

10 PT.
BRAND AUDIT

A ROADMAP TO BUILDING GREAT BRANDS

BRAND STRATEGY

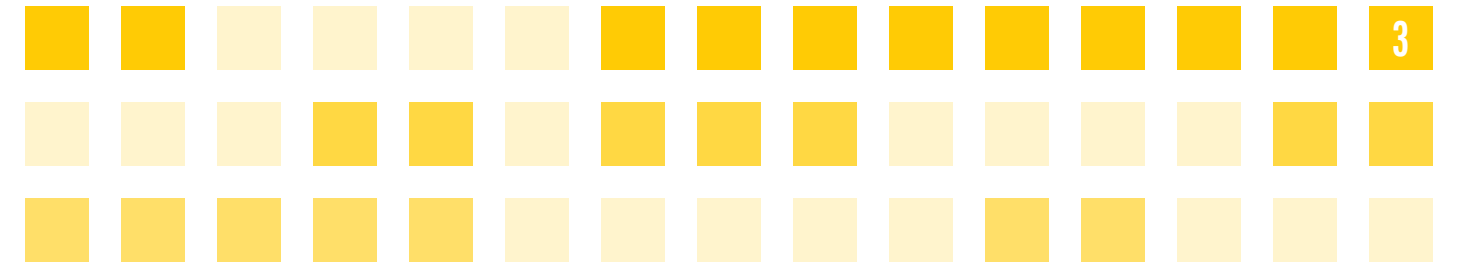
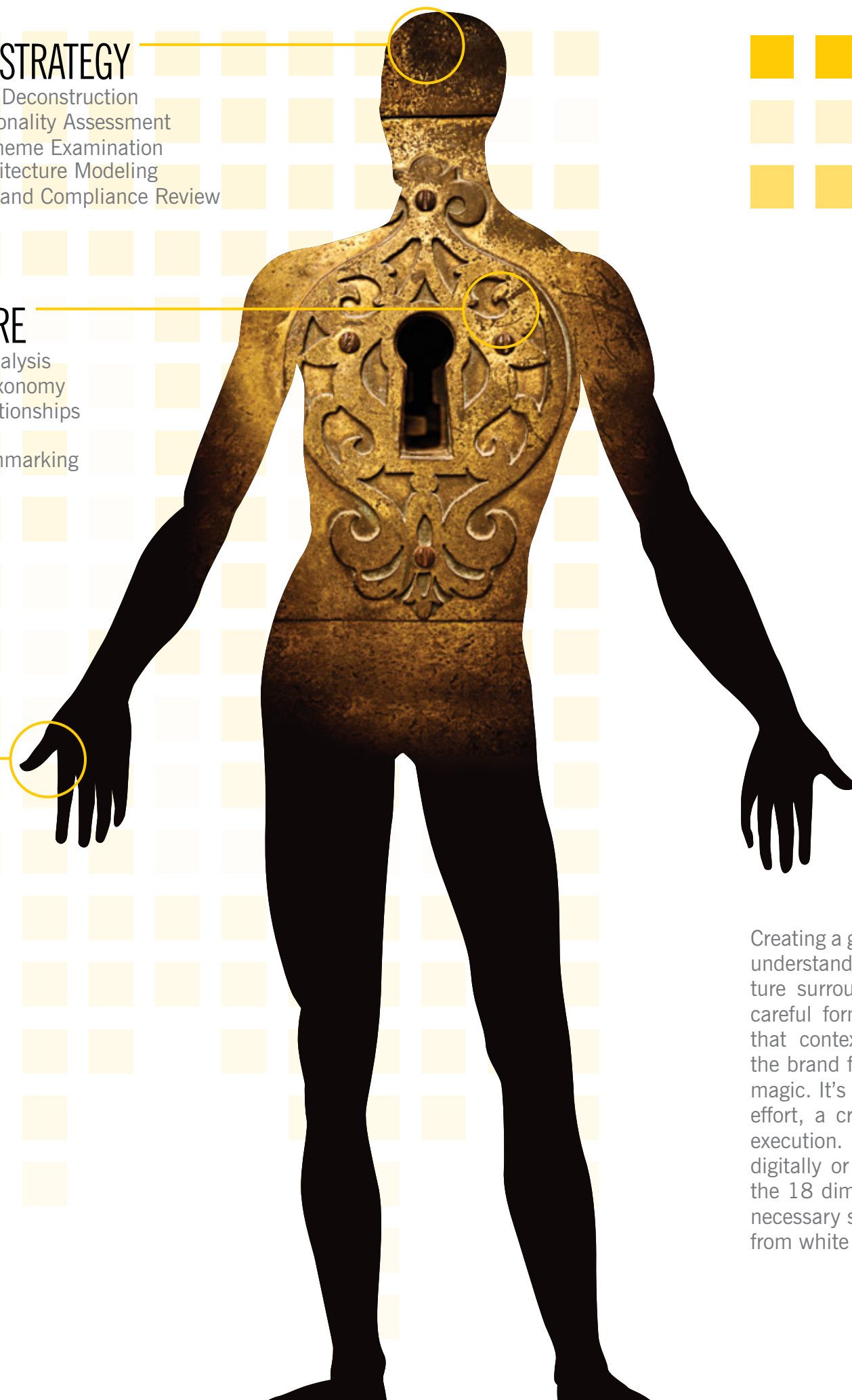
Positioning Deconstruction
Brand Personality Assessment
Message Theme Examination
Brand Architecture Modeling
Production and Compliance Review

