



BRAND HEALTH CHECKLIST

If you find you have some gaps and need support to work through your brand questions, please contact Sarah Lambley: sarah@jsfrconsulting.com / 07587 140664

BRAND BEGINNINGS

Y N ?

- | | | | | |
|---|---|--------------------------|--------------------------|--------------------------|
| 1 | Do you know how your brand began? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 2 | Do you have a clear brand story? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 3 | Do you know your brand's heritage? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 4 | Do you understand the founder(s) DNA and how they make decisions? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 5 | Is all of the above clearly documented? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 6 | Do you regularly refresh this information with employees? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

BRAND VISION

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|----|--|--------------------------|--------------------------|--------------------------|
| 7 | Have you defined a brand vision or mission statement? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 8 | Do you know how your vision / mission links to customer needs? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 9 | Do you have an agreed set of company values? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 10 | Are you clear about how the company values link to your brand? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 11 | Is all of the above clearly documented? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 12 | Does your appraisal system link behaviours to your brand values? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 13 | Do you regularly refresh this information with employees? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

KNOWLEDGE

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|----|--|--------------------------|--------------------------|--------------------------|
| 14 | Do you understand trends in your market, usage and behaviours? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 15 | Has your brand ever completed a segmentation study? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 16 | Do you know how people use your products? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 17 | Do you know what role your brand plays in customers' lives? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 18 | Do you understand the path to purchase and pain points on the way? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 19 | Do you know the triggers and barriers to purchase? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 20 | Do you have a method of collecting customer feedback? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 21 | Do you use Google Analytics to understand online behaviour? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 22 | Do you regularly analyse & report on your social media activity? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 23 | Do you have access to data from a CRM system? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 24 | Do you have a research plan in place? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |



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TARGET AUDIENCE

Y N ?

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|----|---|--------------------------|--------------------------|--------------------------|
| 25 | Do you have a clearly defined target audience? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 26 | Have you created pen portraits or personas of your audience(s)? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 27 | Do you know if you have more than one target audience? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 28 | Do you understand why customers like you? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 29 | Do you understand why customers dislike you? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 30 | Do you know if prospects feel the same way? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 31 | Is all of the above clearly documented? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 32 | Do you regularly refresh this information with employees? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

MEETING NEEDS

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- | | | | | |
|----|--|--------------------------|--------------------------|--------------------------|
| 33 | Are you clear about what problem you solve for your customers? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 34 | Do you know your key claims and most powerful messages? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 35 | Do you know what concepts and ideas resonate with customers? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 36 | Is all of the above clearly documented? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 37 | Do you regularly refresh this information with employees? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

BRAND PERSONALITY & GUIDELINES

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|----|---|--------------------------|--------------------------|--------------------------|
| 38 | Do you understand your Brand Archetype? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 39 | Does the wider business know and understand your Brand Archetype? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 40 | Do you have a clear brand tone of voice with do's & don'ts? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 41 | Do you have visual brand guidelines? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 42 | Do you have clear social media guidelines for your brand? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 43 | Would someone recognise your brand in their social media feed? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 44 | Is all of the above clearly documented? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 45 | Do you regularly refresh this information with employees? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |