
Overview

This standard is about managing brand and corporate reputation. It includes promoting brand awareness, ensuring that all staff understand the importance of behaving in ways that are consistent with brand characteristics and values, taking action to manage feedback on the brand and ensuring that business continuity plans reflect the need to manage the brand and protect the organisation's reputation. It is for marketing professionals who manage brand and corporate reputation.

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Manage brand and corporate reputation

Performance criteria

- You must be able to:*
- P1 promote awareness of the brand, communicating the brand characteristics and values internally and externally
 - P2 ensure that all staff understand the brand characteristics and values and the importance of behaving in ways that are consistent with these
 - P3 assess the risks to the brand and corporate reputation and how these will be mitigated
 - P4 ensure that business continuity plans take account of the need to manage the brand and protect the reputation of the organisation
 - P5 track and gather valid and reliable information on perceptions of the current or proposed brand
 - P6 take appropriate action to manage feedback on the brand
 - P7 amend branding in light of feedback where appropriate

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Knowledge and understanding

You need to know and understand:

- K1 current legal, regulatory and ethical requirements, codes of practice and organisational policies and procedures relating to branding
- K2 methods for promoting the characteristics of a brand and their advantages and disadvantages
- K3 how to ensure that all staff understand why their behaviour needs to be consistent with brand characteristics and values
- K4 how to assess the risks to the brand and corporate reputation
- K5 ways of mitigating risks to the brand and corporate reputation and the circumstances in which these are appropriate
- K6 sources of valid and reliable information on perceptions of the brand
- K7 how to track perceptions of the brand

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