

BRANDING BRIEF 15-1

The Brand Report Card

The brand report card can reveal how well you are managing your brand. Rate your brand on a scale of 1 to 10 (1 = extremely poor; 10 = extremely good) for each of the characteristics below. Create a similar report card for your major competitors. Compare and contrast the results with all the relevant participants in the management of your brand. Doing so should help you identify where you excel, pinpoint areas that need improvement, and learn more about how your particular brand is configured. Be brutally honest in answering the questions—approach them as an outsider and from a consumer perspective.

Score

1. _____ Managers understand what the brand means to consumers.

- Have you created detailed, research-driven mental maps of your target customers?
- Have you attempted to define a brand mantra?
- Have you outlined customer-driven boundaries for brand extensions and guidelines for marketing programs?

2. _____ The brand is properly positioned.

- Have you established category, competitive, and correlational points-of-parity?
- Have you established desirable, deliverable, and differentiated points-of-difference?

3. _____ Customers receive superior delivery of the benefits they value most.

- Have you attempted to uncover unmet consumer needs and wants?
- Do you relentlessly focus on maximizing your customers' product and service experiences?

4. _____ The brand takes advantage of the full repertoire of branding and marketing activities available to build brand equity.

- Have you strategically chosen and designed your brand name, logo, symbol, slogan packaging, signage, and other brand elements to build brand awareness and image?
- Have you implemented integrated push and pull strategies that target intermediaries and end customers, respectively?

5. _____ Marketing and communications efforts are seamlessly integrated (or as close to it as humanly possible). The brand communicates with one voice.

- Have you considered all the alternative ways to create brand awareness and link brand associations?
- Have you ensured that common meaning is contained throughout your marketing communication program?

- Have you capitalized on the unique capabilities of each communication option?
- Have you been careful to preserve important brand values in your communications over time?

6. _____ The brand's pricing strategy is based on consumer perceptions of value.

- Have you estimated the added value perceived by customers?
- Have you optimized price, cost, and quality to meet or exceed consumer expectations?

7. _____ The brand uses appropriate imagery to support its personality.

- Have you established credibility by ensuring that the brand and the people behind it are seen as expert, trustworthy, and likable?
- Have you established appropriate user and usage imagery?
- Have you crafted the right brand personality?

8. _____ The brand is innovative and relevant.

- Have you invested in product and marketing improvements that provide improved benefits and better solutions for your customers?
- Have you stayed up-to-date and in touch with your customers?

9. _____ For a multiproduct, multibrand company, the brand architecture is strategically sound.

- For the brand hierarchy, are associations at the highest levels relevant to as many products as possible at the next lower levels and are brands well differentiated at any one level?
- For the brand portfolio, do the brands maximize market coverage while minimizing their overlap at the same time?

10. _____ The company has in place a system to monitor brand equity and performance.

- Have you created a brand charter that defines the meaning and equity of the brand and how it should be treated?
- Do you conduct periodic brand audits to assess the health of your brands and to set strategic direction?
- Do you conduct routine tracking studies to evaluate current marketing performance?
- Do you regularly distribute brand equity reports that summarize all brand-relevant research and information to assist marketing decision making?
- Have you assigned people within the organization the responsibility of monitoring and preserving brand equity?