

Overview

How does your brand score?

This is a self-diagnostic questionnaire that will help you analyse the strengths and weaknesses of your brand. It's important that you think through each point before you calculate your score. Doing this will also give you some ideas about your branding and how you can improve it.

Note the comment accompanying each question. It will help you answer the question and determine any remedial steps that are required.

Each answer has a score next to it. At the end of the questionnaire add up the total number of points and compare it to the scoring guide. This will give you an indication of how secure you can be with your brand today. If changes are needed this will also guide you in the direction of how they should be made.

1. Does your brand clearly represent the company's activities and focus?	
Yes	2
No	0
<i>A brand that is ambiguous lacks the strength of one that communicates specific dimensions of the business – what it does and where it's going.</i>	
2. Does your brand have a unique personality?	
Yes	2
No	0
<i>Your company is unique and your brand should be too. Define its desired personality and work to make it perceived that way by others.</i>	
3. Is your brand well-established in its market?	
Yes	2
No	0
<i>Think of yourself versus the competition and also how you're seen by others in the same industry.</i>	
4. Is your brand supported by a written policy?	
Yes	3
No	0
Unwritten policy	1
<i>A written policy manual that clearly defines how your brand is to be represented and how it's used is essential. Just having a policy, even if unwritten, is better than having no policy at all.</i>	
5. Is your brand an important factor in your marketing?	
Very Important	4
Important	2
Not important	0
<i>Businesses should leverage their brands and integrate them into every element of their marketing. Failure to this means the brand will never grow in value.</i>	

6. Is your company building its brand?

Strongly	3
Occasionally	1
No	0

Brand-building is about having a plan to make the brand more important and implementing it internally and externally.

7. Is your brand used on everything in your company?

Yes, everything	4
Some items only	2
Not at all	0

Use the brand on every item of stationery, naturally. It can also go on equipment, uniforms, vehicles – wherever there's an opportunity to display it.

8. Is your brand seen as a valuable asset?

Very valuable	4
Valuable	2
No	0

A brand is always an asset. If it's not perceived by the company as having value it's time to start building the brand through better management.

9. Is the brand actively managed?

Yes	2
No	0

Is there a 'brand champion' in the business? Is use of the brand monitored for consistency and compliance with guidelines?

10. Is the brand part of your company's induction program for new team members?

Yes	2
No	0

All employees should feel a personal association with the company's brand. This begins the moment they join the business.

11. Do you feature the brand prominently on your website?

Yes	4
Some	2
Not at all	0

Good branding is essential for any company website. If your brand isn't featured prominently or isn't featured at all you should take steps immediately to correct this.

12. Does your brand serve as 'umbrella' for your company's products?

Yes	3
No	0
Some products	1

Your brand should precede all product names – Kellogg's Corn Flakes, Toyota Corolla. Each name supports the other if used correctly.

13. Does your company use its brand in advertising and other promotional activities?

Yes	4
No	0
Occasionally	1

A brand should be used in every advertisement or other promotional activity.

14. Brand awareness - Are people 'out there' aware of your brand?

Yes, very aware	5
Somewhat aware	3
Vaguely aware	2
No	0

If your brand is working for you it should be recognised by others in your industry. It should be recognised by your suppliers and customers.

15. Brand connotations - Is your brand seen as 'positive' by those who recognise it?

Yes	2
No	0

Good branding means that it will have positive connotations. If a brand is seen in a negative light you need to consider what steps should be taken to improve it.

WORK OUT YOUR BRAND'S SCORE BY TOTALING THE NUMBER OF POINTS FROM YOUR ANSWERS TO EACH QUESTION. NOW COMPARE THIS TOTAL WITH THE RANGES BELOW:

- 0-6 Tragic. You need a total rethink on your brand and branding.
- 7-20 Weak. A lot of remedial work is needed
- 21-33 Modest. You're on the right track and can improve over time.
- 34-46 Very strong. You know what to do and are doing it well.