



The Strategic Brand Assessment: Frequently Asked Questions

What is the Strategic Brand Assessment?

The Strategic Brand Assessment is an on-line measurement tool that helps companies and their marketing advisers assess the strength and value of a brand. Unlike traditional marketing research methods that look at the brand from the “outside in” by measuring consumer attitudes, the Strategic Brand Assessment fills another critical need by looking at the brand from the “inside out” using the perspective of company management, employees, and distribution channels.

Why is it different from other brand assessment tools?

The Strategic Brand Assessment takes a holistic approach to the issue of branding, based on a philosophy that a strong brand is not only the result of effective marketing, but also effective corporate structure, management, internal communication, training, etc.

Who should use the Strategic Brand Assessment?

The Strategic Brand Assessment is designed primarily for use by advertising agencies, marketing communications firms, and brand consultancies on behalf of their clients.

What can the Strategic Brand Assessment tell us about a brand that we don't already know?

Conventional marketing research tools can tell you about consumer awareness, attitudes, and preferences toward a brand. But very often the brand fails to achieve success because it isn't understood or supported by the company itself. The Strategic Brand Assessment:

1. Uncovers underlying business or marketing issues that may be undermining the success of the brand.
2. Shows the alignment of perceptions and attitudes of management, employees, and sales channel.
3. Identifies perceptual gaps among important internal audiences on key dimensions of the brand.
4. Recommends specific areas in which business and marketing communications practices need to be improved in order for the brand to reach its potential.



How does the Strategic Brand Assessment work?

An on-line questionnaire is administered to each of three audiences – management, employees, and the sales/distribution channel. Respondents are invited via an e-mail message to participate in the study, in which they follow these simple steps:



- Click a link that takes them to the Strategic Brand Assessment login web page
- Create a user name and password
- Complete the assessment

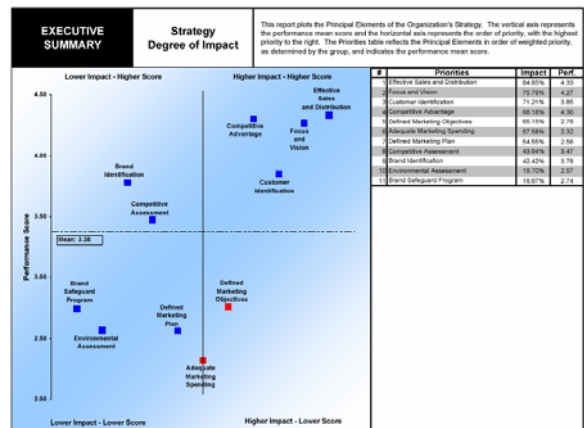
What does the Strategic Brand Assessment measure?

The Strategic Brand Assessment measures specific areas of a company’s business and marketing performance in three major areas.

Strategy

Does the company have a well-defined business strategy that will support the health and success of the brand? The Strategic Brand Assessment looks at:

- Definition of core competencies and business focus
- Identification of competitive advantages
- Understanding of the customer and the competition
- Responding to industry and environmental trends
- Effective sales and distribution
- Formalized marketing objectives and action plan
- Safeguarding the brand against unexpected threats
- Adequate spending levels



Structure

Is the company organized and managed in a way that optimizes the success of the brand? The Strategic Brand Assessment evaluates:

- Organizational structure
- Internal communication
- Management support, guidance and direction
- Clear definition of roles and responsibilities
- Impact of corporate culture
- Balance of short and long-term goals
- Accountability for marketing initiatives

Execution

How well does the company execute its business and marketing strategies designed to build the brand? The Strategic Brand Assessment measures:

- Points of contact with the brand
- Consistent message development

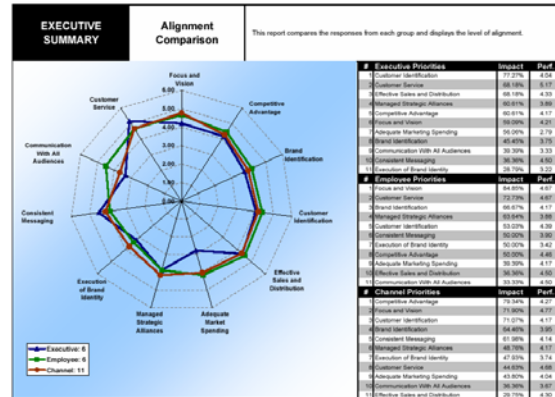


- Communication with all key audiences (not just consumers)
- Alignment of internal roles and responsibilities
- Enforcing compliance with the brand
- Employee selection consistent with brand identity
- Brand orientation and training
- Best-in-class customer service

What are some of the other unique features of the Strategic Brand Assessment?

The in-depth reports and graphs generated by the Strategic Brand Assessment provide:

- A quantifiable snapshot of brand strategy, structure, and execution as seen from inside the company.
- A visual portrayal of perceptions and attitudes of executives, employees, and the sales/distribution channel toward the brand, including perceptual gaps between these three audiences.
- A set of metrics to guide and justify strategic expenditures?



Besides providing key insights about a brand, how else does the Strategic Brand Assessment benefit marketing communications firms and their clients?

The Strategic Brand Assessment helps marketing communications firms foster an in-depth strategic relationship with their clients. Firms that use this tool can capture the strategic high ground, build relationships at the CEO level, and set metrics that demonstrate the value of branding initiatives.

Equally important, the Strategic Brand Assessment quickly determines priorities and guides the allocation of resources to accomplish the key marketing objectives.

- Provides a deeper, more complete understanding of the client's needs (not just advertising)
- Elevates agency's strategic assessment capabilities
- Strengthens relationships by giving access to top client executives
- Benchmarks a brand's position and tracks evolution through a consistent set of metrics
- Identifies major branding/marketing objectives and creates an action plan to achieve them
- Shortens up-front cycle to initiate appropriate tactics
- Validates the value of marketing and branding initiatives
- Provides new source of high-margin recurring revenue