Task Overview:
You are to take the role of a brand consultant and develop a corporate brand revitalisation
strategy and a communication plan to generate better engagement around a corporate brand
of your choosing. Your strategy for revitalising the brand image will serve as a springboard for
converting the engagement into new customers and more revenue, as well as retaining and
building loyalty with existing customers
Requirement:
Focusing on the market of one country or region (e.g., UK, UAE, North America, Singapore-
Malaysia, Nigeria etc.,), you are expected to develop a corporate brand revitalisation strategy
including a communications plan to generate engagement around the brand. You must
present the above in the form of a ‘Consultant’s Report’ (max. 4,000 words) containing the
following components (for the brand manager):
1. An executive summary of no more than 200 words at the beginning of the report,
providing summary of key proposals made within the report [5 Marks]

2. An introduction to the report specifying the chosen corporate brand, its business, the
chosen country/region and the context within which it is operating and state why you
are undertaking this project [5 Marks]

3. Identify and describe the brand’s target audience/customers and conduct some form
of ‘situation analysis’ (e.g., a brand audit) which culminates in the creation of a brand
SWOT analysis. [20 Marks]

4. Develop a Brand concept map for the brand (based on secondary research) relevant
to your chosen context and strategy and link it explicitly to the above task. Explain the
key perceptions and associations of the brand and evaluate these critically (e.g.,
strength vs. weakness?). [10 Marks]

5. Dependent on your chosen scenario, select and develop an appropriate ‘brand
planning model’ (such as Keller’s) to develop some core aspects of your revitalization
strategy. You must state explicitly why you have chosen this model and create the
relevant content for your specific application, culminating into an appropriate
(re)design of brand mantra. Ultimately, of course, the brand manager (report reader)
will need to understand, exactly what you’ve done, why, how, etc. [ 30 Marks]

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6. Analyse the media landscape of your chosen market in relation to your company’ s
target audience. Develop and present a typical target customer journey and specify
how your organisation intend to interact with and engage them along the journey
from awareness to advocacy, stating explicitly which marketing communications
tools, techniques, channels and media you intend to use, and why. [ 20 Marks]
7. Specify which brand and marketing performance metrics you intend to use to
assess the performance of your marketing communications campaign. [ 10 Marks]