INSMAR011

J7WR 04 - Develop brand strategy

Overview

This standard is about developing a brand strategy. It includes agreeing the rationale and target market for the brand. You identify potential competing brands and interpret research to establish brand meaning, value and its promise. You confirm the characteristics that the brand is intended to communicate and collaborate with colleagues to select a name or design for the brand in accordance with its aims, objectives and purpose. The standard also includes registering and protecting the brand name and design in accordance with legislation when required and following organisational policies and procedures throughout. The standard is for marketing professionals who develop brand strategy.

Performance criteria

You must be able to:

1. agree the rationale for developing a brand with stakeholders
2. summarise the rationale for establishing the brand
3. identify the potential target markets for the brand
4. review existing brands in the market to identify potential competitors
5. interpret research to establish the brand's meaning, its values and promise
6. make recommendations to stakeholders based on research
7. confirm the final aims, objectives and purpose of the brand with stakeholders
8. agree the audience and target market for the brand
9. outline the main characteristics that the brand is intended to communicate
10. identify the benefits of the products and services to be associated with the brand
11. collaborate with colleagues to select a name and design for the brand that communicates the agreed characteristics
12. confirm that the brand name and design fits the target market and aligns with the aims, objectives and purpose of the brand
13. check that the name and design does not infringe existing brands
14. demonstrate that the name and design can be legally registered and protected if required
15. contribute to the development and publishing of brand guidelines
16. register and protect the brand name and design, if required
17. follow current regulatory and ethical requirements, codes of practice and organisational policies when developing a brand

Knowledge and understanding

You need to know and understand:

1. the principles and methods for developing brand strategy
2. how to agree and summarise the rationale for establishing a brand with stakeholders
3. the issues to consider when deciding whether to brand products and services and how to make decisions about progressing the ideas
4. how to establish a target market for a brand using consumer and competitor research
5. the role of brand identity in marketing products and services and the potential impact of successful and unsuccessful branding
6. how new brands are affected by other existing brands and how to consider these when developing a brand strategy
7. the importance of the characteristics that make up a brand and how to ensure that they are integrated with organisational requirements
8. the ways that brand attributes can deliver benefits to the consumer
9. the issues to consider when selecting a brand name and design and how to manage them
10. the purpose of registering and protecting a brand name and design and how to do this
11. the potential consequences for your organisation and client of infringing existing brands
12. the contents of brand guidelines and how to develop them with colleagues and external specialists
13. the current regulatory and ethical requirements, codes of practice and organisational policies when developing a brand

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