
Overview

This standard is about managing brand identity. It includes gathering information on factors that affect customers' perceptions of a brand, adjusting brand image in line with feedback, managing negative feedback from customers and developing plans to promote the brand in line with the organisation's marketing strategy. It also includes protecting the brand by ensuring brand guidelines are followed and monitoring the success of the brand against agreed criteria. It is for marketing professionals who manage brand identity.

CFAMAR14

Manage brand identity

Performance criteria

Influence customer perceptions

You must be able to:

- P1 gather information on factors likely to affect customer perceptions of the proposed brand
- P2 assess the validity and reliability of the information
- P3 adjust the brand image based on feedback from customers and key stakeholders
- P4 promote the communication of the brand image to customers
- P5 monitor the promotion of the brand image and identify strengths and weaknesses of the image
- P6 adapt promotional activities in line with the brand image's strengths and weaknesses
- P7 manage negative feedback from customers

Demonstrate brand identity

You must be able to:

- P8 identify the actions required to demonstrate the brand characteristics
- P9 present brand characteristics to key stakeholders
- P10 develop a plan to promote the brand in line with the organisation's marketing strategy
- P11 promote trial brand to customers and other key stakeholders for feedback
- P12 amend branding in light of feedback where appropriate
- P13 project and monitor a consistent brand image
- P14 maintain the desired brand positioning to maximise return on investment
- P15 protect the brand, ensuring that brand guidelines are followed
- P16 monitor the success of the brand against agreed criteria
- P17 ensure that the outcomes of brand monitoring inform future brand development

Knowledge and understanding

You need to know and understand:

Influence customer perceptions

- K1 current legal, regulatory and ethical requirements, codes of practice and organisational policies and procedures relating to brand identity
- K2 sources of information on customer perceptions
- K3 how to assess the validity and reliability of information
- K4 the differences between customer demands, expectations, satisfaction and loyalty
- K5 methods for promoting the characteristics of a brand and their advantages and disadvantages

Demonstrate brand identity

You need to know and understand:

- K6 branding principles and methods
- K7 the role of branding identity in marketing products and services
- K8 the contents of brand guidelines and their role in protecting the brand
- K9 methods for monitoring the success of a brand against agreed criteria
- K10 ways in which the outcomes of brand monitoring can inform future brand development

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Manage brand identity

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