# Artificial Intelligence in Brand Strategy Course: Positioning, Loyalty and Oversight

24 – 28 May 2027
Barcelona

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## Programme Summary

Artificial intelligence in brand strategy is the subject of this one-week training course for chief marketing officers, brand directors and heads of customer engagement at managerial level, ending in a brand and engagement operating brief for one brand. Brand teams now use AI for positioning research, voice and personalised contact, often before data, consent and brand risk rules exist. The programme moves from brand audit and data readiness to positioning, engagement journeys and measurement, then a tested brief. Mars Training Centre UK delivers this programme on artificial intelligence in brand strategy to mixed-organisation cohorts.

## The Business Case

Brand and customer teams adopt AI tools for copy, segmentation and contact decisions in separate projects. Tone drifts between channels, customers receive messages they did not expect and leaders cannot show why a tool was trusted with the brand. Leaders who set positioning, voice and consent rules first scale engagement with fewer reversals and a clearer record of accountability.

- Brand Consistency: Improves as voice and positioning rules are applied to every AI-assisted message.
- Customer Retention: Strengthens as engagement journeys are designed around consented data and stated value.
- Brand Risk Exposure: Narrows as approval points and escalation routes are agreed before launch.

## Principles and Evidence Base

- ISO/IEC 42001 AI Management Systems: Frames the oversight roles, risk review and documentation used in Sessions 1 and 5.
- ISO 10668 Brand Valuation: Supplies the logic for linking brand strength to financial value, used in Session 4 when measuring results.
- Customer Journey Mapping: Structures the engagement moments, data points and handovers examined in Sessions 3 and 4.

## Intended Participants

- Marketing leaders who own brand positioning and approve campaigns.
- Customer engagement leaders who design contact programmes across channels.
- Digital leaders who select and connect AI tools to customer data.
- Brand and communications managers who protect voice and reputation.

Typical settings include retail, financial services, hospitality and public-facing service organisations.

## Learning Outcomes

1. Participants will be able to diagnose where AI already shapes brand messages and customer contact.
2. Participants will be able to evaluate data readiness and consent for personalised engagement.
3. Participants will be able to construct a positioning and voice standard that AI-assisted content must follow.
4. Participants will be able to design engagement journeys that state the purpose and limit of each AI step.
5. Participants will be able to prioritise measures that connect engagement to brand and commercial value.
6. Participants will be able to justify a brand and engagement operating brief to an executive committee.

## Programme Structure

## Day 1: Artificial Intelligence in Brand Strategy: Audit and Oversight

Where does AI already act for the brand, and who answers for it?

- AI Touchpoint Audit
- Brand Asset and Message Inventory
- Oversight Roles Chart
- Brand Risk Register
- Tool Approval Gate Sheet

## Day 2: Customer Data, Consent and Segmentation

What customer data may be used, and for which engagement purposes?

- Data Readiness Scorecard
- Consent and Purpose Map
- Segment Definition Review
- Bias Check for Audience Selection
- Data Retention Rule Sheet

## Day 3: Positioning, Voice and Content Control

How are positioning and voice held steady when AI drafts the message?

- Positioning Statement Test
- Brand Voice Standard
- Prompt and Style Guide
- Content Approval Workflow
- Synthetic Content Disclosure Rule

## Day 4: Engagement Journeys and Measurement

How are journeys designed and their brand and commercial effect measured?

- Customer Journey Map with AI Steps
- Handover Rule to Human Teams
- Loyalty and Retention Indicator Set
- Brand Strength to Value Link
- Controlled Test Plan

## Day 5: Brand and Engagement Operating Brief for One Brand

Do the earlier tools form one operating brief that an executive committee can approve?

- Applying the Session 1 Brand Risk Register
- Testing the Session 2 Consent and Purpose Map
- Reviewing the Session 3 Brand Voice Standard
- Checking the Session 4 Indicator Set
- Completing the Operating Brief and Approval Note

## Methodology

The programme uses case analysis built on a prepared brand file for one retail brand and one financial services brand, each with a positioning statement, sample AI-drafted messages, a customer data summary and a campaign plan. Participants review the file in small groups and defend their rulings to peers acting as an executive committee.

- Suggested activity: Rewriting a drifting AI-drafted message back to the stated brand voice.
- Suggested activity: Mapping consent gaps in a personalised contact plan.
- Suggested activity: Selecting measures for a loyalty journey and defending the choice.

## Capstone Output

Each participant completes a brand and engagement operating brief for one brand. It holds an AI touchpoint audit, a consent and purpose map, a voice standard, a journey design with human handovers and a measurement plan. The brief is used at work to brief an executive committee, brief agencies and sequence the first pilots.

## Frequently Asked Questions

### Is artificial intelligence in brand strategy suitable for marketing leaders without technical training?

Yes. Artificial intelligence in brand strategy is taught through a prepared brand file and templates. It assumes experience in marketing or customer management, but no data science background or earlier work with AI tools.

### Which standards does artificial intelligence in brand strategy rest on?

Artificial intelligence in brand strategy rests on ISO/IEC 42001 for AI management systems, ISO 10668 for brand valuation and customer journey mapping as a design method.

### How is the brief from artificial intelligence in brand strategy used at work?

You use the operating brief to brief an executive committee, set rules for agencies and teams and decide which engagement pilots to run first.

### How does artificial intelligence in brand strategy differ from a marketing analytics course?

Artificial intelligence in brand strategy centres on positioning, voice, consent and oversight of AI-assisted engagement, while a marketing analytics course concentrates on campaign measurement and return calculation.