

BUILD BETTER BRANDS. TOGETHER.

Learn the Brand Asset Management Model – 20 years of proven brand strategy, built around the way real teams work.

BBN THE WORLD'S B2B AGENCY

bbn-international.com

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A BRAND STRATEGY MODEL BUILT AROUND THE WAY TEAMS ACTUALLY WORK.

Brand Asset Management (BAM) is a comprehensive model that gives marketers and their teams the structure, tools, and shared language to build, reposition, or create brands – whether companies, products, or services.

Developed and refined by BBN over the past **20 years** across **100+ brands, 30+ countries, and six continents**, BAM is built around **five modules** and **40 modular tools** that invite participation rather than impose process.

5 core modules covering the full arc of brand strategy

40 modular, hands-on tools you can apply to fit your needs

A **personalised training** with BBN brand strategists

Recurring webinars and on-demand online courses to fit any schedule

Real-world templates and frameworks you keep and reuse

Certificate of completion to share with your team and your network

BUILT FOR THE PEOPLE RESPONSIBLE FOR BUILDING BRANDS.

Over the past two decades, thousands of marketers, agency leaders, and in-house teams have used BAM to bring clarity and alignment to brand work. Whatever your role, BAM gives you a framework that makes brand strategy easier to lead, share, and defend.

AGENCY LEADERS	Stand out in a crowded market. Win bigger clients by selling outcomes, not hours, and keep them by becoming a strategic partner, not a vendor.
MARKETING & BRAND LEADERS	Get every stakeholder pulling in the same direction with a clear, defensible strategic narrative. Move faster and with more confidence.
STRATEGIC PLANNERS	Enhance and enrich planning to inform and inspire with strong foundational insights built with your teams.
MARKETING TEAMS	Get your whole team speaking the same brand language. Onboard new members faster, and raise the strategic ceiling for everyone.

SKILLS YOU'LL TAKE BACK TO YOUR DESK

BAM is not theory. Every module is designed around tools you can apply to real client work, real internal projects, and real conversations. Here's what changes for you after the training.

- **Diagnose brand misalignment quickly** – the root cause of most brand problems and the one most teams miss.
- **Lead structured strategy conversations** with clients, executives, and cross-functional partners without losing the room.
- **Apply 40 modular tools** across discovery, future identity, portfolio, audience, and internal activation in workshops, on digital whiteboards, or asynchronously.
- **Build stronger strategic foundations**, faster – 58% of BBN marketers say BAM helped them overcome time and budget constraints to do exactly that.
- **Turn strategy into activation that sticks** – moving from PowerPoint to everyday behavior.
- **Sequence brand decisions in the right order** – so your team solves the right problem early, not the obvious one late.

FIVE MODULES.
ONE COHERENT JOURNEY.

The BAM model is built around five modules, each addressing one of the central questions every brand needs to resolve. Use them sequentially for a full brand build, or pick the module that matches the challenge in front of you. Each module is supported by a dedicated toolbox.

01 **DISCOVERY:**
WHERE ARE WE AND WHY?

02 **FUTURE IDENTITY & POSITION:**
WHERE DO WE WANT TO BE?

03 **PORTFOLIO STRATEGY:**
WHAT ROLE SHOULD EACH OFFERING PLAY?

04 **AUDIENCE NEEDS:**
WHO IS OUR AUDIENCE, AND WHAT DO THEY NEED?

05 **INTERNAL ACTIVATION:**
HOW DO WE ALIGN AND GUIDE?

MODULE 1:
DISCOVERY

WHERE ARE WE AND WHY?

Every meaningful brand decision starts with the same step: getting honest about where you are and how you got here. Discovery is the acquisition and analysis of internal and external information that uncovers how the brand, target groups, marketplace, and competition actually interact – so the strategy that follows is built on insight, not assumption.

YOU'LL BE ABLE TO:

- Understand the business strategy that the brand needs to serve
- Uncover the insights that shape every later decision
- See the brand from the inside and outside at the same time

TOOLS COVERED:

Discovery Brief, Competitor Analysis, Involvement Interviews, Opportunity Assessment, Business-at-a-Glance



MODULE 2:
FUTURE IDENTITY & POSITION

WHERE DO WE WANT TO BE?

Future Identity is the unique set of attributes and associations a brand aspires to own over time. Position is the distinctive space it claims in the marketplace and in the customer's mind. This module is where ambition meets discipline – and where the brand strategy starts to take a recognizable shape.

YOU'LL BE ABLE TO:

- Define the future identity the brand needs to aim for
- Establish and validate a defensible position
- Make sure the brand strategy genuinely supports the business strategy

TOOLS COVERED:

Offering Profile, Essence, Club Statement, Perception–Reality, Parity & Differentiation, Brand Identity Map, Position Statement and more.



MODULE 3:
PORTFOLIO STRATEGY

WHAT ROLE SHOULD EACH OFFERING PLAY?

Most brand confusion isn't about a single brand; it's about how multiple offerings relate to one another. Portfolio Strategy is a structured approach to organizing the entire offering, so each brand has a clear role, the relationships create synergy, and naming supports rather than undermines the strategy.

