



HOW TO CONDUCT A BRAND AUDIT

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AGENDA & PERFORMANCE

- What is the vision, mission and strategic agenda?
- What was the brand set up for in the first place?
- What was it intended to achieve in business, strategic or institutional terms?
- And how is it doing in this regard?
- What are its high and lowlights?

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COMPETITORS

- Who are the Brand's 5 main competitors?
- How is it doing in comparison?
- What is its current brand positioning as opposed to where it wants to be?
- Benchmark with competitors in terms of performance, visibility, industry/sector recognition, leadership profile etc



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OPERATING MODEL

- How is the business currently set up? Is its operating model reasonably at par with its current brand profile or future aspiration?
- This is important because this will determine the ability of the brand to position itself as a leading player if it so desires to



BRAND AMBASSADORS

- What do the employees, customers, suppliers, regulators, media etc have to say about the business or the brand? What are the positives or negatives?
- How much of the negatives is in the public space? Online and on social media. And what can be done about it?
- Does the brand have a loyal customer base or community? Does it need to have one? How well is the Brand advocating for itself?

BRAND VOICE

- How strong or credible is the Brand Voice in the industry, among key stakeholders, in government, community, media and amongst industry peers?
- Is it a thought leader or a silent brand? What gaps do you see and what can be done to close them? On which platforms should the Brand Voice be heard? How does the Brand communicate on a daily basis?



BRAND VISIBILITY

- How visible is the brand? Is it known within the community, sector, a specific group or demographic? is it known nationally or internationally?
- What is its visibility like online? Assess visibility and prominence across all social media platforms. Does it have a thriving following of loyal customers or brand advocates?
- What value does visibility bring to the Brand and why does it matter? Quantify in material terms



BRAND EQUITY

- How is the business or organization progressively building brand equity ? How does it compare with competitors in terms of brand awareness, product and pricing?
- What are the characteristics associated with the brand? How is financial performance compared with peer level competitors?



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BRAND VALUES

- What does the Brand stand for ?
- What is it's mission in life beyond making money?
- How does it communicate those values in terms of how it operates, interacts with customers or service providers, or the general public? How does it live its values in an authentic manner?
- What stories is it crafting around those values? How does the Brand create business or societal value from its Values?

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BRAND IDENTITY

- What does the Brand Look and Feel like? How does it present itself? What is the story of the logo or the color scheme or the name? Why should anyone care? How recognizable and unique is the visual identity of the Brand? To what level does it draw affinity to the Brand's core purpose? How is the identity serving the purpose of the overall entity? Is it an effective forerunner?



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BRAND ASSOCIATION

- What comes to mind when people think of the Brand? What are the key words, feelings or memories evoked when the name of the Brand is mentioned?
- Is Brand association positive or negative? And how is that impacting on the ability of the entity to fulfil its mission? More importantly, what can we do about it?

BRAND EXPERIENCE

- What is the experience that people have when they interact with the brand in any context i.e. user, customer, service provision, corporate messaging, daily operations etc? How much of this is purposeful? Is there a connect with the overarching business strategy? Is brand experience being purposefully crafted or randomly delivered?



BRAND DIFFERENTIATION

- What differentiates this brand from others in its sector? And how is that being leveraged upon in terms of messaging, positioning or achievement of business and strategic objectives? Is the brand differentiation clear to the market, general public and key stakeholders? What is the business or strategic advantage of differentiation for this Brand? And how well is it delivering on this?



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BRAND REPUTATION

- Reputation is the sum total of beliefs, perceptions, emotions, sentiment, narratives around a brand or entity. It consists of what is seen, heard, experienced and felt. It determines how people treat or respond to a brand.
- What is the reputation of the brand and what should it be? Is the current reputation advancing the cause of the brand or hindering it?



BRAND

LOOK & FEEL

- How does the brand look and feel? What is its visual identity? Name, logo and colors? How well do they express the goals of the Brand? Does the current name, symbol and colors fully express the personality of the Brand and what it stands for? How is the market responding to the visual expression of the Brand? Is it helping to create affinity or familiarity? How many people in the sector know and recognize the Brand Name? What can be done differently and why? What difference would the changes make?



BRAND METRICS

- How do we measure the effectiveness of the current brand? To what extent is it helping to fulfil the business or organizational purpose? What metrics should be applied to assess the Brand's positioning in the market place? e.g. Customer retention, industry recognition and awards, request for partnerships from credible players, investor interest, attraction and retention of high talent staff, independent media coverage or national profile?
- Brand metrics should be based on hard targets and be tied to what is most important for the business to achieve.

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BRAND REFRESH

- The decision to implement a Brand Refresh should be based on a thorough assessment of the findings from a comprehensive Brand Audit. Following which, a Brand Refresh Strategy can be commissioned to determine how much of a change is required.
- It is very important to undertake a well structured brand refresh based on an evidence-based brand audit. Otherwise you run the risk of implementing *a vanity refresh* that alienates legacy customers and harms the business or entity significantly.

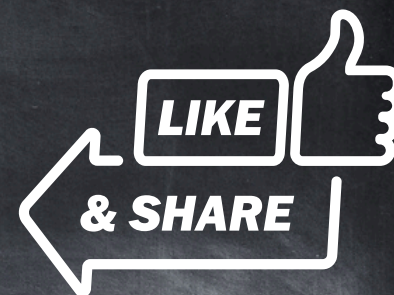


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