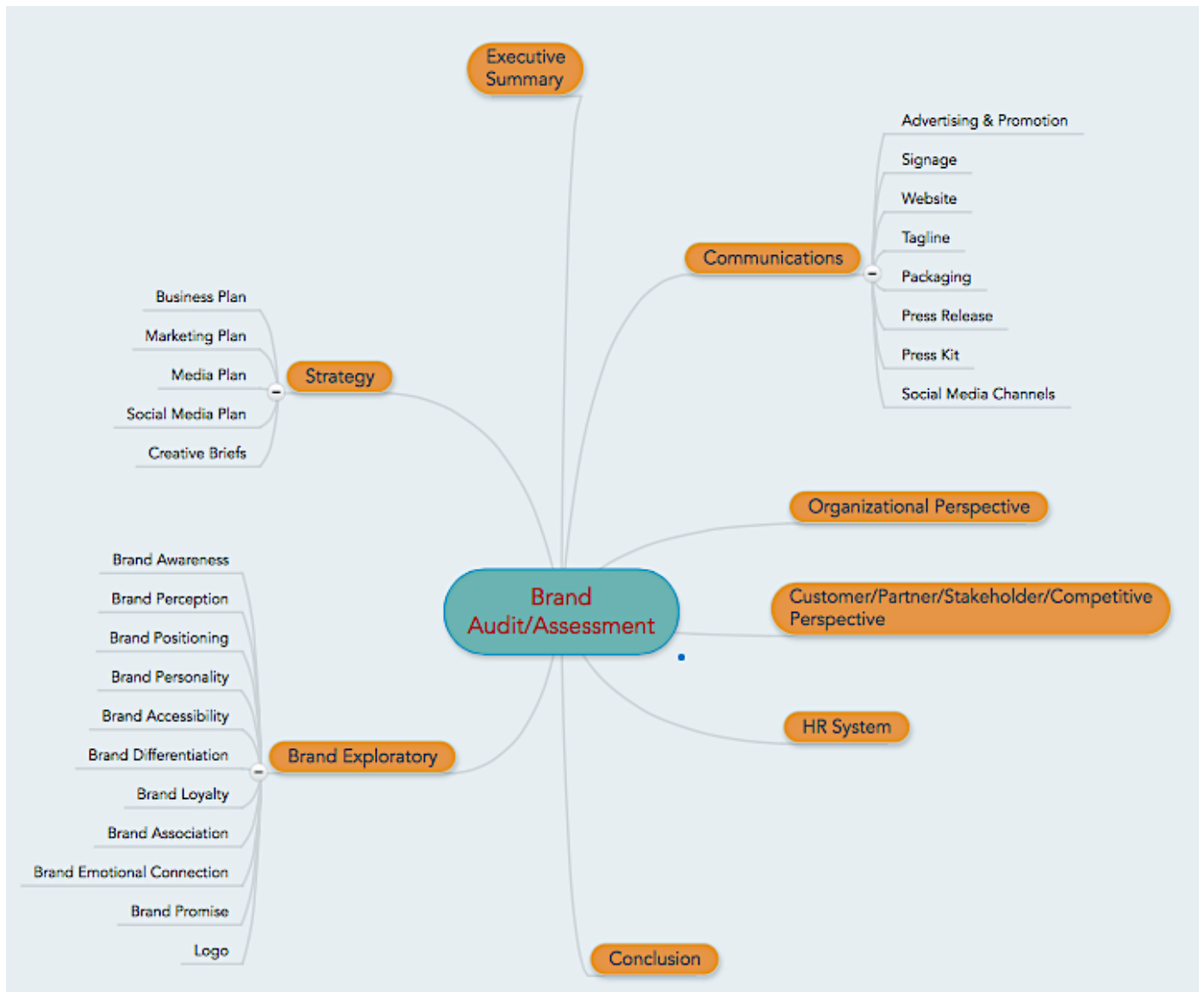


Brand Audit/Assessment



1.0 Executive Summary

2.0 Strategy

- 2.1 Business Plan
- 2.2 Marketing Plan
- 2.3 Media Plan
- 2.4 Social Media Plan
- 2.5 Creative Briefs

3.0 Brand Exploratory

- 3.1 Brand Awareness
- 3.2 Brand Perception
- 3.3 Brand Positioning
- 3.4 Brand Personality
- 3.5 Brand Accessibility
- 3.6 Brand Differentiation
- 3.7 Brand Loyalty
- 3.8 Brand Association
- 3.9 Brand Emotional Connection
- 3.10 Brand Promise
- 3.11 Logo

4.0 Communications

- 4.1 Advertising and Promotion
- 4.2 Signage
- 4.3 Website
- 4.4 Tagline
- 4.5 Packaging
- 4.6 Press Releases
- 4.7 Press Kit
- 4.8 Social Media Channels
- 4.9 Newsletter
- 4.10 Business Cards
- 4.11 Letterhead
- 4.12 Elevator Pitch
- 4.13 Testimonials
- 4.14 Telephone Greetings/Voice Mails

5.0 Organizational Perspective

- 5.1 Executive
- 5.2 Marketing

- 5.3 Sales
- 5.4 Customer Service
- 5.5 Production
- 5.6 Human Resources
- 5.7 General

6.0 Customer/Partner/Stakeholder/ Competition Perspective

- 6.1 The customer: current, prospective, past
- 6.2 Business partners
- 6.3 Vendors
- 6.4 Industry analysts/experts
- 6.5 Competition
- 6.6 Community
- 6.7 The press: trade, consumer, and business
- 6.8 Shareholders and investors
- 6.9 Others you identify as being important

7.0 Human Resources System

- 7.1 Organization mission and vision statements
- 7.2 Organization values
- 7.3 Organization objectives
- 7.4 Departmental objectives
- 7.5 Overall recruiting criteria
- 7.6 Job descriptions
- 7.7 Employee orientation
- 7.8 Executive biographies

8.0 Conclusion

9.0 References