



Brand Strategy, Distilled

Marketing practitioners learn how to establish the strategic foundations for building Brands that cut-through in a fragmented media world.



95%

TURNING WORKPLACES
INTO JOYPLACES

Brand Strategy, Distilled

3rd December (1 day, 9am – 6pm)

Brands have more ways to reach people than ever before, yet the battle for attention has never been fiercer. Each interaction may last only a few seconds, across an increasingly fragmented mix of platforms, formats and contexts. The challenge is to show up differently for different people and environments, while remaining recognisably the same Brand.

When execution leads and strategy follows, individual pieces of work can attract attention without building a coherent meaning for the Brand. A clear strategic point of view gives creative work direction: what the Brand stands for, whose needs it serves and why it deserves a place in their lives.

This one-day workshop introduces three steps to crafting your Brand's strategic POV: define your playground, understand the audience opportunity, and establish what your Brand can credibly own.

Designed for marketing practitioners tasked to develop brand strategy but who have received limited formal training or coaching in strategy development, this workshop combines accessible frameworks, worked examples and facilitated discussion, with opportunities to apply the thinking.

Participants will learn how to bring these choices together into a focused brief that inspires creative action, before exploring how AI can help challenge and sharpen their work.

In an increasingly loud world, clarity cuts through.

TRAINING INFO

Who should attend

For advertising and marketing practitioners who don't just deliver campaigns, but shape the brand strategy behind them.

Venue

N Space Ventures
Unit 718, Level 7, Lift Lobby 4,
Block A, Damansara Intan,
No 1, Jalan SS20/27, 47400
Petaling Jaya, Selangor.
(Beside 3 Damansara Mall)

Workshop Fee RM1,200

(RM1,296 including 8% SST)

Fully HRDC claimable

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LEARNING OBJECTIVES

By the end of the 1-day programme, participants should be able to:

- **Clarify the Client Brief**
Breaking down a client brief to identify the goal, spot what is missing and ask questions that give the work a clearer starting point.
- **See the Full Picture**
Examining the audience, Brand, market and competitors systematically to challenge first impressions and find opportunities that others may have overlooked.
- **Uncover the Audience Opportunity**
Looking beyond who people are to understand what they want, what stands in their way and where the Brand could make a meaningful difference.
- **Define a Credible Brand Role**
Testing possible roles and characters against audience needs and the evidence of what the Brand can credibly claim.
- **Distil a Clear Strategic POV**
Bringing the audience opportunity and Brand role together into a focused direction for creative work, with reasoning participants can explain and defend.

Brand Strategy, Distilled

In this 1-day training, professionals learn to move from a vague brief and scattered information into a focused brand strategy that informs and inspires creative work.

Module 1: The Importance of Brand in a Fragmented Media World

- Recognise the cost of disconnected execution as attention fragments.
- Understand how brand equity strengthens creative effectiveness.
- Clarify the client brief using SMART objectives and GROW questions.

Module 2: The 4Cs - Define Your Playground

- Investigate the category, competitors, consumers and company through the 4Cs.
- Learn practical tips and tricks for sourcing information.
- Ask the strategic questions that reveal where your Brand could stand apart.

Module 3: Built to Serve - Audience Needs & Motivations

- Use 16 need spaces to uncover motivations demographics miss.
- Compare where attention gathers with where competitors have a foothold.
- Turn unresolved audience tensions into Brand opportunities.

Module 4: Right to Play - Deciding What Your Brand Can Credibly Own

- Replace generic trait lists with a character that guides action.
- Explore 12 archetypes to find a fitting Brand role.
- Ground your choice in the Brand's Sources of Authority.

Module 5: Inspiring Action - Bringing It All Together

- Turn your analysis into a focused strategic point of view.
- Unite audience opportunity and Brand role in one clear statement.
- Examine real campaigns, then apply the thinking to a shared case.

Trainer's Profile

Alex Goh, Brand Strategist, Certified Trainer and Coach



Alex has spent over 20 years in brand and communications strategy, from every side of the table: creative agencies (DDB, NagaDDB Tribal, M&C Saatchi), media agencies (GroupM / Mindshare), client-side marketing (Digi Telecommunications), and the platform side, as Head of Strategy and Product at Astro Media Solutions.

Most strategists go deep on one of these; what Alex brings is the combination - what a creative team needs, what media can realistically deliver, and what the business is actually paying for, held in a single view.

His work spans automotive, telco, financial services, energy, FMCG and retail (Volkswagen, unifi, CelcomDigi, Hong Leong Bank, Prudential, Gentari, Carlsberg, 7-ELEVEN and Tealive). That range matters. These are the same kinds of problems he now trains teams to solve.

As a certified Performance Coach, Alex trains people on a simple idea: strategic thinking is a muscle everyone already has. His work replaces instinct with structure, so the effort people already put in turns into real, repeatable gains.

The approach is not theoretical. Previously, as Chief Strategy Officer of NagaDDB Tribal, a three-time Kancil Agency of the Year, he built a team of non-strategists, established the method, and held the quality bar across the agency's work, creating evidence that strategic thinking is a competency that can be built.

Trainer's Profile

Alex Goh, Brand Strategist, Certified Trainer and Coach

Strategic rigour usually asks for time and experience.

Alex trains teams to produce it without waiting for either.

His method is Brand-first. Decisions are made against what the Brand stands for and who it is for, before any question of channel, format or content.

Increasingly, his approach integrates AI-accelerated workflows that carry the routine load, so a team can produce rigorous strategy quickly and consistently, brief after brief. He brought Malaysia's first generative AI certification for advertising into a creative agency, through a partnership with OK Tomorrow.

His training covers brand strategy, communications strategy, social strategy and marketing effectiveness. He now runs an independent strategy practice, building this capability inside agencies and in-house marketing teams.

The industry often calls on him to judge, advise and speak. He has spoken and sat on panels at industry events run by the 4As, including the Putra Brand Colloquium and the Kancils Festival.

He has guest lectured at UTAR and TAR-UMT. Alex is Industry Advisor to Universiti Tunku Abdul Rahman (UTAR), serves as an industry reviewer at Monash University, judges the Effie Awards Malaysia, and mentors at the global 30 Minute University of Planning.

Certificates & Awards

- *IPA Advanced Certificate in Effectiveness (Distinction)*
- *Mark Ritson's MiniMBA in Brand Management*
- *Campaign Asia-Pacific's 40 Under 40 (2022)*
- *Campaign Southeast Asia's New Business Team of the Year*
- *Design Practice for Business (TU Delft)*
- *Transmedia Storytelling (UNSW)*
- *Over 30 industry awards including MMA, MARKies, APPIES and Effie Awards*

Registration



Register for one or more of the workshops by clicking [here](#)

A confirmation email, invoice and details of the workshop will be sent to you once your registration is received.

Payment Terms

- These courses are fully HRDC claimable. If you are applying for the HRDC grant, just choose that payment option via the registration form and we will be in touch to guide you accordingly.
- If you are not applying for HRDC grant, your payment must be received prior to the programme. Please make payment payable to:
Ninety Five Percent Sdn Bhd.
Name of Bank: Hong Leong Bank Berhad
Branch Address: No. 37, Jalan Telawi 3, Bangsar Baru, 59100 Kuala Lumpur
Account No: 04-800-213-756
Swift Code: HLBBMYKL
- Substitutions/Cancellations: Upon receipt of your registration, your seat(s) will be confirmed. We have a no cancellation/refund policy. You may substitute other participants in the event that the registered participants are unable to attend. Notification of any substitution must be received in writing 1 week before the program commences.
- Please send your remittance to kamilah@95percent.com.my

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