

No.3

THE BRAND AUDIT

@RARAPR

#PRBYYOU

COVER PAGE

THE BRAND AUDIT

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EXPRESSION OF VALUE

AN EASY TO FOLLOW FORMAT.

**PR LESSONS AND RATIONALE BACKED BY INDUSTRY
EXPERIENCE.**

**WORKSHEET FACILITATORS TO HELP YOU TO FIND
YOUR STORIES, MESSAGING AND DIFFERENT.**

**QUESTIONS AND PROMPTS TO ASSIST WITH
GENERATING QUALITY CONTENT FOR YOU OR YOUR
CLIENT.**

**UP-LEVEL YOUR PR TOOLS AND SYSTEMISE YOUR
CUSTOMER JOURNEY PROCESSES.**

**SUPPORT AND MENTORSHIP TO GUIDE YOU THROUGH
PROVEN RARAPR PROCESSES**

**A DIGITAL TOOL TO HELP YOU OPTIMISE YOUR PUBLIC
RELATIONS STRATEGIES.**

**A PROCESS TO HELP YOU GET CLEAR ON THE
LANGUAGE AND STORY THAT SURROUNDS YOUR
BUSINESS.**

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THE BRAND AUDIT

AT A GLANCE

STEP 1

ANSWER
THE BRAND AUDIT
QUESTIONNAIRE

STEP 2

ANSWER
THE QUESTIONS IN THE
'FIND YOUR DIFFERENT'
FRAMEWORK

STEP 3

REVIEW YOUR ANSWERS
AND USE THEM TO
HARVEST YOUR
FOUNDER STORY

STEP 4

DISTIL AND
DISSECT AND LOOK
FOR STORIES
WITHIN THE STORY

STEP 5

USE YOUR
ANSWERS TO GET
CLEAR ON YOUR
DIFFERENT

STEP 6

USE YOUR ANSWERS
TO GET CLARITY ON
THE PROBLEMS YOU
SOLVE

STEP 07

REPEAT THE PROCESS, REFINE AS NEED AND
THEN WEAVE YOUR KEY MESSAGING, STORY AND
RELEVANT BRAND ASSETS AND IMAGERY INTO
THE CONTENT SURROUNDING YOUR BUSINESS.

The raraPR Brand Audit Process Simplified.

STEPS TO CONDUCT A BRAND AUDIT

01

Answer the brand audit questionnaire.

02

Follow the 'Find the Different Framework'

03

Place your key findings into a Brand Bible. Integrate your new insights and brand knowledge into refining your messaging, brand strategy, PR strategy and content marketing strategy.



CONTENTS

Preamble	01
<hr/>	
The Brand Audit Method Explained	06
<hr/>	
The Brand Audit Q&A	07
<hr/>	
The Find Your Different Framework	19
<hr/>	
Summary	25
<hr/>	

THE BRAND AUDIT METHOD

STEP ONE: BRAND AUDIT QUESTIONNAIRE

Before you can start building story and taking ownership of the narrative surrounding a brand you need to ask the important questions first to harvest where you're at, where you think you're at and how your target audience and stakeholders see and experience you.

The Brand Audit Questionnaire will help you to facilitate a harvest of information that you can put to good use when creating a brand and PR strategy for your business (or your clients).

The Brand Audit Questionnaire is a detailed Q&A for you and your team to work through.

STEP TWO: FIND THE DIFFERENT FRAMEWORK

Following the Q&A, review the data provided in preparation for Step TWO. This is where you'll deep dive into the anatomy of the brand using our 'Find the Different Framework'

Once you get clear on what makes a brand unique and different you can use that to strap some powerful PR to a business and ultimately build a brand that stands out from a sea of same. This is one of the fundamental ways to PR a business well - amplify the different.

