

CASE STUDY BASED MASTERCLASS
CONTENT MARKETING & BRAND STORYTELLING

Content marketing is the fastest growing area of marketing. Every company – big or small, B2C or B2B, local or global – can benefit from content marketing!

9 NOVEMBER 2017 | Mövenpick Hotel Karachi | 9:30 am to 4:30 pm

WHAT'S IN IT FOR YOU

Feeling a bit puzzled regarding what actually makes your content pop in the digital space? Having investigated hundreds of case studies from all over the world - we now have the answers for you!

- Campaigns are tackled with a journalistic approach.
- Thorough analysis based on extensive background research and interviews with the agencies.



Course Facilitator
Hando Sinisalu
CEO, Best Marketing International



Co-facilitator
Adil Ahmed
Director Symmetry Group

BASED ON REAL-LIFE SUCCESS STORIES, YOU WILL LEARN:

- How to tell stories about your company/brand?
- How to use consumer insights in content marketing?
- How to create viral content?
- Why are brands unable to compete with vloggers/ YouTubers in creating engaging content and how to overcome this obstacle?
- How to measure the effectiveness of content marketing?
- What traditional companies can learn from the growth hacking best practices of start-up companies
- What are the winning content marketing approaches on social, mobile and native advertising platforms.

This highly practical masterclass is based on the analysis of numerous best practice examples from all over the Globe (including interviews with the magicians behind the campaigns).

We will take a closer look into 5 innovative ways of utilizing content marketing:

- 1) Big Data
- 2) Brands Creating Movements
- 3) Content + Commerce
- 4) Hyper- targeting
- 5) Utilizing Communities

Each delegate will return to work with one new story about their brand – we will create these stories as a practical exercise during the workshop.



**CASE STUDIES FROM
TECH & STARTUPS**

Hubspot, Pipedrive, MoveHub, etc.

FMCG & RETAIL

Ariel, Unilever, Snickers, etc.

BANKING & INSURANCE

Compare The Market, Advocard, Allianz, Ally Bank, Barclays, etc.

AUTOMOTIVE

Volkswagen, Volvo, Nissan, etc.

RETAIL

McDonald's, Harvey Nichols, Zalando, etc.

TRAVEL & TOURISM

Qatar Airways, Transavia, Finland Tourism, Sweden Tourism, KLM, etc.

CONTENT MARKETING IS EXPLAINED AND ILLUSTRATED BY DOZENS OF BEST PRACTICE CASE STUDIES. EACH BEST PRACTICE CASE STUDY IS ANALYZED BASED ON THE FOLLOWING STRUCTURE

BUSINESS PROBLEM

What is the market situation? Who are the competitors? What is the target audience? What are the main business/marketing challenges? What are the goals?

SOLUTION

What are the consumer insights? What was the creative strategy? What was the media strategy? What were the results of the campaign?

LESSONS

What other marketers from other countries/other business sectors could learn from this case study? What are the main mistakes to avoid?

CASE STUDY BASED MASTERCLASS
**CONTENT MARKETING &
BRAND STORYTELLING**

9 NOVEMBER 2017
Mövenpick Hotel Karachi
9:30 am to 4:30 pm

A G E N D A	08:30 - 09:00	REGISTRATIONS & COFFEE
	09:00 - 11:00	Part 1 • Background: why is content marketing important • Why brands do not understand content marketing and how to improve their understanding • Examples and analysis of successful content marketing campaigns from all over the World Guest Speaker Session Uzma Khan - Head of Media, Unilever Pakistan
	11:00 - 11:30	TEA/ COFFEE & NETWORKING BREAK
	11:30 - 13:00	Part 2 • Measuring the success of content marketing, the main KPI-s • Storytelling on multiple platforms: text, video, infographics, mobile, etc • Creating your content marketing strategy and action plan
	13:00 - 14:00	LUNCH BREAK
	14:00 - 16:30	Guest Speaker Session Ali A. Rizvi - CEO, What's Next Part 3 • Main principles of storytelling • Practical exercises: Creating the stories for your brand Guest Speaker Session Adil Ahmed - Director, Symmetry Group
	16:30	CLOSURE FOLLOWED BY REFRESHMENTS

