how to build a breakthrough brand -- worksheet

how to assess your brand

Use the following 10 criteria to evaluate your brand.

touchpoints?

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

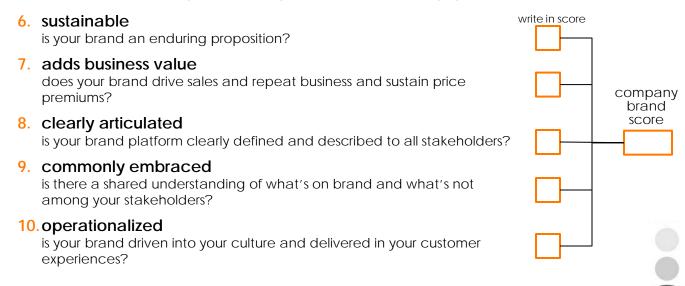
Add the first 5 ratings to get your "customer brand score." If your score is:

- 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")

write in score meaningful is your brand relevant and compelling to its target customers? differentiating customer is your brand distinctly different from competitive offerings? brand score 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? consistently experienced is your brand is expressed and delivered consistently across all

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"



visit http://deniseleeyohn.com/bbb to view Denise's "How to Build a Breakthrough Brand" video series and access other worksheets