

CFAM3.2.3

Create and develop brand identity and characteristics



Overview

This unit is about creating and developing a brand identity and characteristics for an organisation's products/services. These can include a defined range of products/services, or a particular product/service.

It is not intended to include the actual designing of possible symbols/packaging/terms that may be selected in creating the brand, as may be undertaken, for example, by specialist designers.

For the purposes of this unit, 'organisation' can mean a self-contained entity such as a private sector company, a charity or a local authority, or a significant operating unit, with a relative degree of autonomy, within a larger organisation.

This unit is recommended for middle marketing managers with responsibility for the creation and development of brands. Such marketers might be employed directly by the organisation, or work for an agency/consultancy.

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Performance criteria

- You must be able to:*
- P1 establish and agree the case, with a reasoned rationale, for branding the relevant product/service
 - P2 identify the tangible product/service attributes that will deliver benefits to the end-user
 - P3 establish the benefits arising from the product/service attributes that the products/services offer to the end-user, and that are to be associated with the brand
 - P4 determine and agree the objectives and strategy for branding the organisation's products/services
 - P5 set out the level(s) of meaning which the brand is to communicate, identifying whether it is to communicate one or more of the attributes/benefits/values/personality which are to be associated with the brand
 - P6 select a brand name/design which is in line with the objectives for branding, the product/service's attributes and benefits, and which is readily pronounced, recognised and memorable amongst the target market
 - P7 select a brand name/design that does not infringe existing brand names, taking into account the organisation's other products/services, and where relevant is itself capable of registration and protection
 - P8 arrange, where necessary, for the registration and protection of the selected brand name/design
 - P9 make recommendations regarding how to exploit the brand in line with the product/service's marketing strategy, and which are designed to ensure that the desired positioning is maintained, and in ways that achieve desired returns on investment
 - P10 monitor the success of the brand against agreed criteria, and use the outcomes to inform future brand development

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Knowledge and understanding

You need to know and understand:

General knowledge and understanding

- K1 the importance of brand identity and its role in marketing products/services
- K2 the issues to consider when deciding whether to brand products/services
- K3 characteristics that make up a brand, and the importance of ensuring that these are integrated
- K4 the types of product/service attributes that need to be considered when considering possible benefits to end-users of products/services, including quality, features, style and/or design
- K5 the issues to consider when selecting a brand name
- K6 the importance of having a brand strategy for an organisation's products/services, and what this need to consider
- K7 methods for monitoring the success of a brand

You need to know and understand:

Industry/sector specific knowledge and understanding

- K8 current and emerging trends in the industry/sector
- K9 factors affecting customer decision-making within the industry/sector
- K10 legal, regulatory and ethical requirements effecting the marketing of the organisation's products/services in the sector

You need to know and understand:

Context specific knowledge and understanding

- K11 the organisation's range of products/services
- K12 the organisation's actual and potential customer base
- K13 the needs and expectations of the organisation's actual and potential customers
- K14 the organisation's marketing strategy and objectives relevant to the products/services for which brands are developed
- K15 perceptions and needs of customers regarding the products/services for which brands are to be developed
- K16 competitor brands relevant to the organisation's products/services for which brands are to be developed

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Additional Information

Behaviours

1. You generate and recognise imaginative and innovative solutions
2. You show a clear understanding of different customer segments and their needs
3. You identify a range of elements in a situation and how they relate to each other
4. You present information, ideas and problems clearly, concisely, accurately and in ways that promote understanding
5. You produce and test a variety of solutions before taking a decision

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