



*Training Course:
Innovation-Driven Marketing: Advanced
Strategies in Product & Brand Evolution*

*7 - 11 September 2025
Istanbul (Turkey)
DoubleTree by Hilton Istanbul Esentepe*

Training Course: Innovation-Driven Marketing: Advanced Strategies in Product & Brand Evolution

Training Course code: SM235924 From: 7 - 11 September 2025 Venue: Istanbul (Turkey) - DoubleTree by Hilton Istanbul Esentepe Training Course Fees: 5500 ₺ Euro

Introduction:

In an era defined by rapid technological change, shifting consumer behaviors, and intense market competition, innovation has become the cornerstone of successful marketing strategies. No longer limited to product features or advertising tactics, innovation now touches every element of how a company creates, delivers, and communicates value. Organizations that fail to innovate risk losing market relevance—while those that strategically integrate innovation into their product and brand strategies are positioning themselves for sustainable growth and market leadership.

This advanced training program is specifically designed for senior marketing professionals who are responsible for driving innovation within their organizations. It addresses the full spectrum of innovation in marketing—from identifying emerging customer needs and transforming insights into product opportunities, to developing brand architectures that flex with market dynamics, and launching compelling go-to-market strategies that resonate across channels.

Participants will explore advanced frameworks such as design thinking, value proposition mapping, product-market fit analysis, and brand equity modeling. The program also covers best practices in brand evolution, product portfolio optimization, and innovation metrics. Real-world case studies, interactive exercises, and practical toolkits will equip participants with the ability to apply strategic thinking and creativity to real challenges within their organizations.

By the end of the course, participants will be empowered to lead innovation initiatives that are deeply rooted in customer value, supported by market intelligence, and aligned with long-term business goals.

Objectives:

By the end of the program, participants will be able to:

- Develop innovation-focused product and brand strategies
- Apply advanced techniques in product lifecycle management and market fit
- Create compelling brand architectures that adapt to market shifts
- Integrate customer insights into product innovation processes
- Evaluate and optimize go-to-market strategies and brand performance

Target Audience:

- Senior Marketing Managers
- Brand Strategists

- Product Development Managers
- Innovation & R&D Specialists
- Heads of Marketing or Communication
- Business Unit Heads involved in brand and product strategy

Outlines:

Day 1:

Innovation in Product Strategy

- The role of innovation in strategic marketing
- Identifying unmet needs and market gaps
- Tools for product innovation: Design Thinking, Value Proposition Canvas
- Product lifecycle planning and repositioning
- Case studies: Disruptive product strategies

Day 2:

Customer Insight & Market Fit

- Translating customer insights into product features
- Jobs-To-Be-Done JTBD methodology
- Mapping customer journeys for product design
- Rapid prototyping and concept testing
- Evaluating product-market fit

Day 3:

Brand Strategy and Architecture

- Building and evolving brand identity
- Brand architecture models: house of brands, branded house, hybrid
- Brand equity and perception analysis
- Rebranding strategies and brand extension

- Interactive case: Reviving a declining brand

Day 4:

Go-to-Market Strategy & Launch Excellence

- Crafting integrated go-to-market plans
- Channel strategy and pricing considerations
- Launch timing, storytelling, and campaign design
- Managing multi-stakeholder alignment during launch
- Performance measurement and iteration post-launch

Day 5:

Measuring Success and Sustaining Innovation

- KPIs for innovation and brand performance
- Customer feedback loops and real-time market adaptation
- Brand audit and portfolio optimization
- Balancing innovation risk and ROI
- Capstone exercise: Designing an innovative product-brand strategy for your organization

Registration form on the Training Course: Innovation-Driven Marketing: Advanced Strategies in Product & Brand Evolution

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