

CCSMP14

Support the development of the identity, brand and characteristics of a music publishing organisation



Overview

This unit is about supporting and understanding the development of brand identity and characteristics for your organisation's products and services. These can include a defined range of products and services, or a particular product or service. This unit will help you to develop an understanding of the importance of brand and identity within the music industry.

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Performance criteria

You must be able to:

- P1 establish and agree the case for working within the relevant branding
- P2 help promote the benefits arising from the attributes that the products offer to the consumer, and that are to be associated with the brand
- P3 assist in determining the objectives and strategy for branding the organisation's products and services
- P4 assist in the process of setting out the level(s) of meaning which the brand is to communicate, identifying whether it is to communicate one or more of the attributes / benefits / values / personality which are to be associated with the brand
- P5 assist in the selection of a brand name and image that does not infringe existing brand names or images, takes into account the organisation's other products and services and, where relevant, is itself capable of registration and protection
- P6 assist in the process of selecting a brand name and image which is in line with the objectives for branding, the product or service's attributes and benefits, and which is readily pronounced, recognised and memorable amongst the target market
- P7 arrange, where necessary, for the registration and protection of the selected brand name and image
- P8 monitor the success of the brand against agreed criteria, and use the outcomes to inform future brand development

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Knowledge and understanding

You need to know and understand:

- K1 the importance of brand identity and its role in marketing products and services
- K2 the issues to consider when deciding whether to brand products and services
- K3 characteristics that make up a brand, and the importance of ensuring that these are integrated
- K4 the types of product and service attributes that need to be considered when reviewing possible benefits to consumers of products and services, including quality, features, style and design
- K5 the issues to consider when selecting a brand name
- K6 the importance of having a brand strategy for an organisation's products and services, and what this needs to take into account
- K7 current and emerging trends in the industry and sector
- K8 factors affecting consumer decision-making within the industry and sector
- K9 legal, regulatory and ethical requirements affecting the marketing of the organisation's products and services in the sector
- K10 the range of products and services for which brands are developed
- K11 the brand's actual and potential consumer base
- K12 the needs and expectations of the brand's actual and potential consumers
- K13 the marketing strategy for the brand and objectives relevant to the products Perceptions and needs of consumers regarding the products and services for which brands are to be developed
- K14 competing brands relevant to the organisation's products and services for which brands are to be developed

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