



# **Urban Jungle Free Brand Assessment Tool**

***20 simple questions to determine the strength of your brand.***

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On a scale of 1 – 5 (1 is poor and 5 is excellent), rate the strength of your brand.

<b>Brand Strategy</b>	
<i>How practical and inspiring is your company's vision or mission statement?</i>	
<i>To outsiders, does your company appear focused on doing only what it can be the best at?</i>	
<i>Rate the importance of your company's Core Values in guiding staff decisions and behaviour?</i>	
<i>How much effort is spent on reviewing your competitors' key messages and image?</i>	
<i>How consistent are your company's Key Messages used in external communications such as advertising, sales calls, proposals, brochures, and the website?</i>	
<b>Brand Image</b>	
<i>How distinctly does your name, descriptor, tagline &amp; logo communicate what your company does?</i>	
<i>How well does your brand identity match the quality of your products and services?</i>	
<i>How well does your identity convey the personality and position of your company?</i>	
<i>How well does your identity capture &amp; communicate a unique, visual edge over your competitors?</i>	
<i>How consistent and up-to-date are the visual details surrounding your logo, paperwork, brochures, website, packaging, company vehicles, signage, office space, and employee attire?</i>	
<b>Brand Experience</b>	
<i>How much effort is spent on controlling your customers' brand experience?</i>	
<i>How well-defined and executed are your company's key points of difference?</i>	
<i>How well do your physical and digital environments create a unique &amp; memorable brand experience for your ideal customers?</i>	
<i>How consistent are your staff in delivering a unique &amp; memorable experience to your customers &amp; prospects?</i>	
<i>How would you rank the strength of your brand experience against your top competitors'?</i>	
<b>Brand Management</b>	
<i>How would you rate your company's overall level of understanding &amp; awareness of Brand?</i>	
<i>How much effort is put into training staff to know your brand and what makes it unique &amp; better?</i>	
<i>How well is your company managing &amp; controlling your brand, ensuring that its image is protected &amp; upheld?</i>	
<i>How much effort is put into monitoring &amp; assessing your key audiences' experience with your brand?</i>	
<i>For attracting and retaining customers and staff, how much advantage does your brand have over your top competitors?</i>	
<b>TOTAL</b>	

### ***What does my brand assessment score mean?***

*Obviously you want to score as close to 100 as possible; however, even the strongest brands in the world need improvement in some areas.*

- *A score of 75 or above indicates a strong brand—one with just a few minor branding issues in need of addressing.*
- *A score below 75 but above 50 indicates a fairly strong brand with moderate branding issues in need of addressing to ensure sustainable growth can be achieved while creating maximum equity in the brand.*
- *A score below 50 but above 25 indicates there are serious branding issues requiring urgent attention. Once addressed your business should see a marked improvement in clarity, focus, work-place culture, and customer experience.*
- *A score of 25 or below implies a business with a weak brand—one that needs to address fundamental branding issues immediately to ensure that shareholder value is not eroded in the short-term.*

*Addressing these issues can take years to fix but the prize is a more predictable, scalable, profitable, and successful brand—even if you decide to keep it.*