

## BRAND ANALYSIS

This is one of the forms Brandesign includes in our initial audit phase. It helps us to get to know you as well as your brand, gives a historic perspective, and generates in-depth discussions. Please use for your internal review, or fill out and send back to us if you'd like to start a conversation.



Brand name:

Category:

Date:

### TODAY

How is your brand today:

comfortable [ongoing success]    confident [prepared]    hopeful [strategy in place]    concerned [unpredictable economy/consumer]

Bang for the buck: my brand's sales are impacted by [rate 1 (most) to 6 (least)]:

promotions/coupons  
retailer programs  
seasonal sales  
geography  
occasion usage  
consumer lifestyle change  
other

What is the impact of private label on your brand?    low    moderate    heavy

Does this mirror your category?    YES    NO    Is this significantly different from year prior?    YES    NO

Is your brand's personality & story established?    Y    N    Communicated at shelf?    Y    N    online?    Y    N

How often do you obtain consumer input about:    your brand    product    packaging

The role upper management plays in major brand decisions:    involved in entire process    final approval

### LOOKING BACK

Looking at the past 2 years, how is volume trending?

Looking at the past year, has your brand met consumer expectations?

Looking at the past year, has your brand met your expectations?

What brand/category/industry has become competitive in the past year?

### LOOKING AHEAD

What changes do you anticipate in your category in the next 6 to 12 months?

What changes do you anticipate with the retailers in the next 6 to 12 months?

What changes do you anticipate with your consumer in the next 6 to 12 months?

What would you never change about your brand?

What would you like your brand to do that it isn't doing now?

What is your first priority for your brand in the next 6 months?

