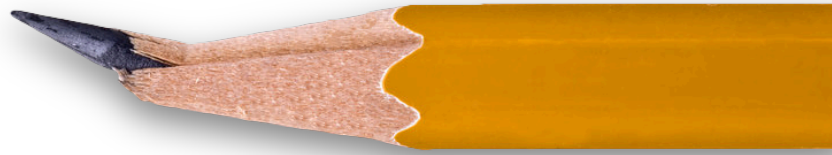
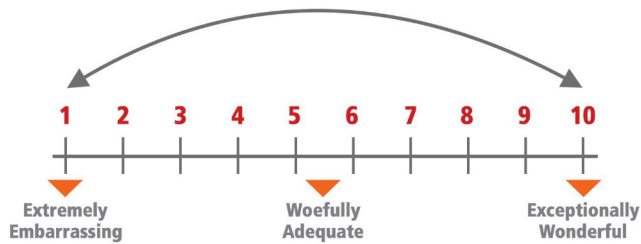


# Do-It-Yourself Brand Report Card





## Do-It-Yourself Brand Report Card

Sharpen your pencils and get ready to answer some pointed questions about your brand.

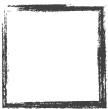
Rate each answer on a scale of one to ten. Be brutally honest. Then figure out your overall Brand Report Card score. Looking at the results should help you identify areas where your brand excels, falls short and needs improvement. Keep this in mind as you score: Try to view your brand through the eyes of your customers rather than through your own lens of budgets, teams, time spent on various initiatives and skeletons in the closet. TIP: This Brand Report Card can also be helpful to benchmark your competitors' brands simply by scoring them based on your own perceptions, both as a competitor and a potential customer. As an outsider, you probably have a better idea how their brands are perceived than they do. **Ready. Begin.**

### Your Score



#### Our brand excels at delivering the benefits our customers truly desire.

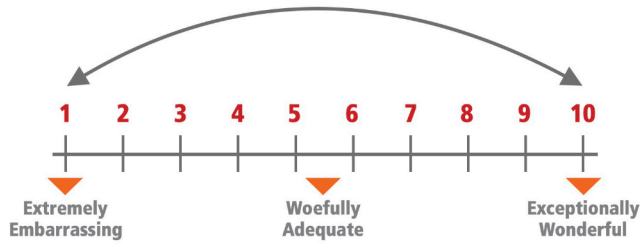
- Have you attempted to uncover unmet customer wants and needs? By what method?
- Do you focus relentlessly on maximizing your customers' product and service experiences?
- Do you have a system in place for relaying feedback from customers to the people who can affect change?



#### Our brand stays relevant.

- Is your brand's vision, mission and core values right for the times?
- Have you invested in product, service and support improvements that solve problems for your customers and provide better value than your competition?
- Are you intimately aware of your customers' challenges?
- Do you take a constant pulse of current market conditions?
- Are you keeping up with trends as they apply to your products and customers?
- Are your marketing and communications decisions based on your knowledge of the above?





## Your Score

☐

### **Our pricing strategy is based on our customers' perceptions of value.**

- Have you optimized price, cost and quality to meet or exceed your customers' expectations?
- Do you have a method of monitoring customer perceptions of your brand's value?
- Have you estimated how much value your customers believe your brand adds to their product?

☐

### **Our brand is properly positioned in the marketplace.**

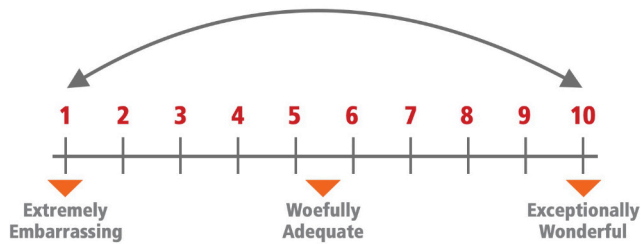
- Have you established a unique, desirable and deliverable point of difference that separates you from the competition?
- Have you articulated your "Why?" Your purpose, cause or belief – the reason you exist?
- Have you established key points of parity that keep you on the same level as competitors?
- Can you finish this simple question with a one-word answer? Our brand = \_\_\_\_\_.

☐

### **Our brand is consistent.**

- Do you present your brand story, brand face and brand voice in the same manner in all communications around the world?
- Does everyone in your company understand they are brand ambassadors who need to deliver on your brand promise every day?
- Do you have, follow and update a Brand Standards Guide?
- Do you have someone who operates as your Brand Police?
- If you spread your literature system out on a conference room table, would it look like a dog's breakfast?





## Your Score



### **Our brand portfolio and hierarchy make sense.**

- Does your corporate brand create a powerful umbrella for your product brands to sit under?
- Do the brands in your portfolio hold individual, meaningful niches?
- How extensively do your brands overlap? In what areas? Does it cause confusion?
- Is your brand hierarchy well thought-out and well understood?



### **Our brand leverages a full suite of marketing activities to build equity.**

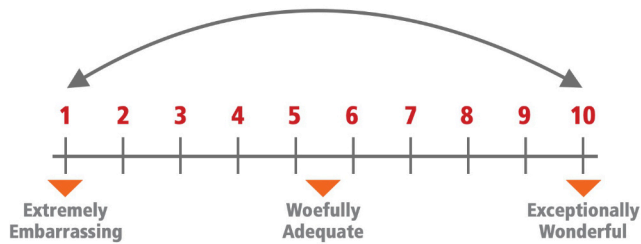
- Have you implemented integrated communications activities that target all audiences throughout the value chain?
- Do you measure all of your marketing activities from digital efforts to trade shows to print advertising?
- Are the people managing each activity aware of one another's efforts and coordinate effectively?
- Have you capitalized on the unique capabilities of each communication vehicle while ensuring that the meaning of the brand is consistently represented?



### **Our brand stakeholders understand what the brand means to customers.**

- Do your brand or product managers know what customers like and don't like about your brand?
- Are you aware of all the core associations people make about your brand – whether intentionally created by your company or not?
- Have you created detailed, research-driven portraits (personas) of your target customers?
- Does everyone who touches your brand understand your brand manifesto?





## Your Score



### **Our brand is given proper support, which is sustained over the long run.**

- Are the successes or failures of your marketing programs fully understood before they're changed?
- Is your brand given sufficient R&D life support?
- Have you avoided the temptation to cut back marketing support for the brand in reaction to a downturn or slump in sales?



### **Our company monitors sources of brand equity.**

- Have you created a brand manifesto that defines the meaning and equity of the brand and how it should be treated?
- Do you conduct periodic brand audits to assess the health of your brand and to level set strategic direction?
- Do you conduct routine tracking studies to evaluate current market performance?
- Do you regularly distribute brand equity reports that summarize all relevant research and information to assist your people in making decisions?
- Have you assigned responsibility to someone for monitoring and preserving brand equity?



### **The moment of truth. Time to add up your score.**

- To get your average score, add up all the numbers and divide by 10.

### **You might be asking yourself, "Now what?"**

Give us a call. We can help you identify specific branding solutions to get your grades up.

