

CDI Brand Audit Notes

V1 - 2024

Customers - Survey Questions

| Perception & Satisfaction | Brand Image & Identity | Product/Service Experience | Brand Loyalty & Engagement |
|--|--|--|---|
| How would you describe your overall experience with our brand? | In your opinion, what sets our brand apart from competitors? | How satisfied are you with the quality of our products/services? | How frequently do you interact with our brand, and through which channels? |
| How likely are you to recommend our brand to others, and why? | How well do our brand's messaging and visuals resonate with you? | Are there any specific features or aspects of our products/services that you particularly appreciate or dislike? | Have you ever considered switching to a competitor? If yes, what prompted this consideration? |

Internal Employees – Survey Questions

| Brand Understanding & Alignment | Employee Experience & Satisfaction | Brand Advocacy & Engagement | Brand Impact on Employee Performance |
|---|--|---|---|
| Are there any areas where you feel our brand's message or identity could be strengthened? | Are there any aspects of our brand culture or workplace environment that you find particularly positive or negative? | What channels or initiatives do you believe could enhance employee engagement with the brand? | Have you ever encountered challenges in representing our brand to clients or customers? If so, how were they addressed? |
| How would you describe our brand's mission, vision, and values? | Do you feel supported by the company in representing and embodying the brand? | In what ways do you think our brand could better support employee advocacy efforts? | How do you think our brand reputation impacts your ability to perform your job effectively? |

Vendor Partners – Survey Questions

| Brand Perception & Relationship | Collaboration & Communication | Brand Reliability & Consistency | Brand Growth & Future Opportunities |
|---|--|---|---|
| What factors influenced your decision to partner with our brand? | Are there any areas where you think our brand could improve in terms of partnership communication? | How reliable do you find our brand in terms of meeting deadlines, quality standards, and commitments? | Are there any areas where you believe our brand could benefit from additional support or resources? |
| How well do you think our brand's reputation aligns with industry standards and expectations? | How would you rate the level of collaboration and communication between our organizations? | Have you experienced any inconsistencies in our brand's behavior or performance as a partner? | What suggestions do you have for improving our brand's partnership initiatives and strategies? |

Slide Topics Simplified:

- Purpose of Audit (SMART Goals & Objectives)
- Background Information Gathered
- Brand's Current Positioning
- Opportunities for Improvement
- Recommendations

Slide Topic Examples 2:

Introduction and Background:

Overview of the Brand Audit Process
Purpose and Scope of the Audit
Methodology and Approach Used

Brand Identity and Perception:

Brand positioning
Brand values and personality
Perception among target audience
Brand image consistency across different touchpoints

Market Analysis & Competitive Landscape:

Target Audience Identification
Competitor Benchmarking
SWOT Analysis

Customer / Vendor Experience & Insights:

Brand awareness and recognition
Consumer perceptions and attitudes towards the brand
Insights on Customer Loyalty and Advocacy

Communication Strategy Evaluation:

Assessment of current marketing channels and messaging
Evaluation of advertising campaigns
Analysis of digital marketing efforts (website, social media, email marketing)
Effectiveness of branding and promotional activities

Product Portfolio Assessment:

Overview of product lines and offerings
Product positioning and differentiation
Analysis of product quality, pricing, and packaging
Opportunities for product innovation or expansion

Recommendation and Action Plan

Key findings and insights from the audit
Strategic recommendations for enhancing brand performance
Actionable steps for implementation
Timeline and responsible stakeholders for executing the recommendations

Slide Topic Examples 3: Based on Elements to Consider in a Brand Audit

| Slide 1: Title Slide | Slide 2: Goals & Objectives | Slide 3: Brand Identity | Slide 4: Brand Positioning | Slide 5: Brand Perception | Slide 6: Brand Communication & Collateral | Slide 7: Recommendations & Next Steps |
|--|--|--|--|---|---|---|
| <ul style="list-style-type: none"> Title: Brand Audit Presentation Subtitle: Assessing [Brand Name]'s Performance and Opportunities Your Company Logo | <ul style="list-style-type: none"> Title: Goals and Objectives Brief Description: Outline the objectives of the brand audit and what the brand aims to achieve. Elements to Include: Clarify the Purpose of the Brand Audit Define Specific Goals (e.g., Enhance Brand Recognition, Improve Customer Perception) Visual: Bullet points summarizing goals and objectives. | <ul style="list-style-type: none"> Title: Brand Identity Brief Description: Overview of [Brand Name]'s visual and verbal elements that represent its identity. Elements to Include: Logo Tagline Brand Colors Typography Visual Style Visual: Showcase visual elements (logo, color palette) on the slide. | <p>Title: Brand Positioning</p> <p>Brief Description: Analyze how [Brand Name] is positioned in the market and its unique selling proposition (USP).</p> <p>Elements to Include: Target Audience Competitive Analysis Unique Selling Proposition</p> <p>Visual: Graphs or charts comparing market positioning against competitors.</p> | <p>Title: Brand Perception</p> <p>Brief Description: Evaluate customer perceptions and attitudes towards [Brand Name].</p> <p>Elements to Include: Customer Surveys/Feedback Brand Associations Customer Testimonials</p> <p>Visual: Quotes or testimonials from customers.</p> | <p>Title: Brand Communication & Collateral</p> <p>Brief Description: Review [Brand Name]'s messaging and consistency across different channels.</p> <p>Brief Description: Present [Brand Name]'s marketing materials and visual assets.</p> <p>Elements to Include: Marketing Channels Messaging Examples Campaigns Overview</p> <p>Visual: Examples of advertisements or social media posts.</p> <p>Elements to Include: Brochures Packaging Design Merchandise</p> <p>Visual: Images of brand collateral items.</p> | <p>Title: Recommendations and Next Steps</p> <p>Brief Description: Provide actionable recommendations based on the brand audit findings.</p> <p>Elements to Include: Key Insights Strategic Recommendations Implementation Plan</p> <p>Visual: Bullet points summarizing recommendations.</p> |

