

## Developing Global Brands for the Rubber Products Industry

This is an initiative by MRC to fast track the development of global brands for Malaysian rubber products manufacturers and exporters by crossing the brand chasm and transitioning from OEM to OBM. Today companies must have a product that is fit for purpose, deliver as promised and timely, more accountable and transparent because consumers are sharing their knowledge and experiences with other consumers.

Malaysian rubber product companies need to develop brands which customers embrace to stand-out in crowded marketplace, attract and retain customers, build strategic alliances and maximize profitability. The brand development requires a more aggressive and dynamic approach to attract and keep customers as well as increased management emphasis on decentralized decision making to remain nimble and responsive, improved performance and accountability as well as on going investments in people and technology.

This webinar will explore innovation in branding, corporate strategy, value-based pricing, differentiation, segmentation and niche branding, product advancement and enhancement, brand experience and the importance of branded content and data.

- How branding has changed and the 6 key attributes required for a world class brand tomorrow
- Moving from OEM to OBM with brand driven innovation
- How to create more effective content marketing
- What soft skills are required to build sustainable relationships for brand retention?
- Effective use of social media for rubber companies
- Discussions - 1) Challenges for Malaysian rubber product companies and how to overcome and 2) Creating brand longevity



### Date

3 December 2020

### Time

9.30am – 4.30pm

### Via Online

Microsoft Teams

### Registration Fee

RM100 per pax

**Speaker - Marcus Osborne** is a branding expert with more than 30 years of brand building experience in Europe, Middle East and South East Asia. Since 2003, Marcus has presented numerous papers and presentations on branding to government and private sectors. He was the Project Director for Co-Opbank Pertama 2020 Brand Audit (Internal, External, Communications) and the Southeast Asia Regional Centre for Counter-Terrorism (SEARCCT) MyAman and Malaysia Productivity Corporation (MPC) social media campaigns. In 2019, he conducted workshops for Bank Islam, MPC, Prasarana & Danajamin. He spoke at the MACEOS Conference, Setia City Convention Centre, at the 2nd Manila Tourism Forum and City Nation Place Asia Pacific Strategic Forum for Place Branding and Marketing in Singapore in 2018. Having worked with federal and state governments, investment promotion agencies, main board listed companies as well as small and mid-sized companies, he has also written a book titled Stop Advertising, Start Branding, published by Matador in the UK.

### Who will Benefit

Business owners and personnel responsible for exports, marketing, sales, branding, promotion and other related tasks and duties.

### ONLINE REGISTRATION

Please log on to [www.myrubbercouncil.com](http://www.myrubbercouncil.com) and register online.

For any query, please contact Mr. Alif at 03-27822100 ([alif@myrubbercouncil.com](mailto:alif@myrubbercouncil.com))