INSMAR012

J7WW 04 - Manage brand identity and corporate reputation

Overview

This standard is about managing brand identity and corporate reputation. It includes promoting brand awareness and ensuring that all staff understand the importance of behaving in ways that are consistent with brand characteristics and values. You take action to manage brand feedback and ensure that business continuity plans reflect the need to manage the brand and protect the organisation's reputation. You also gather information on factors that affect customers' perceptions of a brand, adjust brand image in accordance with feedback, and manage negative feedback from customers. You develop plans to promote the brand in accordance with the organisation's marketing strategy, protect corporate reputation by ensuring brand guidelines are followed and monitor the success against agreed criteria. This standard is for marketing professionals who manage brand identity and corporate reputation.

Performance criteria

You must be able to:

1. promote awareness of the brand by communicating the brand characteristics and values internally and externally
2. confirm employees understanding of the brand characteristics and values
3. check that employees know the importance of behaving in ways that are consistent with the brand characteristics and values
4. assess the risks to the brand and corporate reputation and how these will be mitigated
5. check that business continuity plans take account of the need to manage the brand and protect the reputation of the organisation
6. gather valid and reliable information on perceptions of the current or proposed brand
7. take action to manage feedback on the brand
8. gather information on factors likely to affect customer perceptions of the proposed brand
9. assess the validity and reliability of the information gathered
10. adjust the brand image based on feedback from customers and stakeholders
11. communicate the brand image to customers
12. monitor the promotion of the brand image and identify strengths and weaknesses of the image
13. adapt promotional activities in accordance with the brand image's strengths and weaknesses
14. manage negative feedback from customers related to the brand
15. specify the actions that demonstrate the brand characteristics to customers
16. present brand characteristics to stakeholders
17. develop a plan to promote the brand in accordance with the organisation's marketing strategy
18. maintain the desired brand positioning to maximise return on investment
19. protect the brand, ensuring that brand guidelines are followed
20. monitor the brand image and success of the brand against agreed criteria
21. use the outcomes of brand monitoring to inform future brand development
22. follow current legal, regulatory and ethical requirements, codes of practice and organisational policies and procedures relating to brand identity and corporate reputation

Knowledge and understanding

You need to know and understand:

1. the range of methods that are available to promote the characteristics of a brand and their advantages and disadvantages
2. how to ensure that all staff understand why their behaviour needs to be consistent with brand characteristics and values
3. how to assess the risks to the brand and corporate reputation
4. the ways of mitigating risks to the brand and corporate reputation and the circumstances in which these should be used
5. the different sources of valid and reliable information on perceptions of the brand
6. how to track perceptions of the brand
7. the sources of information on customer perceptions
8. how to assess the validity and reliability of information on perceptions of the brand
9. the differences between customer demands, expectations, satisfaction and loyalty
10. the methods for promoting the characteristics of a brand and their advantages and disadvantages
11. the branding principles and methods that are used to promote and maintain corporate reputation
12. the role of branding identity in marketing organisational products and services
13. the importance of maintaining the desired brand positioning to maximise return on investment (ROI)
14. the contents of brand guidelines and their role in protecting the brand
15. how to develop criteria to monitor and evaluate the success of the brand and corporate reputation
16. the methods that can be used to monitor the success of a brand against agreed criteria
17. the ways that the outcomes of brand monitoring can inform future actions for brand development
18. the current legal, regulatory and ethical requirements, codes of practice and organisational policies and procedures relating to brand identity and corporate reputation

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