



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.



***The ones who lead culture tend to be more successful than those who follow trends.***

**Marcus Collins**



## **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

INDIVIDUAL	GROUPS
249 <sup>USD</sup>	3 tickets 639 <sup>USD</sup>
	5 tickets 1,039 <sup>USD</sup>
	10 tickets 1,999 <sup>USD</sup>



wobidigital.en@wobi.com



wobi.com/masterclass