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THE BRAND AUDIT PROCESS [PROJECT NAME]

CLIENT NAME GOES HERE

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**STEP ONE:
THE BRAND AUDIT
QUESTIONNAIRE**

CLIENT NAME GOES HERE

BRAND AUDIT Q&A

BRAND AUDIT QUESTIONS. In order to get clear on your messaging and therefore communication in and around your business to ultimately build a brand, you need to start by harvesting your story. Here are some questions to help you do just that. We call this the Brand Audit Q&A.

YOUR STORY

Who taught you to do what you do?

What inspired you to learn your craft?

Where did the inspiration for your business come from?

What made you want to launch your business/product/service?

What were you doing before you started your business?

BRAND AUDIT Q&A

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PRODUCT & SERVICES

Tell us about your product, what are you selling, what service are you providing?

List your current product range including categories and various products

How often do you change your products and services?

What other products and services do you offer?

What are the prices points of your products and services?

How many staff on the team? Casual and full time.

BRAND AUDIT Q&A

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GOALS

What do you want to achieve this year?

What do you want to achieve by the middle of the year?

By the end of the year?

What do you want to achieve in two years?

What do you want to achieve in five years?

Do you have a written business plan with financial goals?

SWOT analysis:

-Strengths:

-Weaknesses:

-Opportunities:

-Threats:

BRAND AUDIT Q&A

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CUSTOMERS

What gender are most of your best or repeat customers?

What is the average age of your best or repeat customers?

What ethnicity are most of your best or repeat customers?

What are the pain points that your customers tell you they are trying to alleviate by buying from you?

What locations do most of your customers come from?

What is your most popular product or service?

Do you have a famous product or service that you've become known for?

What do your customers say about your business? Do you have any testimonials that back this up?

What do you think success looks like in a day-in-a-life of your customer?

How do you think your product could create this?

BRAND AUDIT Q&A

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CUSTOMERS CONT...

What transformation do you believe your product/service achieves for your customer?

What do you think are some current perceptions of your business exist amongst people who are not educated about it?

How do your customers describe your business?

How do people hear about or learn about your business?

What are some common misconceptions (if any) amongst stakeholders about your business?

BRAND AUDIT Q&A

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CUSTOMERS CONT...

Are there things that customers would like to see you do more/ less of?

As part of your brand audit, be sure to reach out to 2 - 3 existing clients/customers, a supplier, a key team members and interview them to get their perspective on what you do well, what you don't and what the misconceptions are/are not. Also ask them what they love, don't love about your business and/or their experience with your business so far.

Do you have any paid advertising support? If so, where and how often?

Have you embraced PR support in the past? What did you love about it? What did you think could be improved?

Please supply your current brand guidelines and logo files.

BRAND AUDIT Q&A

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ROLES & RESPONSIBILITIES

How many decision makers are involved in your PR/brand strategy project?

Who will be our main point of contact?

CURRENT PR & MARKETING

Do you have an email database? If so how many are subscribed?

Can you share any data/access to the email list analytics?

Can you provide access to your social media and analytics?

Do you have any paid advertising support? If so, where and how often?

Have you embraced PR support in the past? What did you love about it? What did you think could be improved?

Please supply your current brand guidelines, campaign or relevant images as well as your logo files.

IMPORTANT PR INGREDIENT

differentiation:

- Being different allows you to compete in your own paddock.
- Being different allows you to be known for something.
- Being different generates word-of-mouth publicity.
- Being different creates stories people care about and remember.
- Being different helps your ideal customer see you more clearly.





VALUES & PURPOSE

**STORY &
CONNECTION**

BRAND

PUBLIC RELATIONS



THE PR STRATEGY PYRAMID



Notice in the PR Strategy Pyramid that 'purpose' is the foundation of all goals. Goals are short-term. They're peg-marks that you're on the right track. Publicity is a goal. But it's not the only goal. And sometimes it's not the best goal to reach your ultimate vision. Also notice the important role 'differentiation' messaging plays in context of PRing a business.

