

seventy7

From Drained to Dominant

**Defeating brand
fatigue / A brand audit
workbook / Creative**

**A brand audit is a
checkup that evaluates
your brand's position
in the marketplace,
its strengths
and weaknesses,
and how to improve it.**

**Trying to figure out what's going
wrong with performance but can't
quite put your finger on it?**

Then it's probably time to start auditing your brand and marketing channels. We've pulled together a series of audits to allow you to take a step back and ask the questions that you may not have considered in a while. Even though they may be obvious, it's easy to let them slip your mind.

Taking a regular step back to review your brand and activity ensures everything is aligned to your goals and business direction. Getting the right message to the right people at the right time is the key to success. Put the kettle on, sit back and review your activity to get your brand back to winning ways.

1/

Core brand identity / Personality

What you do.

Briefly describe your business, your audience and your goals.

Mission statement.

Is your mission clear, concise and aligned to your brand values? Is it relevant to your audience and market?

Brand and company values

Do your values fit with your future? What do you stand for and how do you want to be perceived?
Are you communicating these values well?

Who are your top 3–5 competitors?

What are you doing to align with them, and how do you stand out from them?
Analyse your peers the same way you assess yourself.

Unique selling proposition (USP)

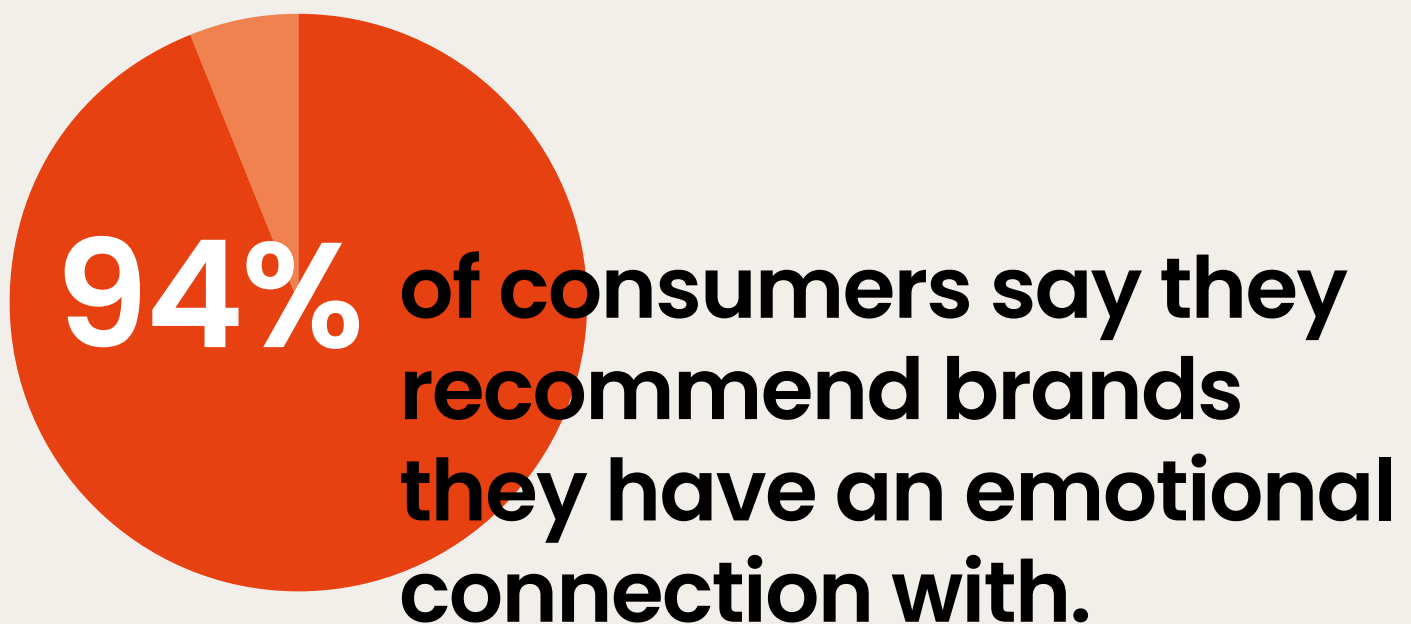
What sets the brand apart from competitors?

