

# Strategic Brand Audit



**BRANDVIVO™**

## 1. Strategic Goals

Where do you want to be in the future?

- Revenue
- Profitability
- Market share
- Geographic reach
- Market verticals
- Brand awareness
- Product lines
- Operational

**One year goals:**

**Three year goals:**

**Beyond:**

## 2. Your Target Customers

Do this for each distinct **persona** in your target market:

- Demographics
- Psychographics
- Interests
- Influences
- Affiliations
- Opinions
- Pains, needs, wants
- What does a day in their life look like?

## 3. Your Offering

Do this for each distinct **offering** you provide:

- What is it physically?
- Which of your customer personas is it targeting?
- What pain / problem / need / want is it designed to solve?
- How innovative is it? Describe.
- What are alternative solutions and how is your offering different and better?
- Buyer's journey - steps to purchase and beyond
- Pricing
- Distribution / sales
- Marketing - vehicles, campaigns, messaging

## 4. Your Current Brand

- **Logo**
- **Tagline**
- **Colors**
- **Company Name**
  - What does it mean?
  - What is its history?
- **Design motif:** Modern? Retro? Artistic? Conservative? Distinctive? Or Bland?
- **Market perception of your brand:** What would they say it stands for? How well liked is it?
- **Equity:** How well defined is your value proposition, how well understood is it, how credible is it, how brand loyal are customers?
- **What/whom is your current brand most like?** Famous person, story character, cartoon character, song, movie, animal, car, company in another industry, and/or other objects

## 5. Your Direct Competitors

**For all direct competitors, list:**

- Advantages
- Disadvantages
- Market share
- Brand name, tagline and positioning: How they articulate their unique value proposition
- Target market perception of their brand and offering versus yours and those of other competitors

## 6. SWOT

### Strengths

- Product benefits
- New R&D / I.P. / patents & trademarks
- Financial
- Operational
- Service
- Market share
- Market perception / brand equity
- Demand
- Partnerships
- Additional:

### Weaknesses

- Product features/benefits
- Product quality
- Manufacturing
- Supply chain
- R&D / I.P. / patents & trademarks
- Financial
- Operational
- Service & technical support
- Market share
- Market perception / brand equity
- Market demand
- Partnerships
- Additional:

### Opportunities

- New products & product extensions / brand extensions
- Unserved market needs you can meet / ways to be disruptive — pricing, technology, functionality (i.e. online vs paper, mobile vs desktop, Uber vs taxis, AirBnB vs hotels)
- Societal trends
- Legal trends
- Geopolitical trends
- Economic trends
- Emerging technology
- Financial
- Partnerships
- Competitive weaknesses
- Additional:

## Threats

- Direct Competitors
- Disruptive product developments - pricing, technology, functionality (i.e. online vs paper, mobile vs desktop, Uber vs taxis, AirBnB vs hotels)
- Societal trends
- Legal trends
- Geopolitical trends
- Economic trends
- Financial
- Additional:

## 7. Evolving your brand

### Brand Promise:

*This is the **value proposition** you are making to your customers and community.*

- We solve [problem(s)]
- for [define whom you are serving]
- by providing [product(s) or service(s)]
- which does [what function],
- and is better than [competing offerings]
- because [why yours is better].”

### Brand values:

What your brand will stand for. **Words like:** wholesome, progressive, socially responsible, green, taste, luxury, practical, cost-conscious, variety, low-price leader, family, inclusive, ethical, etc.

### Brand character:

How would you describe this person's unique attributes? **Words like:** innovative, larger than life, competent, experienced, savvy, classy/down-to-earth, insightful, old-fashioned/trendy, liberal/conservative, older/younger, upstart/old guard, masculine/feminine, heavy/light, youthful/senior, etc.

### Brand personality:

If your brand were a person, what words would you use to describe this person's personality? **Words like:** outgoing, positive, silly, high-energy, charismatic, jocular, serious, quiet, loud, easy-going, tenacious, respectful, irreverent, life of the party/wallflower, etc.

### What your brand ISN'T.

If you don't stand for something, you'll fall for everything. In other words, your brand can't be all things to all people. What WON'T your brand be? Who will it NOT be for?

**What you want people to think when they encounter your brand:**

- 3 words –
- 1 word –

**What you want people to FEEL when they encounter your brand:**

- 3 words –
- 1 word –

## 8. Culture «» Brand Alignment

Your company culture is the internal manifestation of your brand. Think about how your current culture can support your evolved brand, or if it needs to be redefined. If so, conduct a culture audit, similar to this brand audit.

**Mission: Why does your company exist?**

This is similar to your brand promise, but as articulated to your internal team – to inspire them to deliver on your brand promise, which is made to your customers and the community.

- Whom will you serve?
- What will you provide to them?
- How will you do it?
- Why does it matter?

**Vision: What will your company be in the future?**

*What will it look like? What will success look like?*

**Core values:**

The beliefs and behaviors your employees live by must support delivering the experience promised by your brand. These must be congruent with and support the brand values you articulated above.