

brand diagnostic

For over 20 years I've been inspiring and teaching companies like Sony, Burger King, and Frito-Lay how to **operationalize their brands to grow their businesses**. Contact me for a custom proposal and information about my other services." -- *denise*

issues

- ? is your brand strong enough to offset emerging threats?
- ? do different stakeholder groups disagree on what your brand strengths and vulnerabilities are?
- ? does your brand seem under-leveraged, but you don't know how to use it better?

approach

a diagnostic evaluation of your brand to assess its current strength and to identify opportunities for brand-building and growth

I **audit and analyze** your brand from three critical perspectives:

1. **your customers** – demand landscape, key target segments, drivers of purchase/usage
2. **your context** -- competitive strengths and vulnerabilities, category trends, macro-factors
3. **your company** – existing and pipeline products/services, capabilities, assets, resources

my **action steps** include:

- interviews with key stakeholders
- investigative audit of your and key competitors' brand experiences and communication
- existing research and industry data mining
- in-person investigative channel audit
- in-depth analysis, synthesis, and diagnosis
- debrief report and presentation, including:
 - ✓ **recap of key findings**, including stakeholder quotes, research highlights, pictures/videos from audits, etc.
 - ✓ **assessment of your brand** on 10 key criteria
 - ✓ **strategic recommendations** for strengthening your brand
 - ✓ **thought-starters on brand growth opportunities** (new markets, new revenue streams, new touchpoints, etc.)

timing: ~5 weeks

outcomes

a thorough, objective understanding of *how* your brand is currently performing in the market – and *why*

a reality check -- and the impetus and direction for building a stronger brand

example: assessment

	Touch-point 1	Touch-point 2	Touch-point 3	Touch-point 4	Touch-point 5	Touch-point 6
Demonstrates the brand vision	○	○	◐	●	●	◐
Is more than the product or service	○	○	○	●	●	◐
Differentiates the brand	○	○	◐	●	●	●
Provides personality and style	○	◐	○	●	●	◐
Consistently expressed	○	○	◐	●	●	●
Cohesive (all parts integrated)	○	○	◐	◐	●	◐

● = strong ◐ = fair ○ = weak