

Resetting your customer story for the age of distraction

Seminar by PwC's Academy
Bulgaria



It has never been more difficult - but important - for a company to define who they are, how to hack attention of their audiences, how to recognize the unused internal pockets and how to make themselves relevant in the Covid-19 world. Organizations need clarity of their role in the customers' world, clarity of their voice and clarity on how to use low-cost approaches to realize missed value.

**It is time to become really,
genuinely smart.**

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This course will take you through tried and tested key approaches introduced by the former Head of Brand Planning at Google Zoo creative think-tank in London. Secrets of the worlds successful organizations, form 1st-hand experience.

The participants will understand:

- How Covid-19 is just an acceleration of trends that have already driven the need for the digital transformation
- How the virus is an opportunity to sharpen up, or change the game
- What are the key aspects of business and marketing that the virus requires the focus on
- What are the unused pockets of value in the company that could be released
- How to use '0-budget' approach to your branding - and hack the attention of the online audiences
- How to use own media channels to maximize the value of the lead and customer base
- How to tell the story of the organization in a way that is clear, relevant, different and engaging

Who should attend?

Company executives of all kinds (particularly marketing/ CRM/ CX/ HR), B2B and B2C, as well as entrepreneurs and start-ups. The course is especially beneficial to the SMEs, given the best effort/benefit ratio for applying the knowledge in practice.



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MODULES

1. Budgeting your marketing: branding in the age of 'skippability' (panic)

Why the pandemic is just an accelerated form of what was happening already? How attention works in the modern media space and how to 'hack' it – more or less for free? Why focusing on the TOFU (top of the funnel) is not enough anymore? Why traditional comms-based brand building is not sufficient anymore, why it depends on your internal team structure and what to do about it?

2. Resetting your story: purpose and archetype as vehicles to distinction

Clarity of organizational perception has never been more important. Knowing who we are, what we are and which business we really are in – with crystal clarity – will help our leads and customers with putting us on their mental map with additional force. It is a source of competitive advantage fit for the ultra-confusing times and the age of universal commodification. We will reveal principles of archetypal branding and how much of the rest of organizational branding and behavior flows from it...

3. Own media and customer journey mapping for new customer intimacy

Why focusing on MOFU and BOFU through your own comms channels can be a winning strategy? Mapping Customer Journey (CJ) as the answer to new forms of customer intimacy, purpose – and digital transformation (otherwise, an empty phrase). Why CRM is not 'something we send every Tue at 10am'? Why the pandemic is a great moment to look at how you define talent in your organization using the 'jagged profile' approach?



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Lecturer: Lazar Dzamic

Creative Strategist, Lecturer

A former Head of Brand Planning in Google's creative think tank ZOO in London, where he created the strategy team and two of the world's first Creative Data Scientists. His mission at Google was to 'Turn Light Into Heat': a vast amount of Google data into surprising and deep insights for creating great brand stories. Prior to Google, he also served as a strategy head in several London creative agencies and was one of the first digital strategists in the United Kingdom in 2000. He worked on campaigns and programmes for some of the UK's most loved brands such as Tesco, John Lewis, Waitrose, Virgin Holidays, Nando's etc.

After his return from London, Lazar is a much sought-after trainer for digital marketing transformation in CEE, working with some of the biggest local and regional clients such as Triglav, Mercator, Telenor, Adidas, Erste Bank, Frikom and others. He is a lecturer in Digital Marketing at the Faculty for Media and Communications in Belgrade (FMK), Business School Lausanne (BSL) and marketing trainer at the regional PwC Mini MBA Academia.

He is the creative industries consultant for The European Bank for Reconstruction and Development (EBRD), an ex-journalist, contributor to The Guardian and also a best-selling non-fiction author in Serbia. He is a regular speaker at global and regional conferences on topics of digital marketing and brand storytelling.

'He lights up the room with positive energy, makes you feel so relaxed and engaged even when you are a total "rookie" and dazzles you with his creative, yet very hands on, practical approach.'

Adidas

REGISTRATION DETAILS



Duration:
3 modules | 90 min. each

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