

BRAND EQUITY VALUATION

YOUR EXISTING BRAND PROBABLY HAS SOME INHERENT VALUE, EVEN THOUGH YOU MAY NOT HAVE MANAGED ITS DEVELOPMENT. HOW YOU DO WHAT YOU DO, AND HOW WELL YOU DO IT, PLUS THE COMPANY'S PEOPLE AND THE PRINCIPAL'S REPUTATION, HAVE COMBINED TO CREATE A PERCEPTION OF YOUR FIRM IN THE MINDS OF CUSTOMERS AND THE GENERAL PUBLIC. THIS PERCEPTION IS YOUR BRAND EQUITY, ITS BUILT-IN, EXISTING VALUE—WHAT YOUR BRAND IS WORTH RIGHT NOW.

HOW DO YOU DETERMINE WHETHER YOUR BRAND HAS "EQUITY" SUFFICIENT TO BUILD A BRAND FOR THE FUTURE? THERE ARE FOUR COMMON MEASUREMENTS FOR ASSESSING BRAND EQUITY.

TO EXPRESS AGREEMENT/DISAGREEMENT WITH THE FOLLOWING STATEMENTS, ASSIGN A VALUE FROM 1 TO 10, WITH 10 INDICATING FULL AGREEMENT WITH THE STATEMENT, AND 1 INDICATING FULL DISAGREEMENT.

1. BRAND REPUTATION - REPUTATION IS A LARGE PART OF ANY BRAND'S EQUITY. IT IS KEY TO PEOPLE'S PERCEPTIONS OF OUR COMPANY, OUR PRODUCTS OR SERVICES, AND OUR PEOPLE.

- WE HAVE A REPUTATION FOR QUALITY PRODUCTS/SERVICES.
- WE ARE A LEADER IN OUR INDUSTRY.
- OUR PEOPLE ARE HIGHLY REGARDED BY CLIENTS, VENDORS, RECRUITS, THE MEDIA AND THE GENERAL PUBLIC.
- OUR FIRM GIVES BACK TO THE LOCAL COMMUNITY.
- WE ARE A VITAL PART OF THE LOCAL BUSINESS COMMUNITY.
- OUR COMPANY IS A GOOD PLACE TO WORK.
- WE DO WELL IN RECRUITING AND EMPLOYEE RETENTION.

2. BRAND AWARENESS - BEYOND REPUTATION, HOW "GREAT" IS AWARENESS OF OUR COMPANY, IT'S PRODUCTS AND SERVICES?

- OUR COMPANY IS WELL KNOWN.
- WE ARE WELL KNOWN ACROSS A BROAD TERRITORY.
- IF OUR COMPANY NAME COMES UP IN CONVERSATION, PEOPLE KNOW WHO WE ARE AND SPEAK WELL OF US.

WE ARE BEST KNOWN FOR:

- OUR PEOPLE
- OUR PRODUCTS
- OUR SERVICE
- INNOVATION
- INDUSTRY LEADERSHIP
- COMMUNITY INVOLVEMENT

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3. BRAND MOMENTUM - IS OUR BRAND GROWING, STANDING STILL, OR IN DECLINE?

- WE HAVE A LOT OF COMPETITION.
- WE HAVE WON LARGE ACCOUNTS RECENTLY.
- OUR NEW BUSINESS PROGRAM IS BRINGING IN NEW ACCOUNTS.
- OUR PUBLICITY AND MEDIA COVERAGE IS POSITIVE.
- WE ARE EXPANDING LOCATIONS/PRODUCT LINES/SERVICES/WORKFORCE.

4. COMPANY VISION - WHERE ARE WE AND WHERE DO WE GO FROM HERE?

- WE HAVE A CLEAR PICTURE AS AN ORGANIZATION OF WHERE OUR FIRM IS GOING, WHAT WE WANT TO ACHIEVE, AND HOW WE ARE GOING TO ACHIEVE IT.
- WE COLLECTIVELY WORK HARD EVERY DAY TO FORWARD THAT VISION.
- WE HAVE THE TOOLS AND TECHNOLOGY IN PLACE TO HELP ACHIEVE COMPANY GOALS.

ADDITIONAL COMMENTS:
