



Brand Report Card

The definition of a brand is “the evidence of distinction.” Without distinction your company and products could be considered “Brand X”, “Generic”, or worse, a commodity.

Take this simple test to assess your brand’s distinction.

Enter 3 for “Yes”, 2 for “I don’t know,” and 1 for “No.”

- _____ You have discovered what differentiates you company from your competitors.
- _____ Your distinction is recognized by all of your clients/customers.
- _____ Your distinction has value to your clients/customers and prospects.
- _____ All employees in your company are aware of this distinction.
- _____ Hew hires are trained to communicate your company’s distinction.
- _____ Your distinction is communicated clearly to prosectcs.
- _____ Your distinction is clearly communicated in your marketing materials.
- _____ Your distinction is scripted and utilized consistently.
- _____ Your product’s pricing strategy is based on client/customer perceptions of value.
- _____ Your brand received adequate marketing support.

Scoring Your Report Card

24-30	A	Congratulations, you are on the right tract to distinction.
15-23	B	Good things are going on but your distinction might be a little blurry.
9-14	C	Today, average means commodity. Work needed.
Below 9	D	Uh-oh. Need we say more?

Every company can be an “A.” And we can help. Call Paul Feith at 630-799-1571 to review your report card and the brand development opportunities that lay ahead for you.