



simple rating system for brand discussion

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## Brand Report Card

### INSTRUCTIONS: rating your brand

1. Rate your brand on a scale of 1 to 10 for each characteristic (1 being extremely poor and 10 being extremely good)

2. Create a bar chart that reflects the scores awarded for each characteristic – This not only helps you visually identify brand strengths and weaknesses but it facilitates discussion among all who participate in brand management. It also clarifies how your particular brand is being supported.

3. Create a report card and chart for your competitors' brands

Based on your own perceptions, both as a competitor and a consumer, this comparison helps you realize and adjust your competitive strategies.

Try to think like an outsider as you evaluate your own brand. View it through the eyes of a customer, vendor or the general public rather than through your insider knowledge of the company.



### SCORING: consider these brand characteristics

\_\_\_\_\_ **The brand is properly positioned.**

You have established necessary points of parity with your brand competitors. You have also established a unique, deliverable and enduring point of difference.

\_\_\_\_\_ **The brand offers an appealing benefit customers truly desire.**

Your brand is built upon a benefit identified by common sense industry knowledge or measurable survey data as a known customer need or desired solution rather than simply a contrived reason to convince prospects to buy a product or service your company wants to sell.

\_\_\_\_\_ **The brand's value promise is understood and supported within the organization.**

The core customer values and promises represented by the brand have been communicated internally and are supported throughout the organization. This shared brand commitment has produced observable influence on the direction of business management decisions, product development, pricing, customer service, sales, marketing, etc.



\_\_\_\_\_ **The brand's unique value is clearly communicated to customers and prospects.**

The brand's primary competitive value is the central focus and main communication point of all marketing messages and activities. All other communications points are used as proof or demonstrations of the brand's ability to deliver its primary competitive value.

\_\_\_\_\_ **The brand's managers attempt to measure how the brand is perceived by its audience.**

An attempt is made to periodically assess what customers like and don't like about your brand so you have a realistic understanding of the core perceptions that encourage or discourage your audience's engagement with your brand, whether intentionally created by your company or not. This customer brand perception profile is used as an important reference to direct brand marketing strategies, tactics and communications.

\_\_\_\_\_ **The brand stays relevant.**

You invest in product improvements that provide better value for your customers. You are in touch with your customers' tastes, with current market conditions and with new trends as they apply to your products/services. You use this knowledge to improve the customer brand experience and provide ongoing support of your enduring brand promise.

\_\_\_\_\_ **The customer experience matches the expectation created by the brand promise.**

You have intentionally and repeatedly communicated how the fulfillment of your brand promise is dependent on brand-consistent attitudes and actions demonstrated by all employee groups through every customer interaction. You periodically attempt to measure if customers' expectations are being delivered successfully.

\_\_\_\_\_ **The brand is marketed consistently.**

You are sure that your marketing programs are sending no conflicting messages and that your brand message has been consistently clear and positive over time. You regularly review and adjust your programs to maintain consistency.

\_\_\_\_\_ **The brand is given proper support and that support is sustained over the long run.**

You make every effort to fully understand the successes or failures of marketing programs before they are changed. You do not make dramatic, unplanned modifications to marketing support or direction without measured research and review.

\_\_\_\_\_ **The brand uses a coordinated program of marketing activities to build influence.**

You have developed and applied your brand name, logo, slogan, packaging, sales messages — your brand identity — to maximize brand awareness and impact. You implement integrated multi-component, multi-channel marketing activities that target both distributors and customers. You plan and coordinate your marketing messages and activities to capitalize on the unique capabilities of each communication option while ensuring that the meaning of the brand consistently builds equity and value.



**BRAND DEVELOPMENT PRODUCTIVITY TOOL**

brand report card - cont.

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**CHART: for quick, easy visual reference**

<b>Characteristic</b>	Proper Positioning										
	Appealing Customer Benefit										
	Brand Understood Within Organization										
	Brand Communicated Clearly										
	Audience Perception Measured										
	Maintains Relevance										
	Brand Experience Matches Expectation										
	Message Consistency										
	Brand Properly Supported										
	Coordinated Brand Promotion Program										
		1	2	3	4	5	6	7	8	9	10
		<b>Score</b>									