

BRAND STORY AUDIT

WORKSHEET & GUIDE

Being too close to your brand makes it hard to see where you need to focus.

(and No, it's not just you!)

Many founders we help have a gut feeling something is just not right with their brand story. But they can't put their finger on it. Some know the problem all too well, and just want confirmation and a simple plan to fix it!

A brand story audit will quickly reveal the peaks and pitfalls for your brand. It will help produce a prioritized action plan to bridge those gaping voids that customers must leap. The same gaps that cause other customers to come to a screeching halt.

But what if there were no such gaps? Imagine a silky smooth brand story that makes your customer's journey a stroll, not a struggle. And helps you to increase both your positive impact in the world and profits.



What exactly is a brand story audit?

Humans are story processing machines. So naturally story underpins your brand. Your brand story is the message perceived by your team and your market, whether you are deliberate about telling it or not.

A brand story audit is a thorough review of all your brand elements to work out how well they are working for your market and your team. It does this by focusing on a core set of measurements for each element of your brand.

Why is brand story important?

A story exists for your brand whether you write it, or let it write itself through the perception of your team, customers and prospects.

Every message that you communicate through your way of doing business, your branding, and your marketing collateral influences the overall brand story that a person interprets and holds in their mind for your brand. This is the story that they tell others about you.

When you tell a consistent, meaningful and relevant brand story across all your brand and marketing collateral, you control how your brand is perceived. That means by your team, customers and market. With the right story your brand is transformed from a commodity to compare prices with, to a crusade to join and fight tooth and nail for.

Which would you prefer to be?

How to Use the Worksheet

You will be scoring every item specified in the worksheet that your brand has. The columns are the four criteria which we cover in the next section. Score each item with the criteria from 0 (abysmal) and 5 (awesome). Then enter the average of those four scores into the Total column.

In the priority column enter a 1 to 3 based on the urgency of addressing this problems with this item, and add a short action item or comment in the comment column

Add them all up for your total score. Then create a prioritized action plan to capitalise on the opportunities to improve which you have identified.

What are the four criteria the brand elements are measured against?

The four criteria are:

Design: quality, suitability and consistency

Culture: purpose, values and mission alignment

Buyer: audience relevance and positioning

Story: impact, simplicity, clarity, consistency

We have created this PDF so you can type directly into the text area when using Acrobat. Or simply print and hand write on it if you prefer.

Impact Brand Audit Worksheet



Brand Item	Design	Culture	Buyer	Story	Total	Priority	Comment
Fundamentals							
Your Company/ Business Name							
Vision							
Purpose							
Values							
Positioning Statement							
Tagline							
Brand Promises							
Tonality							
Impact							
Impact Model							
Impact Measurement							
Impact Story							
Buyers							
Core Buyer Defined							
Core Buyer Persona							
Secondary Buyer Personas							
Formality							
Have you registered your name or logo as a Trademark?							
Essentials							
Business Cards							
Email Signatures							
Letterhead (Print & Digital template)							

Brand Item	Design	Culture	Buyer	Story	Total	Priority	Comment
Invoice Template (Xero/Myob)							
Website							
Intranet/Portals							
eDMs							
Videos, movies,							
Company Credentials/							
Powerpoint/Keynote							
Flyer							
Digital Brochure							
Printed Brochure							
Social							
LinkedIn Company Page							
LinkedIn Profiles							
Facebook Page							
Twitter							
Youtube channel							
Instagram							
Google +							
Extended							
Products/Service Sheets							
Whitepapers							
Envelopes							
Press Kit							
Packaging							

Brand Item	Design	Culture	Buyer	Story	Total	Priority	Comment
Point of Sale							
Presentation Folder							
Webinar Template							
Google Banner Advertising							
Prominent Signage							
Vehicle Livery							
Print Advertising (magazines, journals)							
Posters							
Outdoor advertising							
TVCs							
Promotional items							
Event displays, exhibition stands, etc							
Other							
Define							
Define							
Define							
Average Score							
Total Score							

Need expert help with your brand story audit?

It can be very difficult to self audit because you are likely far too close to your brand to take an unbiased perspective. Not to mention unfamiliarity with the intricacies of the brand story audit criteria, a unique area of expertise.

With more than 50 possible brand elements to be evaluated, and measured against four criteria, there is a lot of potential opportunities to improve. Our expert team will pinpoint every opportunity for you. Your brand audit report will show you exactly where to focus your efforts.

Your brand story audit will enable you to celebrate the wins, pinpoint the problem areas, and fill them with your prioritized action plan.


Want to find out how your brand measures up?

Visit: <https://thesponge.com.au/brandaudit/>

To create sustained positive impact and profit in today's market you need to connect at a deeper level with your audience. It takes an authentic, impact brand story to resonate with the new era of conscious consumers.

Is your brand story resonating for your audience?

Start a conversation with us about your brand today

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