

ON DEMAND

WOBI PRESENTS THE EXCLUSIVE MASTERCLASS ON

BRAND STRATEGY with

MARCUS COLLINS

CHIEF STRATEGY OFFICER AT WIEDEN+KENNEDY NEW YORK AND PROFESSOR OF MARKETING AT THE ROSS SCHOOL OF BUSINESS

Learning objectives:

- Gain a profound understanding of culture's impact on consumer behavior
- Develop successful brand strategies by connecting with your customer and leveraging cultural trends
- Create sustainable marketing campaigns with a long-lasting impact by effectively engaging with communities



ABOUT

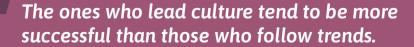
Marcus Collins

Chief Strategy Officer at Wieden+Kennedy New York and Professor of Marketing at the Ross School of Business

As the Chief Strategy Officer at Wieden+Kennedy New York, and a marketing professor at the Ross School of Business, University of Michigan, Marcus Collins bridges the academic-practitioner gap for blue-chip brands and startups alike. Over the course of his career, Collins has developed a practice for creating culturally contagious ideas that inspire people to take action.

His acclaimed book For The Culture: The Power Behind What We Buy, What We Do, and Who We Want to Be examines the influence of culture on consumption and unpacks how everyone from marketers to activists can leverage culture to get people to take action.

He is a recipient of Advertising Age's 40 Under 40 award and Crain's Business' 40 Under 40 award, and a recent inductee into the American Advertising Federation's Advertising Hall of Achievement.



SESSION 1

1.5 hours

- Building a strong brand: Align your brand with customers' values, identity, core beliefs, and operating systems to create a brand that transcends
- Igniting brand demand: Utilize culture to develop impactful marketing campaigns and drive customer engagement
- Making meaningful connections with customers: Embrace cultural nuances to foster brand love and establish genuine connections
- Leading culture instead of following trends: Leverage the interplay between culture, and consumption to resonate with customers at a deeper level and maximize lifetime value



BENEFITS

- Full Access: Access to the On Demand content for 30 days
- Executive Summary: Written overview of key learnings from each session
- Multi-Language: All sessions available in English, Spanish and Italian
- Content: 1.5 hours of content

PRICES

IN	D	VI	D	U)	Δ	L
					-1	

249^{USD}

GROUPS				
3 tickets	639 USD			
5 tickets	1,039 USD			
10 tickets	1,999 USD			



