

DES16 Identify and understand your client's' brand strategy - SQA Unit Code H9X1 04

This unit is about identifying and understanding your client's brand strategy. It is important that you understand how your client defines themselves and what their values are as this will have an impact on your design.

What you must be able to do

- a) Classify how your client define themselves and recognise who your client is
- b) Define the values of your client
- c) Define your clients vision
- d) Define where your clients priorities lie
- e) Define what success means for your client
- f) Define when and how your client achieved success or failure
- g) Define what your clients aspiration are and why
- h) Clarify with your client:
 - the brand meaning and vision,
 - aims and objectives
 - target audience
 - who they do it with
 - how they create value and what value means
 - in what way are they different from other brands
- i) Assess who is responsible for the brand strategy, level of authority, budget available and timescale for projects
- j) Build rapport by creating a relationship with your client based on trust and shared values
- k) Define your client's stakeholders, key challenges, barriers, threats and opportunities
- l) Define your client's brand model, brand strategy and the brand value for the business
- m) Audit and select appropriate brand tools to address the brand challenges and support strategic decisions
- n) Create and/or integrate the design strategy with the brand strategy
- o) Use design tools to support achieve/manage brand strategic aims,
- p) Deliver the brand essence through tangible touch points by sharing brand vision values and culture, environment, communication channels, products and services
- q) Research user and market to gather user insights, map stakeholders experience, future forecast and innovation
- r) Build and manage emotional connections with employee engagement, brand loyalty and brand dialogue

- s) Build the brand uniqueness, differentiate and enhance the brand experience, look and feel, consistency through all brand channels and touch points – with internal and external audiences
- t) Leverage brand value, build and manage mind space: credibility, attention and meaning with the brand stakeholders

What you must know:

- 1) Your client and their brand significance and vision
- 2) The definition of brand and branding and the role of brands for business performance
- 3) Brand and branding models
- 4) The difference between business plans and brand plans
- 5) What the market drivers are and the trends and issues involved
- 6) The business strategies
- 7) Different tools and how to apply design research and market research
- 8) Brand audit tools and methods
- 9) Design audit tools and methods
- 10) Positioning, competitor's analysis and benchmarks
- 11) Segmentation
- 12) How to use information (user and market research insights) to support brand strategy decision-making framework
- 13) Brand case studies of success
- 14) Brand case studies of failure
- 15) Story telling techniques
- 16) How to avoid assumptions and ask relevant questions (critical thinking)
- 17) The role of design management
- 18) Internal resources and external resources
- 19) The importance of effective management of people/teams
- 20) The management design process
- 21) The importance of coordination of communications, product and services
- 22) The Corporate Social Responsibility - policy and the impact on the brand strategy
- 23) The importance of sustainability - policy, aims and impact on the brand strategy
- 24) The importance of innovation as a strategic competence and how to integrate design and innovation in brand strategy for business and brand competitiveness