

# Brand Audit Plan

## 1. Title Page

- Title: "Brand Audit Plan for [Brand Name]"
- Audit Period: [Start Date] to [End Date]
- Prepared by: [Team Name]

## 2. Table of Contents

1. Executive Summary
2. Objective and Scope of Audit
3. Audit Approach and Methodology
4. Brand Metrics Assessed
5. Timeline and Milestones
6. Resources and Responsibilities
7. Risk and Opportunities Assessment
8. Deliverables

## 3. Objective and Scope

- **Objective:** Evaluate brand performance, equity, and market perception.
- **Scope:**
  - Brand positioning and messaging consistency.
  - Customer perception and satisfaction.
  - Market share and competitor analysis.

## 4. Approach and Methodology

- Surveys and focus groups.
- Social media and digital analytics review.
- Competitive benchmarking.

## **5. Metrics Assessed**

- Brand awareness, loyalty, and Net Promoter Score (NPS).
- Market share and campaign ROI.

## **6. Deliverables**

- Brand performance dashboard.
- Actionable recommendations for enhancing brand equity.