



CATALYST

A B2B BRAND CONSULTANCY

BrandMatters

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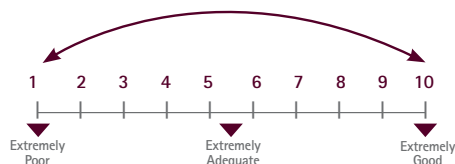
White Paper

Do-It-Yourself Brand Score Card



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Do-It-Yourself Brand Score Card

"Rate your brand on a scale of one to ten. Looking at the results should help you identify areas that need improvement, recognize areas where you excel, and learn more about how your particular brand is configured."

This exercise is intended to provide a quick and simple methodology to help you evaluate the current status of your brand distinction. Considering the dynamic complexities with which brand stewardship can often be challenged, this outline should prove to be an effective tool in generating insight and maintaining focus.

Brand Score Card Instructions

Rate your brand on a scale of one to ten for each characteristic with **one being extremely poor and ten being extremely good**. Looking at the results in this manner should help you identify areas that need improvement, recognize areas where you excel and learn more about how your particular brand is configured.

It can also be helpful to create benchmark report cards for competitors' brands simply by rating those brands based on your own perceptions, both as a competitor and a potential customer. As an outsider, you may know more about how their brands are perceived than they do.

Keep this in mind as you score your own brand: Try to view it through the eyes of your customer rather than through your own knowledge of budgets, teams and time spent on various initiatives.

Your Score

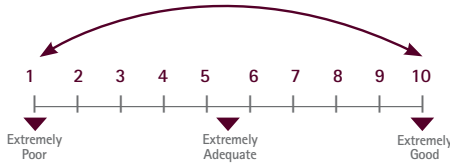
Our brand excels at delivering the benefits customers truly desire.

- Have you attempted to uncover unmet customer wants and needs?
By what method?
- Do you focus relentlessly on maximizing your customer's product and service experiences?
- Do you have a system in place for getting feedback from customers to the people who can affect change?

Our brand stays relevant.

- Have you invested in product improvements that provide better value for your customers?
- Are you in touch with your customers' challenges (by segment)?
- With current market conditions?
- With new trends as they apply to your offering?
- Are your marketing decisions based on your knowledge of the above?

Continued...



Our pricing strategy is based on our customers' perceptions of value.

- Have you optimized price, cost and quality to meet or exceed customers' expectations?
- Do you have a system in place to monitor customers' perceptions of your brand's value?
- Have you estimated how much value your customers believe the brand adds to your product?

Our brand is properly positioned.

- Have you established desirable and deliverable points of difference?
- Have you established necessary points of parity with competitors?

Our brand is consistent.

- Are you sure that your marketing programs are not sending conflicting messages and that they haven't done so over time?
- Conversely, are you adjusting your programs to keep current?

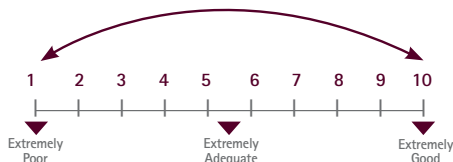
Our brand portfolio and hierarchy make sense.

- Can the corporate brand create a seamless umbrella for all the brands in the portfolio?
- Do the brands in that portfolio hold individual niches?
- How extensively do the brands overlap? In what areas?
- Conversely, do the brands maximize market coverage?
- Is your brand hierarchy well thought-out and well understood?

Our brand makes use of and coordinates a full repertoire of marketing activities to build equity.

- Have you developed your brand story, brand face and brand voice to maximize impact at every critical touch point?
- Have you implemented integrated marketing communications activities that target all audiences throughout the value chain?
- Are you aware of all the marketing activities that involve your brand?
- Are the people managing each activity aware of one another's efforts?
- Have you capitalized on the unique capabilities of each communication option while ensuring that the meaning of the brand is consistently represented?

Continued...



Our brand managers understand what the brand means to customers.

- Do you know what customers like and don't like about your brand?
- Are you aware of all the core associations people make with your brand, whether intentionally created by your company or not?
- Have you created detailed, research-driven portraits (personas) of your target customers?
- Have you outlined customer-driven boundaries for brand extensions and guidelines for marketing programs?

Our brand is given proper support and that support is sustained over the long run.

- Are the successes or failures of marketing programs fully understood before they are changed?
- Is the brand given sufficient R&D support?
- Have you avoided the temptation to cut back marketing support for the brand in reaction to a downturn or slump in sales?

Our company monitors sources of brand equity.

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

To learn more, contact:

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Average Score.

- Add up all numbers and divide by 10.

You might ask yourself, "Now what?"

Call us. We can help you identify specific solutions to improve your score. ■