COVER PAGE

**STEP TWO:
THE RARAPR
'FIND YOUR DIFFERENT'
FRAMEWORK**

CLIENT NAME GOES HERE

FIND YOUR DIFFERENT FRAMEWORK

INSTRUCTIONS

In the competitive world of PR be sure to take the time to answer these questions to help you find your different. The Find Your Different Framework will help you to unlock the meaning and significance behind what you do, who for and why it matters.

Q1: What makes you unique?

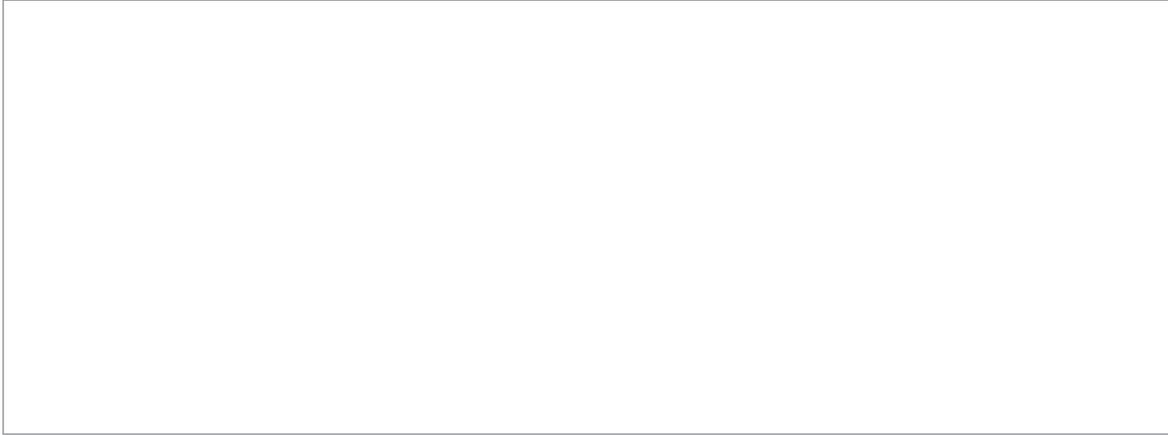
Q2: What is the purpose of your business, why does it exist?

Q3: What is the unique value that your business provides? What problem does it solve?

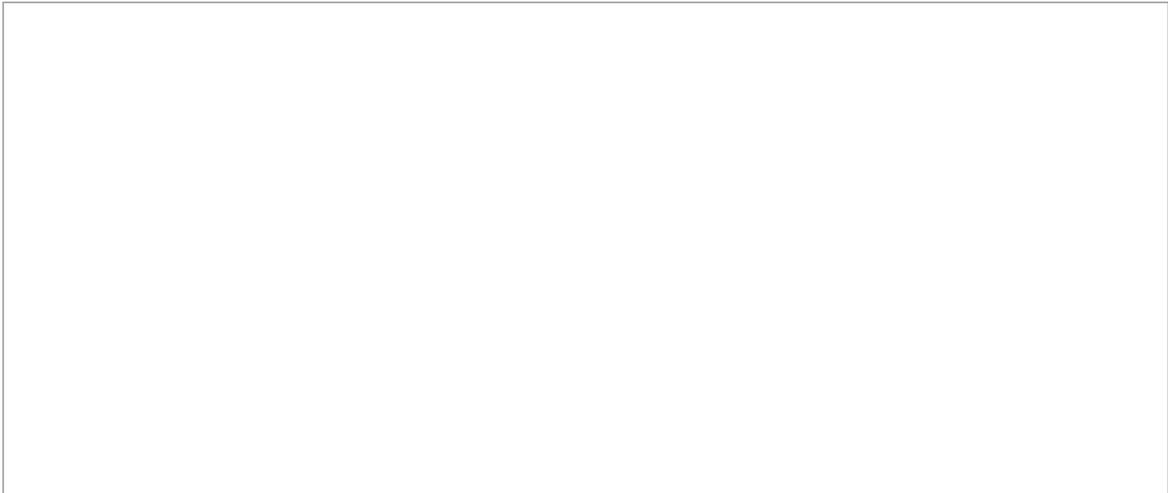
Q4: Who would it benefit most?

