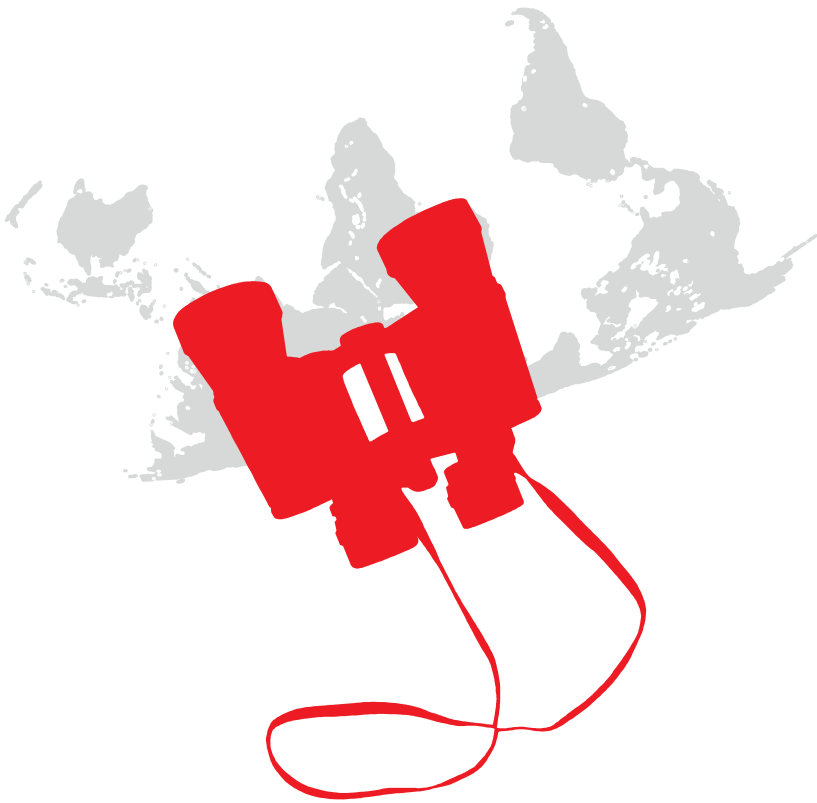


# RED SPIDER®

Training for Strategic Planning in  
**BRAND DEVELOPMENT  
& COMMUNICATIONS**

UNDERSTANDING | STRATEGY | OPPORTUNITY

# To Focus and Inspire



Distil data to its essence  
to focus on insight.

Inspire distinctive creative brand  
expression.



*"The best strategic planning training we know of  
anywhere in the world"*

Doug Atkin, US APG Committee



# Training for a New Brand World

We address the fundamental questions facing any brand:

- ☀ Red Spider has travelled the world for over 17 years working with a variety of brand owners and their communications agents refining its method, processes and tools based on best practices in brand strategy and communications.
- ☀ The Partners have brand agency backgrounds and understand the practical working cultures and pressures strategic planners often work under in day to day agency life.
- ☀ The methods used are those which Red Spider applies in its day to day consultancy work the world over.
- ☀ Our training has been created from working with a large variety of agencies from different cultures with differing problems in different stages of development. It is client tested and proven across the world. It will continue to be added to and evolved from practice in the field in facing new tasks and demands of brand communications.
- ☀ We believe the need for strategic control in a fragmenting world has never been greater and the desire for creativity is a well that never runs dry.
- ☀ The Red Spider tools are flexible enough to be applicable across all media channels.

# Principles in Training

- ☀ We make things simple, useful and fun to do.
- ☀ Presenting the theory is important but is kept to short explanations.
- ☀ Each method, tool or framework is explained with examples and practiced in plenary before breakout team tasks are set.
- ☀ A variety of brands are used to work on – to keep the work interesting, stimulating and helpful and stimulate cross category learning.
- ☀ Best in class communications are used as examples.
- ☀ The workshops are run at fairly fast pace as people are more creative when operating at 10% above their personal comfort zone.
- ☀ The modules are easy to learn, use and apply.
- ☀ Team-working is actively encouraged.
- ☀ The work is fun, an important facet of creativity. While some Modules involve role-play - no one is made to feel a fool or act out any strange potentially embarrassing games! At Red Spider we have a principle of never asking anyone to do anything that we are not prepared to do ourselves.
- ☀ The Workshop method using Red Spider tools and techniques (see REDPRINT®) is commonly at the heart of our approach.
- ☀ Red Spider applies creativity to strategy and strategic rigour to creative expression.
- ☀ Where delegates use any of the materials outside of the workshop they are bound by IP and copyright laws that apply to the material by clear accreditation to Red Spider Limited The case study materials we use are for training purposes only, not for use beyond the training course.

