

## BRAND REPORT CARD

### INSTRUCTIONS

RATE YOUR BRAND ON A SCALE OF 1 TO 10 FOR EACH CHARACTERISTIC, 1 BEING EXTREMELY POOR AND 10 BEING EXTREMELY GOOD.

### SCORE

\_\_\_\_\_ THE BRAND EXCELS AT DELIVERING THE BENEFITS CUSTOMERS TRULY DESIRE. YOU ATTEMPT TO UNCOVER UNMET CONSUMER NEEDS AND WANTS, USING MULTIPLE SURVEY METHODS. YOU FOCUS RELENTLESSLY ON MAXIMIZING YOUR CUSTOMER'S PRODUCT AND SERVICE EXPERIENCES. YOU HAVE A SYSTEM IN PLACE FOR DELIVERING CUSTOMER COMMENTS TO THOSE PEOPLE WHO CAN EFFECT 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... 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 ALL THE CORE ASSOCIATIONS PEOPLE MAKE WITH YOUR BRAND, WHETHER INTENTIONALLY CREATED BY YOUR COMPANY OR NOT. YOU HAVE CREATED DETAILED, RESEARCH-DRIVEN PORTRAITS OF YOUR TARGET CUSTOMERS—YOUR BRAND ADVOCATE PROFILE. YOU HAVE OUTLINED CUSTOMER-DRIVEN BOUNDARIES FOR BRAND EXTENSIONS, AND GUIDELINES FOR BRAND MARKETING PROGRAMS.

\_\_\_\_\_ THE PRICING STRATEGY IS BASED ON CONSUMERS' PERCEPTIONS OF VALUE. YOU OPTIMIZE PRICE, COST, AND QUALITY TO MEET OR EXCEED CUSTOMERS' EXPECTATIONS. YOU HAVE A SYSTEM IN PLACE TO MONITOR CUSTOMERS' PERCEPTIONS OF YOUR BRAND'S VALUE. YOU REGULARLY ESTIMATE HOW MUCH VALUE YOUR CUSTOMERS BELIEVE THE BRAND ADDS TO YOUR PRODUCT.

\_\_\_\_\_ 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.

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\_\_\_\_\_ 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. Research and development provide sufficient brand support. You do not cut back marketing support for the brand in reaction to a downturn or slump in sales.

\_\_\_\_\_ 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 created a brand charter that defines the meaning and equity of the brand and how it should be treated. You conduct periodic brand audits to assess the health of your brand and to set strategic direction. You conduct routine tracking studies to evaluate current market performance. You regularly distribute brand equity reports that summarize all relevant research and information to assist marketers in making decisions. You assign explicit responsibility for monitoring and preserving brand equity.

\_\_\_\_\_ The brand makes use of and coordinates a full repertoire 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.