



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 excels at delivering the benefits customers truly desire.**

You attempt to uncover unmet consumer needs and wants, using appropriate survey methods. You focus on maximizing your customers' product and service experiences. A process exists to deliver customer comments to those people who can affect change.

_____ **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 make marketing decisions based on this knowledge.

_____ **The brand's managers understand what the brand means to consumers.**

You know what customers like and don't like about your brand. You are aware of the core associations people make with your brand, whether intentionally created by your company or not. You have developed a realistic portrait of your target customer – your brand advocate profile – and use this description to direct brand marketing and establish limitations on brand extensions.



- _____ **The pricing strategy is based on customers' perceptions of value.**
You optimize price, cost, and quality to meet or exceed customers' expectations based on periodically measured customer perceptions of your brand's value.
- _____ **The brand is properly positioned.**
You have established necessary and competitive points of parity with your brand competitors. You have established desirable and deliverable points of difference.
- _____ **The brand is consistent.**
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 portfolio and hierarchy make sense.**
The corporate brand creates a seamless umbrella for all the brands in your portfolio. The brands in that portfolio hold individual niches. You know how extensively the brands overlap, and in which areas. You know how well the brands maximize market coverage. Your brand hierarchy is well thought out and well understood.
- _____ **The company monitors sources of brand equity.**
You have internally defined the value of your brand and seek to measure its external perception as well as the influence equity it has built in your marketplace. You use periodic brand audits to assess the health of your brand, track its competitive performance and monitor its success in achieving targeted levels of awareness, credibility and preference.
- _____ **The brand uses a coordinated program of marketing activities to build equity.**
You have chosen or designed your brand name, logo, symbol, slogan, packaging, signage—your brand identity—to maximize brand awareness. You implement integrated push and pull marketing activities that target both distributors and customers. You are aware of all the marketing activities that involve your brand. The people managing each activity are aware of one another. You capitalize on the unique capabilities of each communication option while ensuring that the meaning of the brand is consistently represented.



BRAND DEVELOPMENT PRODUCTIVITY TOOL

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CHART: for quick, easy visual reference

Characteristic	Delivers Desired Benefits										
	Maintains Relevance										
	Customer Perception Understood Well										
	Pricing Matches Perceived Value										
	Proper Positioning										
	Message Consistency										
	Brand Properly Supported										
	Brand Portfolio Structure Logical										
	Brand Equity Properly Monitored										
	Coordinated Brand Promotion Program										
		1	2	3	4	5	6	7	8	9	10
		Score									