

Brand Management (Capability)

- 1. Role Definition
- 2. Example of Use
- 3. Executive Summary
- 4. Key Features

Documentation

Properties

Appears on

Relations

1. Role Definition



Define and develop the enterprise brand, including providing advice and guidance to marketing and product/service development activities that leverage the brand. Respond to events that potentially damage the brand or provide an opportunity to strengthen/leverage brand awareness

2. Example of Use



Product design seeks input from the brand management unit to factor the brand into the product marketing materials and ensure alignment

3. Executive Summary



Respond to events that potentially damage the brand or provide an opportunity to strengthen/leverage brand awareness

4. Key Features

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- Brand definition
- Review business development impact and leverage of the brand
- Troubleshoot production issues that might impact the brand

Documentation

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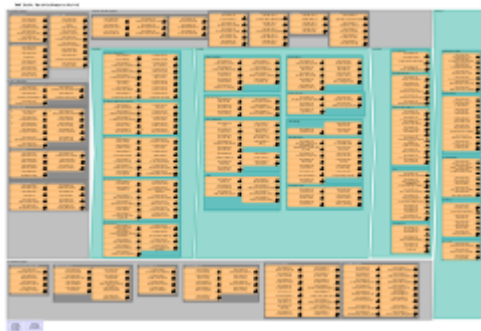
Properties

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Property	Value
Service Domain	
API BIAN Portal	Brand Management API (https://app.swaggerhub.com/apis/BIAN-3/BrandManagement/12.0.0)
Core Business Object	 Brand (object_25.html?object=30219)
Individual Analytics	brandManagementPlanAccumulators brandManagementPlanActivityAnalysis brandManagementPlanPerformanceAnalysis brandManagementPlanTrends&Events
Portfolio Analytics	brandManagementPlanPortfolioActivityAnalysis brandManagementPlanPortfolioMake-UpAnalysis brandManagementPlanPortfolioPerformanceAnalysis
Scenarios	
Service Role	Respond to events that potentially damage the brand or provide an opportunity to strengthen/leverage brand awareness
BIAN Life Cycle	
Registration Status	Registered
Stereotypes	
stereotype	ServiceDomain

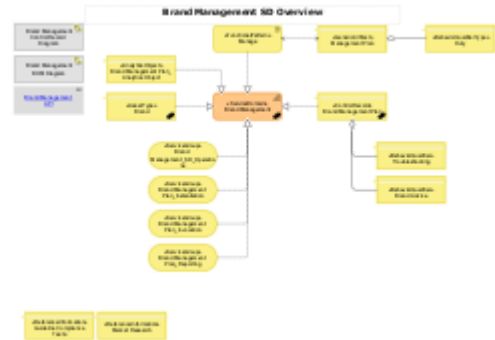
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BIAN Service Landscape V12.0 Value Ch...

(views/view_51891.html)



Brand Management SD Overview

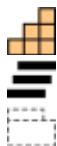


BIAN Service Landscape V12.0 Matrix Vi...

Relations



aggregated
by



Marketing (object_25.html?object=130117)

Wave 3 (object_25.html?object=153743)

Marketing And Development (object_25.html?object=171926)

is equal to

























Brand Management (object_37.html?object=40125)

is part of



Marketing (object_25.html?object=130117)

realized by

-  Brand Management_SD_Service Group (object_19.html?object=243015)
-  Up BQ Update details of provided brand related advice (object_13.html?object=31208)
-  Brand (object_23.html?object=31715)
-  Cr BQ Create a brand advice task (object_12.html?object=33205)
-  Cr BQ Create a brand troubleshooting action (object_13.html?object=33836)
-  Re BQ Retrieve details about brand advice activity (object_14.html?object=34885)
-  Rq BQ Request manual intervention in a troubleshooting action (object_14.html?object=36598)
-  Gr CR Provide a permission grant to reference the brand (e.g. authorize logo use in marketing) (object_14.html?object=37545)
-  Rq BQ Request manual intervention for brand advice (e.g. request specialist support) (object_14.html?object=37797)
-  Up BQ Update details relating to brand troubleshooting activity (object_14.html?object=38208)
-  Ec BQ Accept, reject proposed brand usage in an initiative (object_15.html?object=38628)
-  Brand Management Plan (object_24.html?object=41471)
-  Rq CR Request manual intervention with the brand management plan (e.g. reassess brand value/significance) (object_15.html?object=42946)
-  Up CR Update aspects of eth brand management plan (object_15.html?object=42963)
-  Re BQ Retrieve details about brand troubleshooting activity (object_16.html?object=44323)
-  Re CR Retrieve details about brand management activity (object_16.html?object=45597)
-  Manage (object_28.html?object=58116)
-  Brand Management Plan_Reporting (object_17.html?object=64506)
-  Brand Management Plan_Analytics Object (object_25.html?object=64508)
-  Brand Management Plan_Invocation (object_17.html?object=64530)
-  Brand Management_SD_Operations (object_19.html?object=64542)
-  Brand Management Plan_Instantiation (object_17.html?object=64544)

serves



Brand Management (object_6.html?object=130240)
