

**SKILLS FRAMEWORK FOR RETAIL
TECHNICAL SKILLS AND COMPETENCIES (TSC) REFERENCE DOCUMENT**

TSC Category	Brand and Channel Management					
TSC	Brand Guideline Development					
TSC Description	Conceptualise and develop branding guidelines to uphold and maintain brand values, promises and image, as well as assess current brand guidelines and provide inputs to enhance messaging					
TSC Proficiency Description	Level 1	Level 2 RET-BRM-2001-1.1	Level 3 RET-BRM-3001-1.1	Level 4 RET-BRM-4001-1.1	Level 5 RET-BRM-5001-1.1	Level 6
		Contribute ideas, participate in discussions and synthesise information from past brand guidelines to ensure messaging is consistent with brand value, promise and image	Monitor usage of brand communications to provide inputs in enhancing messages to ensure consistency in brand value, promise and image	Develop brand communication guidelines for brand consistency, facilitate and review alignment of branded communication with established guidelines and take corrective measures where necessary	Conceptualise brand identity guidelines to showcase brand elements across all communication touch points and envision and cascade brand value, promise and image to ensure consistent messaging	
Knowledge		<ul style="list-style-type: none"> Brand management strategies Brand management principles Brand culture and ethos Impact of brand identity on the marketing mix Importance of brand identity Characteristics of effective brand guidelines 	<ul style="list-style-type: none"> Brand management strategies Brand management principles Brand culture and ethos Impact of brand identity on the marketing mix Importance of brand identity Characteristics of effective brand guidelines Customers' profile and needs 	<ul style="list-style-type: none"> Brand management strategies Brand management principles Brand culture and ethos Theories of brand creation Methods to implement brand guidelines Impact of brand identity on the marketing mix Importance of brand identity 	<ul style="list-style-type: none"> Brand management strategies Brand management principles Brand culture and ethos Theories of brand creation Methods to develop brand guidelines Impact of brand identity on the marketing mix Importance of brand identity Criteria for evaluating the effectiveness of brand equity Types of performance metrics 	
Abilities		<ul style="list-style-type: none"> Contribute ideas for brand guideline development Discuss within the team to define the brand guidelines Assess the effectiveness of brand guidelines Identify and interpret principles of brand management Conduct research to support brand guideline development 	<ul style="list-style-type: none"> Monitor usage of brand communications Support brand guideline development Develop brand guidelines based on customers' needs Identify and understand target markets to assess customers' perceptions and preferences Obtain data on performance metrics to 	<ul style="list-style-type: none"> Manage implementation of brand identity to ensure alignment to brand positioning strategies Implement corrective actions to enhance brand guidelines Evaluate success of the brand to identify improvements Develop research construct based on selected target markets 	<ul style="list-style-type: none"> Articulate the brand's unique selling propositions Define a meaningful brand profile that relates to the target customers Develop brand personality Establish brand positioning Develop effective brand management strategies Define and determine 	

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		<ul style="list-style-type: none"> Participate in discussions proactively to provide inputs in generating an appealing advertising campaign 	<p>measure effectiveness of brand equity</p>	<ul style="list-style-type: none"> Create logos, key brand messages or taglines that resonate with the organisation's brand Communicate to stakeholders on brand guidelines 	<p>brand guidelines</p> <ul style="list-style-type: none"> Identify target markets and define the market profiles Establish performance metrics to measure effectiveness of brand equity 	
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