

Open Awards Qualification Unit



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1 Unit Details

Unit Title:	Identify and Understand a Client's Brand Strategy
Unit Reference Number:	T/507/5314
Level:	Level 3
Credit Value:	4
Minimum GLH:	24

2 Learning Outcomes and Criteria

Learning Outcome (The Learner will):	Assessment Criterion (The Learner can):
1. Know how a client defines themselves	1.1 Develop a rapport with the client by creating a relationship based on trust and shared values
	1.2 Define the clients aspirations to include: a) Values b) Vision c) Priorities
	1.3 Identify what success means for the client and when and how the client achieved the success or failure
2. Be able to define the client's brand model, strategy and value for the business	2.1 Identify who is responsible for the brand strategy and their level of authority
	2.2 Identify the budget and timescale for projects
	2.3 Agree the brand strategy with the client, to include: a) Meaning and vision b) Aims and objectives c) Target audience d) How they create value and what value means e) In what way they are different from other brands

	2.4	Define the client's stakeholders
	2.5	Identify key challenges, barriers, threats and opportunities
3. Be able to support brand development using brand and design tools	3.1	Select appropriate brand tools to address the brand challenges and support strategic decisions
	3.2	Create and/or integrate the design strategy with the brand strategy
	3.3	Use design tools to support and manage the achievement of brand strategic aims
4. Be able to review and refine the brand value through market research and stakeholder engagement	4.1	Deliver the brand essence through tangible touch points by sharing brand vision values and culture, environment, communication channels, products and services
	4.2	Undertake market research to: <ul style="list-style-type: none"> a) Gather user insights b) Map stakeholders experience c) Understand future forecast and innovation
	4.3	Build and manage emotional connections with employee engagement, brand loyalty and brand dialogue
	4.4	Differentiate and enhance the uniqueness of the brand experience, look and feel through all brand channels and touch points, including internal and external audiences
	4.5	Develop brand value by building credibility, attention and meaning with brand stakeholders