

Specification of Competency Standards for the Retail Banking

Unit of Competency

Product Development and Brand Marketing > 6.6 Brand Marketing

Title	Formulate corporate brand building strategy
Code	107487L6
Range	Formulate the overall branding. The branding will be adopted throughout the whole bank regardless of market segments or geographical locations
Level	6
Credit	4
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Conduct research on developing branding strategies <p>Be able to:</p> <ul style="list-style-type: none"> • Conduct research on the bank's market positions, perceptions of customers and market trend, etc. in the absence of complete information to create an image which can communicate the bank's values and competitive advantage • Demonstrate specialized skills and knowledge in branding to build a brand name which can be applied to different markets and regions 2. Formulate corporate branding strategy <p>Be able to:</p> <ul style="list-style-type: none"> • Compare the pros and cons of different strategies in promoting the bank's competitive advantage and choose the most appropriate one after evaluating the market conditions, competitors and the bank's strategies, etc. • Construct strategic direction for corporate branding that improves brand health and achieves the bank's financial and market share aspirations • Keep in place a constant pipeline of ideas to develop the brand of the bank 3. Develop guidelines and policies to enforce strategy in brand marketing <p>Be able to:</p> <ul style="list-style-type: none"> • Analyse possible obstacles in enforcing the branding strategies in order to formulate effective guidelines and policies • Develop guidelines and policies to integrate brand strategy into customer contact points, build corporate brand and improve awareness across the bank through an integrated platform of e-marketing approaches, public relations strategy, new product launches and other related activities • Formulate corporate identity guidelines and take steps to ensure they are followed by all business and operations units
Assessment Criteria	<p>The integral outcome requirements of this UoC are:</p> <ul style="list-style-type: none"> • Proposal of branding strategies. The proposal should be developed based on critical and in-depth analyses on the present and anticipated competitive landscape in the absence of complete information. Reasoning should be provided to support how the branding strategies can help leverage the bank's competitive advantage when compared with other alternatives • Provision of guidelines and policies on enforcing the branding strategies based on specialized knowledge in branding and analysis of potential obstacles
Remark	