

Hi! I am John and I work as a **Brand Manager.**

I review key metrics and brand guidelines to ensure communications resonate with target demographics. I keep updated with current trends and technology available, to ensure brand strategies remain relevant.





Level of Impact

MEDIUM

Time Horizon

Immediate



Long-term

Key Trends driving Impact



Consumer of the Future



New Retail





Highly Impacted Retail Archetypes

Brand Owner

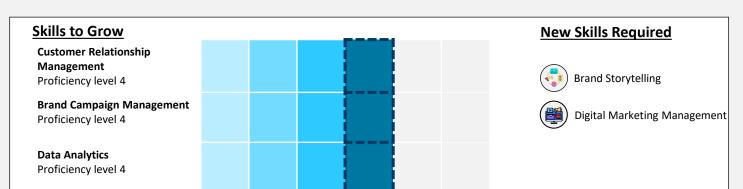
Jewellery & Timepieces

Fashion & Sporting Goods



DETAILED LOOK INTO IMPACT ON THE ROLE

Category of Impact	Types of impact to the role
Technology Implementation	Displacement by Technology
	Augmented by Technology: Role needs to develop strategies and metrics that can analyse increasingly complex customer data collected (in-store product interaction data). Complemented by Technology: Role has to identify and apply relevant technology available to support management and development of brand guidelines.
Job	Job Enlargement
	Job Enrichment: Role will have to evaluate effectiveness of brand assets and engagement guidelines across online and offline collaterals and sales platforms



While the skill level remains, the Brand Manager will be increasingly expected to apply these skills in their role:

- **Customer Relationship Management:** Review customer interaction data collected, and establish brand strategies and practices to improve business relationships between customers and the brand.
- **Brand Campaign Management:** Lead the implementation initiatives and define metrics to track effectiveness of brand messages on customer experiences.
- Data Analytics: Leverage big data analytics to develop predictive models for analysing data collected from various sources on consumer behaviour.

^{*}Skills and proficiency levels are identified based on Skills Framework for Retail



THE ROLE TODAY

The Brand Manager drives the organisation's brand equity through the development of brand plans, customer loyalty plans and brand identity guidelines. He/she leads initiatives to deliver the desired brand experience for the organisation across all channels and responsible for leading market research efforts to formulate plans and strategies for the brand and target customers.

THE ROLE TOMORROW



The role of the Brand Manager will drive the reinvention of the brand experience by embracing technology-driven capabilities across relevant marketplaces and platforms. He/she will continue to explore potential branding opportunities and increasing brand transparency by understanding consumer trends and demands. Moving forward, he/she will also identify and utilise various technological tools to provide personalised experiences to targeted group of customers while leading the implementation of brand campaigns and partnership initiatives.

Changes in critical work function

Critical Work Function	Key Drivers of Change	Implications on Tasks
Enhancing E- Commerce Customer Experience	Rise in omni-channel usage With utilisation of both physical and digital channels simultaneously, there is an increasing focus on delivering a consistent brand experience across channels.	The Brand Manager has greater emphasis to establish brand and social engagement strategies tailored to specific digital and offline platforms. He/she has to evaluate the creative assets and events implemented across the various platforms.

Critical		
Work Function	Key Drivers of Change	Implications on Tasks
Drive Brand Equity	The emergence of social commerce	Job Enrichment:
	Social commerce has given rise to opportunities for retailers to increase brand equity, through developing a direct-to-consumer strategy and model that owns the customer experience and relationship.	 The Brand Manager has to evaluate real-time engagements with consumers, to ensure communications adhere to brand guidelines. The Brand Manager has to ensure brand communication standards across sales platforms are transparent, and resonate with the relevant customer demographics.
	 Transitioning to a big-data approach Availability of big data and machine learning tools can support the indepth analysis of consumer 	Augmented by Technology: Given the increasing complexity in customer data (e.g. demographics in relation with shopping patterns), there is a need for the Brand Manager to explore various key customer attributes that render valuable insights, to continuously
	demands, identifying changing consumer preferences and implementing actionable solutions to improve branding plans.	 improve customers' experience and brand management. The Brand Manager needs to identify metrics such as 'likes' on social media, 'clicks' on digital sales platforms and product interaction data from in-store interactions, translating them into customer behaviour patterns that reveal preferences for different types of products and services available.
Deliver Brand Experience	Increased demand for a personalised brand experience • As consumer expectations evolve and consumer insights become more accessible, there is a greater desire for personalised consumer engagement through unique and interesting shopper's experience. Combination of innovative technology and experiential retail strategies to drive stronger brand experience • Incorporating Augmented Reality/Virtual Reality applications into the brand strategy to enhance the overall customer experience	 The Brand Manager will need to review consumer trends and opportunities identified across all marketplaces and platforms, reviewing KPIs of strategies (e.g. loyalty memberships) that increase brand awareness and experience. The Brand Manager will also lead the design of new loyalty programmes and oversee the implementation of these programmes across different channels. Complemented by Technology: The Brand Manager must develop good understanding of the trends and technology available, to curate an overall brand experience that aligns with the targeted consumer audience. The Brand Manager needs to be up-to-date on the current consumer trends, and generate data-driven insights that help predict future demand for branding among consumers. The Brand Manager drives adoption of technologies across channels targeted based on analysis, acting as a critical differentiator in enhancing the customer experience.

A closer look at how tasks would be impacted:

Critical Work Function	Existing task	Envisioning the new tasks
Enhance E- Commerce Customer Experience	Provide inputs and insights to design and development of customer experience to ensure consistent value propositions across multiple channels	 Provide inputs and insights to design and development of customer experience to ensure consistent value propositions across multiple channels, considering current consumers' trends and expectations identified. Evaluate communication strategies that drive social engagement across online and offline channels.
	Measure and analyse customer satisfaction and feedback	 Evaluate consumer insights generated from customer interactions to track, measure and analyse customer feedback and satisfaction. Leverage key consumer metrics, customer feedback and data from ecommerce platforms to uncover limitations of brand campaigns and drive brand strategy.
Drive Brand Equity	Develop brand plans	 Develop branding and customer retention plans through the analysis of customer buying patterns and product insights across all relevant marketplaces and platforms. Review effectiveness of digital platforms (e.g. CRM) that manage customer interactions. Generate insights and trend reports to convert new branding opportunities.
Deliver Brand Experience	Develop brand experience ideas and concepts	 Leverage on CRM software and data analytics tools to evaluate the effectiveness of branding campaigns. Communicate data analytics reports of customers to provide insights and recommendations that improve retention and loyalty programmes. Collaborate with external stakeholders to assess the requirements of technology tools and solutions to implement new branding development initiatives.
	Drive brand campaign planning	 Review relevant communication platforms, such as mobile applications and social media, for branding opportunities and enhancing overall customer loyalty strategies. Drive a consistent brand image among online and offline communities. Develop and execute collaborative content engagements with communities to establish positive brand associations.

- Upskilling of existing skills 🔭



- Customer Experience Management
- **Brand Campaign Management**
- **Customer Relationship Management**
- **Data Analytics**
- **Data Mining and Modelling**
- Social Media Management

New skills for the role



- Brand Storytelling^
- Digital Marketing Management
- Adaptability*
- Transdisciplinary Thinking*

*Critical Core Skills ^Skills not in any Skills Framework