# BASIC PROGRAMME OUTLINE

- ✿ The training course applies tools and frameworks from the Red Spider modular toolkit to a variety of brands.
- ✿ Red Spider can adapt the course and mix of tools to fit the brand or brand team's specific issue.
- ✿ Generally, we will work through 8 elements of Strategy, each with a Red Spider tool and end with utilising all tools with an applied Case Study.
- ✿ Each module has a short lecture on theory with a worked example followed by plenary discussion and then Breakout Groups spend one hour applying the tool to brand case, followed by a debrief and discussion.
- ✿ Delegates are given copies of the charts used in the workshop as an aide memoire to help them practice applying the tools when they return to work.
- ✿ Spider tutors work with the breakout groups as required to gain full comprehension.
- ✿ Delegates can work in their own language but lectures and Q&A are conducted in English.

# DAY 1 SCHEDULE

AM

MODULE 1



Brand Values

MODULE 2



Target Audience  
Definition

Break

---

MODULE 3



Competitive Stance

MODULE 4a



Start the Insights Process

Lunch Break

---

MODULE 4b



Complete the Insights  
process

MODULE 5



Generating Propositions

Break

---

MODULE 6a



Start Briefs and Briefings

6pm Close

# DAY 2 SCHEDULE

AM

REVIEW DAY 1

Any Questions?

MODULE 6b



Complete Briefs & Briefings

MODULE 7



Focus & Inspire 5 senses

Break



MODULE 8



Defining Ideas

BRIEFING ON ROLE PLAY CASE STUDY USING MODULES 1-8

Lunch



BREAKOUT TEAMS WORK ON ROLE PLAY CASE STUDY USING  
MODULES 1-8

DEBRIEFS ON ROLE PLAY

REVIEW THE TRAINING COURSE Q&A

6pm close

# RED SPIDER Toolkit

- ☀ Red Spider has a wide variety of tools and frameworks covering every aspect of marketing and communications strategy from developing visions for organisations through competitive positioning and propositions for new product development, media strategy, design and integrated communications planning.
- ☀ The kit is modular and able to be utilised in as narrow a task as is required or to cover the whole gamut of strategy development from scratch including brand naming, new brand identity and at the core of it – developing a Brand Strategy – which is the REDPRINT® system.



# RED SPIDER Toolkit



## Planets & Moons

Brand Values



## Insightment™

Consumer Insights



## Dynamo

Brand Positioning/proposition



## Opposites Attract

Brand Personality



## Future Memories

Objective Setting



## Web of Competitors

Competitor Review



## Monster Mission

Brand Vision



## Loglines

Ideas vs. Execution



## Manifesto for the Movement

Brand Mission

# RED SPIDER Toolkit



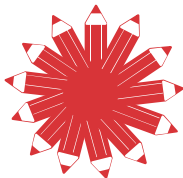
## Wheel of Constituents

Target Audience Definition



## Rewind

Creative Brief



## 13 Creative Routes

Kick Starting Creative



## The Influencer

Purchase Cycle



## Spiderbytes

Creative Briefs



## 3 Ring Circus

Creative Media Strategy



## Stature & Intimacy

Tone of Voice



## 5 senses

Creative Feedback



## Angel Devil Judge

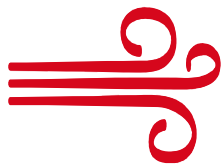
Critiquing Creative Briefs

# RED SPIDER Toolkit



## A Day In The Life

Consumer Journey



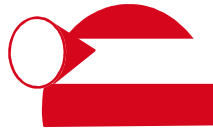
## Manifesto for the Movement

Brand Movement



## Stop Start keep Doing

Maximizing Efficiencies



## Data Miner

Finding Answer In  
Existing Data



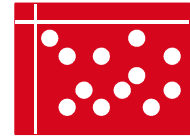
## Brands as Broadcasters

Brand = Media



## The 5 whys?

Problem Solving



## Culture Matrix

Brand in the  
Organizational Culture



## Good Better Best

Maximizing Brand  
Opportunity



## ICON Brand

Multimedia Campaign Ideas

# RED SPIDER Toolkit



## What's Your Problem?

Defining Problems Clearly



## Obverse

Overturning Assumptions



## Market Shape

Agreeing Brand Direction



## Challenging Assumptions

Unearthing Assumptions

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[www.redspiderglobal.com](http://www.redspiderglobal.com)