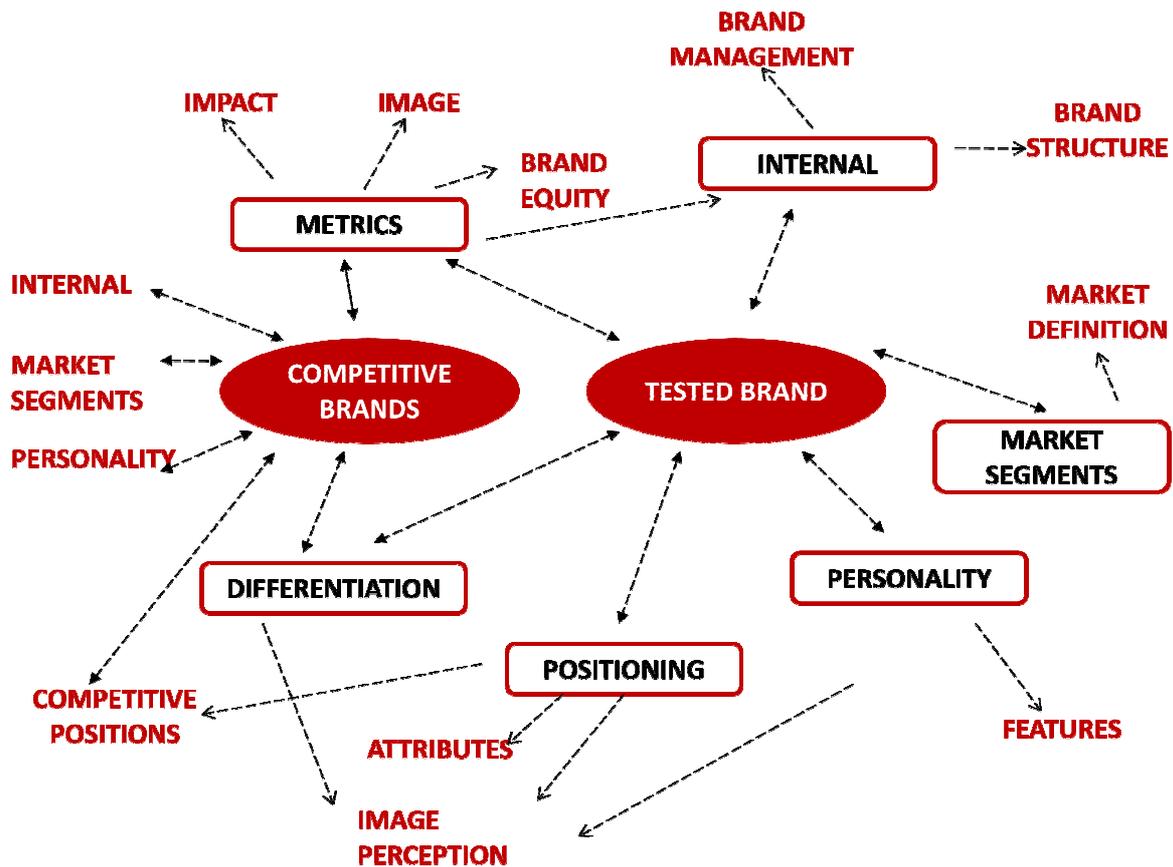


Brand Audit

What is Brand Audit?

- Brand is what differentiates the company from competitors. Using an approach that takes into account the internal and external environment allows you to create initiatives that lead to a greater market share and build customer loyalty
- **Brand Audit helps to determine:**
 - **how strong the brand is**
 - **what it is good at and what is appreciated about it**
 - **where it works**
 - **how well your customers can imagine it**
 - **reveals the weaknesses and deficiencies**
 - **shows where the opportunities for improvement are**
- The result of a brand audit is to ensure consistency in the way your brand is perceived and supported. This leads to strengthening the brand as well as the company.
- **For successful implementation of a brand audit, it is necessary to include**
 - **marketing brand audit**
 - a complex overview of physical representation (offices, advertising, points of sale ...)
 - **internal brand audit**
 - realization of workshops with staff and interviews with managers
 - **external brand audit**
 - external marketing research conducted on end-users of a brand

BRAND AUDIT MIND MAP (by Tony Buzan)



What are the main advantages of Brand audit?

- ☺ enables to reveal opportunities and risks
- ☺ comparison of an internal and external view of the brand
- ☺ reveals the strengths and weaknesses of the brand and proposes their processing in relation to the competition
- ☺ enables to specify whether the market share will grow, remain stable or will decline
- ☺ brand audit also examines and evaluates trends in the market segment
- ☺ is a complex view of the brand covering all major influences including the competitive environment