

## how to assess your brand

Use the following **10 criteria** to evaluate your brand.

For each, give your brand a rating on a scale of 1 to 10, where 1 means "poor" and 10 means "excellent."

Add the first 5 ratings to get your "**customer brand score**." If your score is:

**10 - 35** – you need a stronger brand platform – see brand-building videos: "How to Clarify Your Brand Essence" and "How to Position Your Brand"

**35 - 45** – focus on the areas with the lower ratings – perhaps you need to view "How to Differentiate Your Brand" or "How to Create a Cohesive Customer Experience"

**45 - 50** -- take your brand to the next level with new insights (see "How to Do a Brand Diagnostic") and new growth opportunities (see "How to Optimize a Brand Portfolio")

- 1. meaningful**  
is your brand relevant and compelling to its target customers?
- 2. differentiating**  
is your brand distinctly different from competitive offerings?
- 3. has integrity**  
do you avoid over-promising with your brand?
- 4. transcendent**  
does your brand convey value (emotional, cultural, social) beyond a specific offering?
- 5. consistently experienced**  
is your brand is expressed and delivered consistently across all touchpoints?

write in score

<input type="text"/>	customer brand score
<input type="text"/>	
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Add the second 5 ratings to get your "**company brand score**." If your score is:

**10 - 35** – you need to increase brand traction – see brand-building briefings: "How to Align Your Brand Touchpoints" and "How to Align and Inspire Your Stakeholders"

**35 - 45** – focus on the lower-rated areas – start by diagnosing the underlying issues (see "How to Do a Brand Diagnostic")

**45 - 50** – fuel even stronger brand integration – see "How to Engage Your Brand Stakeholders"

- 6. sustainable**  
is your brand an enduring proposition?
- 7. adds business value**  
does your brand drive sales and repeat business and sustain price premiums?
- 8. clearly articulated**  
is your brand platform clearly defined and described to all stakeholders?
- 9. commonly embraced**  
is there a shared understanding of what's on brand and what's not among your stakeholders?
- 10. operationalized**  
is your brand driven into your culture and delivered in your customer experiences?

write in score

<input type="text"/>	company brand score
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visit <http://deniseleeyohn.com/bbb> to view Denise's "How to Build a Breakthrough Brand" video series and access other worksheets