Example of Simplified Goals for Each Slide Section

Slide 2: Brand Identity

Goal: Enhance brand recognition and consistency.

Slide 3: Brand Positioning

Goal: Clarify and strengthen the brand's unique position in the market.

Slide 4: Brand Perception

Goal: Improve customer perceptions and loyalty.

Slide 5: Brand Communication

Goal: Ensure consistent and impactful messaging.

Slide 6: Brand Collateral

Goal: Enhance the visual appeal and effectiveness of brand materials.

Slide 7: Recommendations and Next Steps

Goal: Develop actionable recommendations for brand improvement.

These simplified goals provide a clear direction for the brand audit, focusing on key areas such as identity, positioning, perception, communication, collateral, and actionable recommendations for improvement.

Example of Smart Goals & Objectives

Slide: SMART Goals and Objectives

Goal: Enhance [Brand Name]'s presence and perception in the market.

Objective 1: Redesign logo and brand colors for improved recognition by Q3.

Objective 2: Develop unified brand guidelines for consistent communication by Q2.

Objective 3: Launch a targeted marketing campaign highlighting brand strengths by Q3.

Objective 4: Increase positive social media mentions by 20% within six months.

Objective 5: Optimize email marketing to increase open rates by 15% within three months.

This slide provides a concise overview of the SMART goals and objectives derived from the brand audit, outlining specific actions to be taken and measurable outcomes to achieve within defined timeframes.

Elements to Consider in a Brand Audit

A brand audit involves a comprehensive analysis of various aspects of a brand to assess its strengths, weaknesses, opportunities, and threats. Here's a list of elements to consider in a brand audit:

| Brand Identity | Brand Positioning | Brand Perception | Brand Communication | Brand Equity | Brand Experience |
|--|---|---|--|--|--|
| <ul style="list-style-type: none"> Brand name, logo, and tagline Brand colors, typography, and visual elements Consistency across different touchpoints | <ul style="list-style-type: none"> Unique selling proposition (USP) Target audience and buyer personas Competitive positioning and differentiation | <ul style="list-style-type: none"> Customer perceptions and attitudes towards the brand Brand associations and attributes Market research findings, surveys, and customer feedback | <ul style="list-style-type: none"> Marketing channels and messaging consistency Advertising campaigns and effectiveness Digital presence (website, social media, email marketing) | <ul style="list-style-type: none"> Brand awareness and recognition Brand loyalty and advocacy Financial value of the brand (if applicable) | <ul style="list-style-type: none"> Customer journey mapping Interaction with products/services Customer service and support experience |
| Brand Strategy | Brand Collateral | Brand Performance | Brand Partnerships & Collaborations | Legal and Ethical Considerations | Internal Brand Alignment |
| <ul style="list-style-type: none"> Brand mission, vision, and values Long-term goals and objectives Alignment with overall business strategy | <ul style="list-style-type: none"> Marketing materials (brochures, flyers, etc.) Packaging design Merchandise and promotional items | <ul style="list-style-type: none"> Sales data and trends Market share and growth rate Key performance indicators (KPIs) related to branding objectives | <ul style="list-style-type: none"> Co-branding initiatives Sponsorships and endorsements Strategic alliances with other brands or organizations | <ul style="list-style-type: none"> Trademark registration and protection Compliance with regulations and industry standards Ethical practices in branding and marketing | <ul style="list-style-type: none"> Employee understanding of the brand Internal culture and values alignment Employee advocacy and engagement |

Brand Audit From a Design Perspective:

- Name/tagline
- Value, mission, vision statements
- Logo
- Colors
- Typography
- Imagery
- Brand Guidelines
- Print/Digital Assets