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## Overview

This standard is about developing a strategy for a brand. It includes establishing the rationale and target market for the brand, identifying potentially competing brands, setting out the characteristics that the brand is intended to communicate and selecting a name and/or design for the brand in line with its objectives and purpose. It is for marketing professionals who develop brand strategy.

### Performance criteria

#### Establish brand purpose

- You must be able to:*
- P1 establish and agree with key stakeholders the rationale for developing a brand
  - P2 determine and agree the objectives for establishing the brand
  - P3 establish the target market for the brand
  - P4 review any existing brands in the market to identify potential competitor brands
  - P5 interpret research to establish the meaning of the brand and its values and promise

#### Establish brand identity

- You must be able to:*
- P6 confirm the aims, objectives and purpose of the brand
  - P7 confirm the audience and target market for the brand
  - P8 set out the main characteristics that the brand is intended to communicate
  - P9 establish the benefits of the products and/or services to be associated with the brand
  - P10 contribute to the selection of a name and/or design for the brand that communicates the agreed characteristics, is appropriate for the target market and in line with the objectives and purpose of the brand
  - P11 ensure that the name and/or design does not infringe existing brands and can be registered and protected if required
  - P12 contribute to the development and publishing of brand guidelines
  - P13 if necessary, register and protect and defend the brand name and/or design

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## Develop brand strategy

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### **Knowledge and understanding**

*You need to know and understand:*

#### **Establish brand purpose**

- K1 current legal, regulatory and ethical requirements, codes of practice and organisational policies and procedures relating to branding
- K2 branding principles and methods
- K3 the issues to consider when deciding whether to brand products and services
- K4 how to establish a target market for a brand

#### **Establish brand identity**

*You need to know and understand:*

- K5 the role of brand identity in marketing products and services
- K6 how the brand is affected by other existing brands
- K7 characteristics that make up a brand and how to ensure that they are integrated
- K8 brand attributes that can deliver benefits to the consumer
- K9 the issues to consider when selecting a brand name and/or design
- K10 the purpose of registering and protecting a brand name and/or design and how to do this
- K11 the potential consequences of infringing existing brands
- K12 the content of brand guidelines and how to develop them

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## Develop brand strategy

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<b>Developed by</b>	Skills CFA
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<b>Originating organisation</b>	Skills CFA
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