Target audience

Who is your target audience?
Do you understand their wants and needs?
Do you need help to get in-depth on audience behaviours?

Brand personality

How do you describe your brand? Does the brand have a distinct personality that resonates with the target audience?



Source: WebFX

2/

Verbal identity / Tone of voice and brand messaging

Tagline or slogan.

How do you sum up what you do in a single sentence? Is it memorable, concise, and reflective of the brand's essence/personality?

Value proposition.

What unique value do customers get from purchasing your product/service? Is the brand's value clearly communicated to the audience?

Key messages.

What are your main selling points or messaging pillars? Are the core messages effectively communicated across the right channels?

Tone of voice.

How do you speak in your content? Is the brand's communication consistent in terms of language, style, and tone? Or if you use specific TOV per channel why and is this correct?

3/ Visual identity

Document what does and doesn't work about each element of your brand.
Think about how and where you use each part.

	Yes	No		Yes	No
Logo.			Graphic icons and design elements.		
Is the logo visually appealing, recognisable, and reflective of the brand?	☐	☐	Are the graphic icons/elements of your brand defined?	☐	☐
Is it fit for purpose within the specific channel or material used upon?	☐	☐	Are they consistent across brand materials?	☐	☐
Typography.			In general does your current identity:		
Is the chosen font(s) consistent with the brand's personality?	☐	☐	Reflect your personality?	☐	☐
Are the fonts fit for purpose in platform and channels, i.e. are they legible, concise and consistent in their usage?	☐	☐	Align with/communicate your values?	☐	☐
			Differentiate your brand?	☐	☐
			Stay consistent?	☐	☐
Colour palette.			Imagery and video.		
Is the colour palette concise or are there too many colours creating inconsistencies?	☐	☐	Are the images and video good representations of your brand?	☐	☐
Are the colours fit for purpose across different platforms/channels and materials?	☐	☐			
Are the brand colours consistent across different platforms/channels and	☐	☐			

4/

Brand communications

Document what does and doesn't work about each element of your brand.
Think about how and where you use each part.

	Yes	No		Yes	No
Printed materials.			Advertising materials.		
Do stationery, brochures, newsletters and graphics consistently reflect your brand identity, selling your service and USPs?	☐	☐	Do print and digital ads align with the brand's visual identity and messaging?	☐	☐
Digital.			Internal communication.		
Are website, apps, social media handles (company and key staff profiles), visually appealing, user-friendly, and reflective of the brand's identity?	☐	☐	Are they consistent and reflect the brand identity and messaging?	☐	☐
Presentations and tenders.					
Are they structured to convey the brand, its services/ product, and USPs?	☐	☐			
Are they consistent and reflect the brand identity and messaging?	☐	☐			



**55%
of a brand's first
impressions are visual.**

Source: Gitnux

Strengthen your market position and elevate your brand's storytelling to give your consumers what they want.

Now you've reviewed everything, make sure you put actionable steps in place to align the brand with your business direction.

Remember to set regular times to review your activity - it's easy for even the most seasoned brands to lose sight of direction and get bogged down in the weeds. Be sure to consider this from a consumer-first perspective to ensure success.

The audit doesn't have to be a one-off activity, it can be used for continuous improvement. Make a habit of using it regularly to slightly adjust your direction, staying in line with the ever-changing external environment.

Seventy7. The team behind your next big idea.

Creative.

Defining your brand, from strategy to design.

Photography and Video.

Telling your story in stills and motion, for every audience and every platform.

Digital.

Growing your audience and engagement through smarter web, search and social.

Web.

Creating online experiences that reflect your brand and get results.

Lab77 Innovation.

Discovering the next generation of content and technology.

Want to know more?

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