

Brand Transformation on a Traditional Brand



Tuesday, 7 April 2025

13:30pm | Lecture Room 8.3

Guest Speaker

Ms Gianna Tzika

Chief Executive Officer, TRATA



Description

This discussion will explore how marketing strategies and tools can empower a traditional brand to take bold creative leaps, embrace innovation, and ultimately reap the rewards. We will delve into the entire transformation process, providing a detailed account of the journey from heritage to reinvention.



In the context of the **Principles of Marketing** module

Module leader: **Dr Elina Ketikidi Gerakis**