Strategy Toolkit

User Guide

• About the Strategy Toolkit
• Three ways to use it
• The learning path
• What you’ll learn
• Inside each module
• User tests
• Taking the course
About the Strategy Toolkit

• The Strategy Toolkit is a learning product designed to build the expertise of marketing strategists.

• It combines essential reading around major strategy issues, video interviews, real-life examples and ways to embed the ideas into a strategist’s everyday role.

• It was originally developed in association with The Effectiveness Partnership and has been fully updated with 75% new content in March 2021.
Three ways to use it

• Work through the modules as **a course in strategic thinking**; perfect for junior- to mid-level strategists

• **Supplement your organisation’s existing training schemes** with industry-leading thinking;

• **Refresh your knowledge** around a key strategic skill whenever you need to.
The learning path

• There are seven modules in the Strategy Toolkit, each reflecting a key knowledge area for strategists.

• The modules are grouped into three topics: Marketing and Brand Strategy, Consumer Insight and Campaign Development.

• After each topic clients can test their knowledge with a strategy quiz and tackle a dummy brief.
The learning path

Marketing and Brand Strategy
- How marketing works
  - Dummy brief: Kiehl's
- The role of the strategist
  - Strategy quiz: Part 1
- Analysing the brand

Consumer Insight
- Generating insight
  - Dummy brief: H&M
  - Strategy quiz: Part 2

Campaign Development
- Building a campaign
  - Dummy brief: SoBe
- Evaluating success
  - Strategy quiz: Part 3
Learn the essentials of marketing thinking, the changing nature of the strategy ‘role’, and how to position a brand.

1. How marketing works
   - Marketing and value creation
   - Buying patterns and brand growth
   - How advertising works
   - Strategic foundations

2. The role of the strategist
   - Why are strategists needed?
   - Strategic approaches
   - How is strategy changing?
   - Emerging skillsets
   - Strategy across markets

3. Analysing the brand
   - What is a brand?
   - Brand positioning
   - Brand architecture
   - Brand identity
   - Assessing brand performance
Consumer insight

Get to grips with key theories on consumer behaviour, and discover best practice in the insight generation process.

4. Consumer behaviour
   • Decision-making
   • Behavioural economics
   • The role of storytelling
   • Influence through word-of-mouth
   • Loyalty and habit

5. Generating insight
   • What is ‘insight’?
   • Research techniques
   • Identifying target audiences
   • Understanding core audiences
Campaign development

Master the building blocks of campaign development, and the essentials of effectiveness.

6. Building a campaign
   - Defining objectives
   - Writing the creative brief
   - Working with creatives
   - Pre-testing
   - Channel thinking

7. Evaluating success
   - The basics of effectiveness
   - Short-term versus long-term
   - Modelling and econometrics
   - Making your case
Inside each module

Each module combines core reading, video interviews, award-winning case studies, takeaways and next steps.
User tests

There are ‘dummy briefs’ and a three-part quiz, allowing users to test their strategy knowledge.
We recommend that the course be taken over 10 weeks – one week for each module, plus a week for each of the three dummy briefs.
WARC's Strategy Toolkit

The Strategy Toolkit is a premium WARC product – contact your Client Services Manager or the WARC team to check you have access.

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