

Specification of Competency Standards of the Watch & Clock Industry

Unit of Competency

Functional Area: Brand Management

Title	Assess the Relationship of Brand Positioning and Brand Identity
Code	104946L4
Range	This unit of competency (UoC) is applicable to brand building or promotion of timepiece products. It covers the abilities to master the relationship of brand positioning and brand identity, so as to assist in building a successful brand.
Level	4
Credit	6 (for reference only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Understand brand positioning and brand identity <ul style="list-style-type: none"> • Understand the overall branding and marketing strategies of the organization • Understand the purpose of brand positioning • Understand the importance of brand positioning and the elements of brand positioning, e.g.: <ul style="list-style-type: none"> • Brand attributes • Consumer expectations • Strengths and weaknesses of competitors • Price • Consumer preference/psychology • Understand the advantages of brand identity • Understand the elements of brand identity, e.g. sincere, practical, sophisticated, durable, etc. 2. Assess the relationship of brand positioning and brand identity and assist in building a successful brand <ul style="list-style-type: none"> • Carry out market analysis and information assessment on the elements of brand positioning to understand the market position of the brand • Assist in targeting the positioning of the brand to tie in with the marketing strategies of the organization • Assist in identifying the brand identity and its essential elements, e.g. factor of interest, practicality, self-satisfaction, social status, etc. • Reinforce the brand image with the identified essential elements of the brand identity and assist in identifying the objectives and direction of marketing and promotion 3. Exhibit professionalism <ul style="list-style-type: none"> • Position the brand for satisfaction of consumer demand and identify the target group of consumers
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> • Assess market information and assist in brand positioning; • Assess the brand identity and assist in matching the essential elements of brand identity with the market positioning of the brand; and • Master the relationship of brand positioning and brand identity to assist in building a successful brand.
Remark	