

Overview

This standard is about creating, developing and maintaining a branding strategy for a social marketing programme. The brand and its characteristics underpin the desired relationship with the target groups, partners and key stakeholders. This standard is not intended to cover the design of possible symbols to represent the brand. Developing a brand strategy is a cyclical activity, with many iterative loops, so the performance criteria are not necessarily in chronological order.

This standard is for professionals in strategic or managerial roles involved in creation and development of branding strategies to support social marketing programme. These marketers may be employed directly by the organisation, or work for an agency, consultancy.

Performance criteria

You must be able to:

1. establish the business case for developing a brand for the social marketing programme
2. develop and present your rationale to support the brand development
3. determine and agree with target groups, partners and key stakeholders the objectives and strategy for the branding
4. engage with the target groups, partners and key stakeholders throughout the development and realisation of the brand
5. develop and implement the strategies for ensuring the brand values are delivered to the relevant audiences
6. develop and implement a management plan to ensure that the brand maintains a solid reputation and image
7. interpret the evidence and results gained from the research to set out the concept of the brand and its values
8. review current brands to establish whether a similar brand already exists
9. develop brand name and design its options in accordance with the strategic objectives
10. confirm that the brand name does not breach the copyright or is not confused with other brands
11. confirm with the target groups, partners and key stakeholders that your brand is recognisable and memorable
12. pre-test the brand to ensure target groups, partners and key stakeholders accept it
13. arrange registration of trademarks, where necessary
14. ensure that all necessary components of the marketing mix are in place to deliver the brand values
15. develop and implement a brand evaluation mechanism to monitor its image, relevance, trust and loyalty
16. review and develop the brand in response to feedback from monitoring and evaluation procedures
17. ensure compliance with the legal, organisational, code of practice requirements and policies relevant to your role, your organisation and the activities being carried out

Knowledge and understanding

You need to know and understand:

1. the business case for developing a brand for the social marketing programme
2. the rationale for supporting the brand development
3. the relevant stakeholders, target groups, their diverse interests, needs, abilities and preferences
4. the current and emerging trends and developments in the sector internationally, nationally and locally
5. the social marketing compatible marketing mix models
6. how to seek the target groups', partners' and key stakeholders' approval of the branding objectives and strategies
7. the relevant principles, methods, tools and techniques for engaging with partners, key stakeholders and target groups, including vulnerable and hard-to-reach groups
8. the relevant techniques for ensuring the brand maintains a solid reputation and image
9. the principles of setting up the concept of the brand, its values and its promise
10. the connection of the brand with the target groups, partners and key stakeholders
11. how to check that there is no duplication with another brand or copyright breach
12. the principles of ensuring the brand design is consistent and aligned with its meaning and objectives
13. how to pre-test the brand to ensure it is acceptable and recognisable
14. the process and procedures for trademark registration
15. the marketing mix components for the brand
16. the engagement with target groups, partners and key stakeholders for delivery of the brand
17. the relevant brand evaluation mechanisms to monitor its image, relevance, trust and loyalty
18. the importance of keeping up to date with evidence based best practice guidance and ethics
19. the relevant monitoring procedures following the feedback received target groups, partners and key stakeholders
20. the legal, organisational, code of practice requirements and policies relevant to your role, your organisation and the activities being carried out

Glossary

Social marketing programme

As used in the standards, "social marketing programme" encompasses longer-term (3 years) programmes, medium-term (1-3 years) campaigns and short-term (<1 year) targeted initiatives.

Stakeholders

These include all those involved in, or affected by, the social marketing strategy and the issues it is seeking to address.

External Links