YOU'LL BE ABLE TO:

- Organize and structure the entire offering with intent
- Define roles, relationships, and the rationale that holds them together
- Make naming decisions that strengthen the portfolio rather than dilute it

TOOLS COVERED:

Portfolio Spectrum, Brand Universe, Brand Portfolio Organizer, Side-by-Side Comparison, Name Brief, Naming Convention Selector, and more.



MODULE 4:
AUDIENCE NEEDS

WHO IS OUR AUDIENCE AND WHAT DO THEY NEED?

A brand strategy that ignores its audience is a memo, not a strategy. This module helps you identify and prioritize the right audiences, define what they actually want, map their journey, and craft messages that connect at every stage. The output is a brand story that's earned, not asserted.

YOU'LL BE ABLE TO:

- Identify and prioritize the audiences that matter most
- Map the buyer's journey from awareness to loyalty
- Build a brand story plus targeted main and supporting messages

TOOLS COVERED:

Target Audience Map, Audience Profile, Buyer's Journey, Offering Profile, Targeted Proposition, Message Matrix, Brand Story, Key Messages.



MODULE 5:
INTERNAL ACTIVATION

HOW DO WE ALIGN AND GUIDE?

The best brand strategy in the world fails if the people inside the organization don't believe in it or know how to deliver it. Internal Activation works from the inside out – surfacing the drivers and barriers to brand adoption, mapping the employee journey, and putting guidelines in place that turn strategy into consistent everyday behavior.



YOU'LL BE ABLE TO:

- Identify the behaviors that will enhance the brand and the ones that erode it
- Create a clear, motivational understanding of the strategy across the organization

TOOLS COVERED:

Negative Brainstorming, Force Field Analysis, Employee's Journey, Touch Point Analysis, Guideline Template.

THREE WAYS TO MAKE BAM YOURS.

Different teams have different rhythms. BAM training comes in three formats, so you can pick the one that fits how you (and your team) actually learn, or combine them for deeper mastery.



BAM GUIDED TOUR:

Get an online guided tour through the new, web-based model. You'll learn how it's structured to enhance your self-learning.

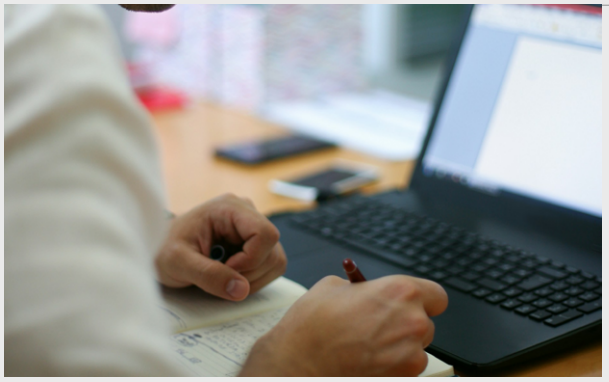
Schedule available on request



BAM WEBINARS:

Select from webinars led by experienced BAM practitioners ranging from an expert panel discussion to application for specific needs.

Schedule available on request



BAM MASTER CLASS:

Enroll in the on-line Master Class to build the knowledge to be an effective practitioner.

Schedule available on request

*Corporate and team rates available for all formats.

DO IT TOGETHER

Misalignment is the single biggest issue teams face at the start of brand work. Learning BAM together is the most efficient way to fix it before it starts, and the teams that have seen the biggest impact are almost always the ones who learned together.



THE SAME LANGUAGE

Marketing is simple at its core, but the many methodologies and vocabularies in use today pull teams in different directions. BAM gives everyone a shared way to think and talk about the brand, top to bottom.

THE SAME STORY

You're rarely the only person in the building talking to your customers. BAM reinforces the principles that keep the brand experience consistent across every team, every touchpoint, and every campaign.

THE SAME PAGE

Teams change. People come and go. BAM is an efficient way to onboard new team members and upskill established ones, so your strategic capability doesn't reset every time someone leaves.

20 YEARS. SIX CONTINENTS. ONE MODEL THAT STILL EARNS ITS PLACE.

20+
years of refinement and real-world use

100+
brands built, repositioned, or launched

30+
countries across six continents

85%
of BBN marketers say BAM fosters collaboration

58%
say BAM helps them overcome time and budget constraints

40
modular tools ready to apply for building ownership and insights

IN THEIR OWN WORDS

> *BAM provides the tools and structure to help clients articulate their brand strategy and collaborate for shared ownership. It's been very beneficial.*
>
> Agency Group Account Director

> *Our team was excited about this strategic process. It didn't feel like alignment was forced. It felt earned.*
>
> Client, post-engagement

> *Clients benefit by getting valuable insights that stand the test of time.*
>
> Agency President

> *Very professional methodology, distinguishing BBN from the competition. An amazing foundation for developing strategic work*
>
> Agency Strategic Planning Director

TRUSTED BY BRANDS AND TEAMS AROUND THE WORLD.



ONE NEXT STEP.

Whether you're exploring BAM for yourself or considering bringing your whole team along, the next step is a brief conversation. We'll help you figure out the right format, timing, and fit.

01

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BAM WEBINARS

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BAM MASTER CLASS

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THE WORLD'S B2B AGENCY

LET'S TALK!

Tell us a little about you and what you're trying to solve. A member of the BAM team will be in touch within one working day to help shape the right next step.

E-mail:
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BAM – Brand Asset Management Model
Matching needs with strategic solutions.