Note: The organizer reserves the right to change/alter the program



Course facilitator
Hando Sinisalu
CEO, Best Marketing International

Hando Sinisalu is a business journalist, speaker and world traveller. He is the founder and CEO of case.digital (formerly known as Best Marketing International). Collecting and analysing digital marketing case studies is both his hobby and work. With presentations in 30+ countries, you could almost claim that Hando has travelled to the moon and back. In the past, Hando has been a radio DJ, managed a newspaper company and an advertising agency. Today he writes about marketing to numerous publications and consults brands and media companies about digital marketing. He is the author of "The Best of Global Digital Marketing: Storybook 1" and "Storybook 2". Hando has MA degree in Communications from Ohio University (USA).



Co-facilitator
Adil Ahmed
Director
Symmetry Group

Co-Founder of Symmetry Group & a seasoned tech entrepreneur. Adil is one of the pioneers of Digital Media in the country and has played a pivotal role in the growth & evolution of the digital marketing industry in Pakistan. With over 16 years of industry experience of working with companies including Yahoo, Maktoob & ESPN Digital in the Middle East and other regions. Adil carries Digital Marketing experience across several Digital Verticals. He has a reputation of being a visionary with a constant quest of introducing new trends & successfully launching Tech Ventures. He is a firm believer in the power of Content Marketing & Brand Storytelling in the digital space with a unique blend of technology & creativity to create memorable brand experiences.



Guest Speaker
Uzma Khan
Head of Media
Unilever Pakistan

Uzma Khan is currently the Head of Media at Unilever Pakistan, where she leads the media function and is responsible for the development of all Unilever brand media strategies while delivering maximum ROI and driving breakthrough innovation. She holds an MBA degree in Marketing from SZABIST with a career span of 12 years. In her previous roles, she has worked at Starcom Pakistan as an Associate Director and at Omnicom Pakistan as the General Manager where she was responsible for establishing the goals and setting overall objectives for the business. Her areas of expertise include client servicing, brand communication planning and strategy development, while working on clients such as P&G, Mondelez, Reckitt Benckiser, Wariid Telecom, Roshan Telecom and Standard Chartered Bank to name a few.



Guest Speaker
Ali A. Rizvi
CEO
What's Next

Graduate of Class 1998, he started his career with an engineering consultancy as resident engineer before moving to Pakistan in 2003 and starting a career in communications & advertising. Spent close to 2 years working on public relations for global brands such as P&G, Toyota Indus, Emirates Airlines and others. Ali has extensive experience of telecommunications industry and led the creative and media team that relaunched Mobilink, Telenor & Ufone in Pakistan and Banglalink in Bangladesh along with launching iconic brands like Indigo, Jazz, Talkshawk, djuice & easypaisa. In 2006 Aurora Awards his team won 9 awards for Telenor's ad campaigns and PAS award for Ufone communications in 2012 & 15. Ali focuses on building communication strategies and executions that lead to work that is effective because it is fresh, entertaining and intelligent.

REGISTRATION DETAILS

Regular Fee: **Rs. 30,000** per participant

Group Discount: **10% Discount**
on 3 or more nominations from the same organization
(For larger groups, please send us a note at info@terrabilgroup.com)

Includes courseware, certificate, lunch, refreshments and business networking.

20% Discount
for the members of Marketing Association of Pakistan (MAP)

For registration(s), send us your
Name, Designation, Organization, Mobile, E-Mail and Postal Address
to register@terrabilgroup.com

For further information please contact
Sana Anwer +92 21 3455 6974 / +92 300 2133849

Terrabil Cancellation Policy: For cancellations made in the 7 working days to the workshop, no refunds will be given. Cancellations must be confirmed by email. Substitutions may be made at any time.



To bring **Hando Sinisalu** for a customized in-house workshop for your organization, please contact **Mohammed Phaysal** at +92 300 213 3849 / phaysal@terrabilgroup.com