

Brand Health Check



CHANGE CREATION



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How healthy is your brand?

- Great brands represent values, create connections, are memorable and evolve.
- Use this health check to discover if your brand is working hard for your organisation
- Engage your team to review your brand – how it is today and where you want it to be in the future.

Your vision, mission and values should be clearly articulated in your brand, marketing and communications

Your brand should tell your story and be applied consistently across all platforms



Brand Health Check Template

	Review	Ideas & Actions
<p>Is your team aligned to your mission?</p> <ul style="list-style-type: none"> Does everyone know what your brand stands for and are clear about your vision and mission? Are they true advocates for the change you are making? 		
<p>Is your proposition unique enough?</p> <ul style="list-style-type: none"> What makes your offer unique and stand out? Is it reflected in a distinct brand? Does it differentiate you in your cultural marketplace? 		
<p>How satisfied are your existing audiences?</p> <ul style="list-style-type: none"> Are you clear about who your target audience is and what is important to them? Do you have any recent insights and research about your audience: satisfaction survey results, analysis of ratings & reviews etc.? 		
<p>What are your competitors doing?</p> <ul style="list-style-type: none"> What is happening locally with your direct and indirect competitors? 		
<p>What does your current brand, marketing and comms say about you?</p> <ul style="list-style-type: none"> How might it need to change for you to realise the goals of your change? 		
<p>Is your communication consistent across different channels?</p> <ul style="list-style-type: none"> Are you using a consistent branding, tone of voice and visual identity? Have you compared your communications across different channels: Website, Email Marketing, Twitter, Social Media, Press Advertising, Leaflets etc? 		
<p>Is your next marketing campaign fully aligned to your new mission and objectives?</p> <ul style="list-style-type: none"> Are all the elements of the campaign aligned and consistent? 		