**

CEO at Freedom

**Ben Rhodes**

Brand Director at Phoenix Group

**Lex Bradshaw-Zanger**

CDMO, UK & Ireland at L'Oréal

**Becky Brock**

Commercial Director at Costa Coffee

**Will Butler-Adams OBE**

CEO at Brompton Bicycle Ltd

**Mark Evans**

MD, Marketing at Direct line group

**Becky Moffat**

CMO at HSBC UK



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# Module Breakdown

6 unique Modules developed by Industry Giants



## Customer and Marketing Strategy and Planning

Create a strong Customer Strategy by crafting compelling propositions, tailored customer experiences, and effective communications that connect with target audiences, using the full marketing mix. This strategy is based on segmentation, targeting, and positioning principles, and incorporates up-to-date consumer insights and behaviors.



## Creative Strategy and Execution

Determine the most effective creative inputs and processes to achieve brave, bold, differentiated and stand-out creative that creates a lasting impact on customers and drives effectiveness for the organisation.



## Integrated Channel Strategy and Selection

Build the optimal media and distribution approach to reach and engage the audience, that also compliments the creative and delivers an efficient ROI.

# Module Breakdown

6 unique Modules developed by Industry Giants



## Brand Development and Management

Develop and maximise the potential of brand and brand portfolios, in both the long and short term. Determine the brand growth levers and how to manage them over time to achieve customer and commercial success.



## Data, Analytics and AI

Be able to harness, create and interpret data to derive new and novel customer insights, develop marketing strategies and tactics, and measure performance effectiveness.



## Commercial and Performance-Driven Marketing

Develop a rigorous commercial and performance driven understanding and culture. Determine how to affect the levers of value to create a step-change in marketing effectiveness that links to the wider business and financial goals of the organisation.

# Module Breakdown

## 1. Customer Strategy

1. Introduction to customer strategy
2. Market orientation and marketing mix
3. Using the marketing funnel
4. Developing consumer insights
5. Determining customer needs and expectations
6. Customer research process
7. Segmenting and targeting
8. Role of positioning
9. Developing a proposition and CX journey
10. Consumer psychology and its role in communications

## 2. Creative Strategy and Execution

1. Introduction to creativity
2. Creative principles in the context of marketing and communications
3. Relationship between creativity, attention, memory and response
4. Building memory structures
5. Grabbing attention and creative techniques
6. Role of creative storytelling
7. Creativity through the marketing mix
8. Role of data in designing and measuring creative campaigns
9. Marketing campaign planning process
10. Leveraging the creator economy

# Module Breakdown

## 3. Integrated Channel Strategy and Selection

1. Introduction to channels
2. The role of reach
3. Efficiency vs Effectiveness
4. Media spending and budgeting
5. Determining what integrated media channels to use
6. Brand life stage and customer lifecycle
7. New media channels
8. Broad-based rich media
9. D2C, ecommerce and retail media
10. Precision targeting using performance channels

## 4. Brand Strategy and Development

1. Introduction to brand strategy and development
2. Double jeopardy concept in marketing
3. Triple jeopardy of brand attention
4. Brand soul and goal diamond
5. Brand distinctiveness
6. Brand differentiation
7. Brand positioning
8. Brand partnerships
9. Brand measurement
10. Managing brand portfolios over time

# Module Breakdown

## 5. Data and Analytics

1. Introduction to data and analytics
2. Best practise in data and analytics
3. Commonly used tools
4. Language of analytics
5. Measuring mental availability
6. Measuring physical availability
7. Measuring emotional resonance and sentiment
8. Data fallacies
9. Report and providing insights
10. Creating data and analytics dashboards

## 6. Commercial and Performance Strategy

1. The value creation zone
2. Customer acquisition costs and lifetime value
3. Break even analysis
4. Product Pricing
5. Zero based budgeting
6. Deriving at ROI
7. Business case development
8. Effectiveness techniques
9. Financial statements
10. Influencing the boardroom

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