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.

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**issues**

1. Is your brand strong enough to offset emerging threats?
2. Do different stakeholder groups disagree on what your brand strengths and vulnerabilities are?
3. 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.

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