FIND YOUR DIFFERENT FRAMEWORK

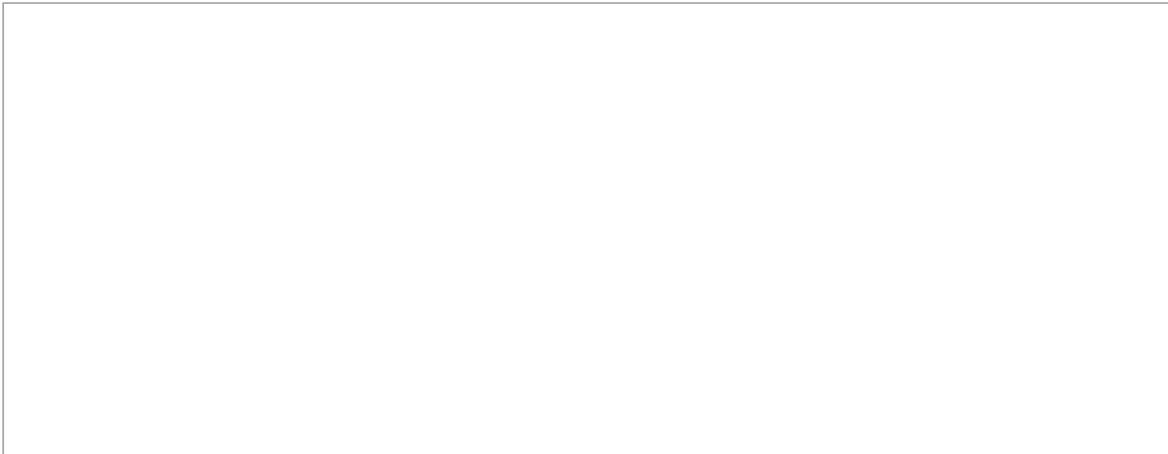
Q5: What does your business do that your competitors don't?



Q6: Why should anyone care? What have you got that people want?



Q7: What trend insights do you have, any facts, figures, science-based insights, expert knowledge, special events?



FIND YOUR DIFFERENT FRAMEWORK

Q8: What is the story of why the business was started? What was the catalyst that made you make the leap from idea to real business?

Q9: What were the influences driving a collective or individual agreement that {your business/clients business was really needed? Do those beliefs still exist today?

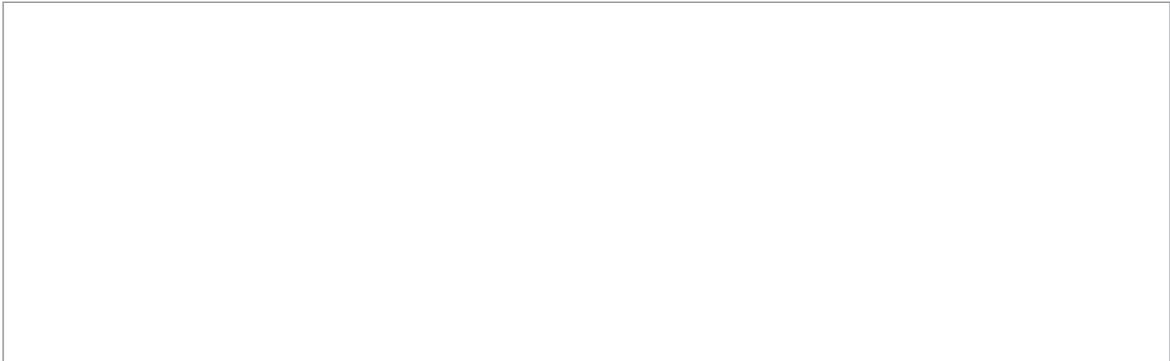
10: Do your customers choose to buy from all or any of your competitors sometimes? If so, why do you think this is and hwo can you fill this gap better?

FIND YOUR DIFFERENT FRAMEWORK

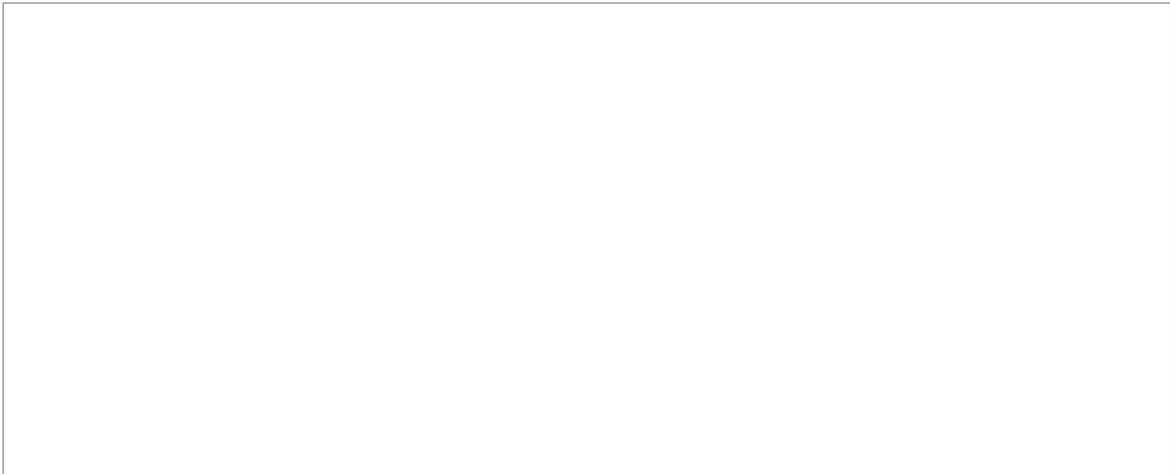
Q11: How are you re-inventing your category?



Q12: How are you creating/bringing new meaning to your category?



Q13: If media wrote a story about you and your business, what would you want it to say?



JADE ROBERTS

FOLLOWING THE BRAND
AUDIT, WORK THROUGH
YOUR FINDINGS. DISTIL THE
KEY INSIGHTS AND USE IT TO
GET GREATER CLARITY ON
YOUR 'DIFFERENT.' THIS CAN
THEN HELP TO INFORM THE
LANGUAGE AND
COMMUNICATION IN AND
AROUND YOUR BUSINESS;
ULTIMATELY BECOMING THE
GUIDING SHIP FOR PR AND
BRAND STRATEGY.

SUMMARY

Now that you've harvested your 'different' and you have more clarity around the potential stories sitting within your business based on your founder story and uniqueness, you can keep your brand strategy moving by weaving some of the key findings into a Brand Bible, Content Marketing Strategy and PR Strategy.

THE BRAND AUDIT CHECKLIST



REVIEW THE DOCUMENT



CREATE A COPY OF THE
DOCUMENT SO THAT YOU
CAN KEEP THE ORIGINAL



DELETE THE PAGES YOU
DON'T NEED



WORK THROUGH EACH STEP



REVIEW, REFINE



TICK, BECAUSE YOU ARE ON
YOUR VERY, MERRY WAY TO A
MORE CONSIDERED APPROACH
TO PR SIMPLY BY
UNDERSTANDING THE
POTENTIAL STORIES AND
DIFFERENT WITHIN YOUR
BUSINESS

GET THE PR GOODS

For more PR goods be sure to visit our free resources page, sign-up to our newsletter and check out our shop for accessible PR options for you, your clients or your business at any stage of your PR journey.

[LEARN MORE](#)

raraPR is above all the sum of people who together help build brands and share stories. We are present in our determination to make a positive difference to the world by representing individuals and businesses doing good. We are an extension of the personal stories within us, those that we exist for and those within you that need to be heard.

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