BRAND CULTURE

Cultural Discourse Analysis
Myths and Morals Taxonomy
Customer Brand Relationships
Competitor Mapping
Cross-Category Benchmarking

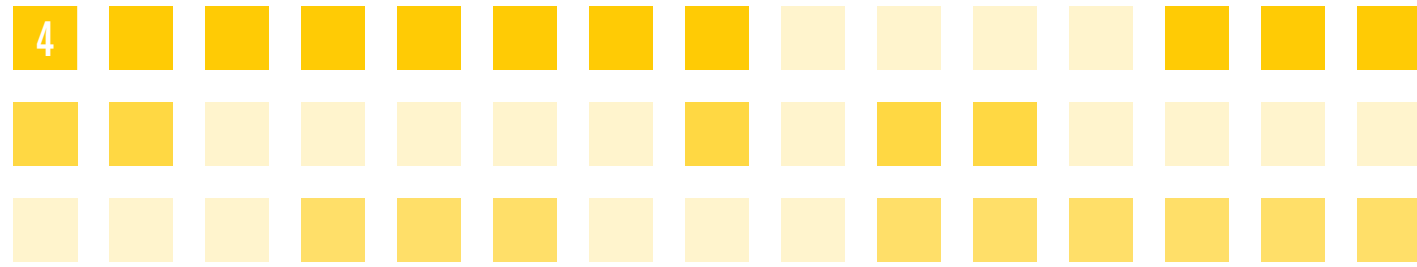
BRAND EXPRESSION

Logo Evaluation
Typography Inventory
Color Palette Identification
Imagery Appraisal
Name Assessment
Tagline Analysis
Brand Voice Critique
Design Standards Effectiveness



THE ART + SCIENCE OF BRANDING

Creating a great brand begins with a thorough understanding of the environment and culture surrounding the brand. Next comes a careful formulation of strategy grounded in that context. Finally, artistic expression of the brand fully captures the strategy. It's not magic. It's not luck. It's thoughtfully directed effort, a creative explosion, and disciplined execution. Whether your brand is viewed digitally or on a supermarket shelf, each of the 18 dimensions of the audit represents a necessary step on the transformative journey from white noise to greatness.

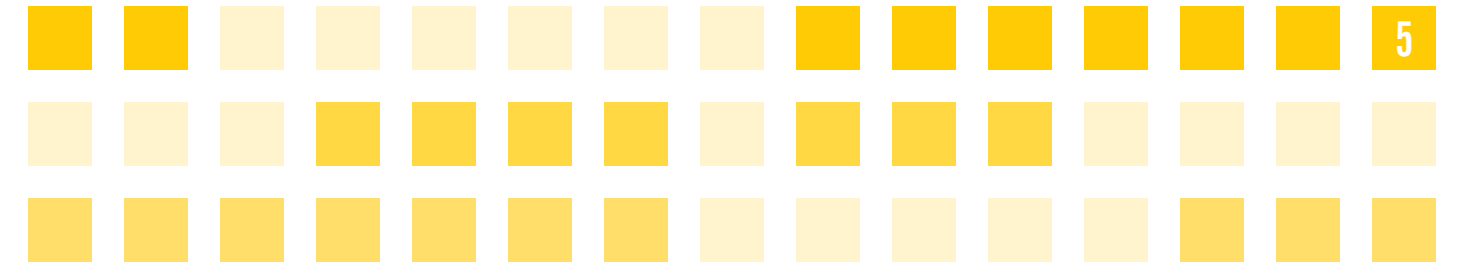
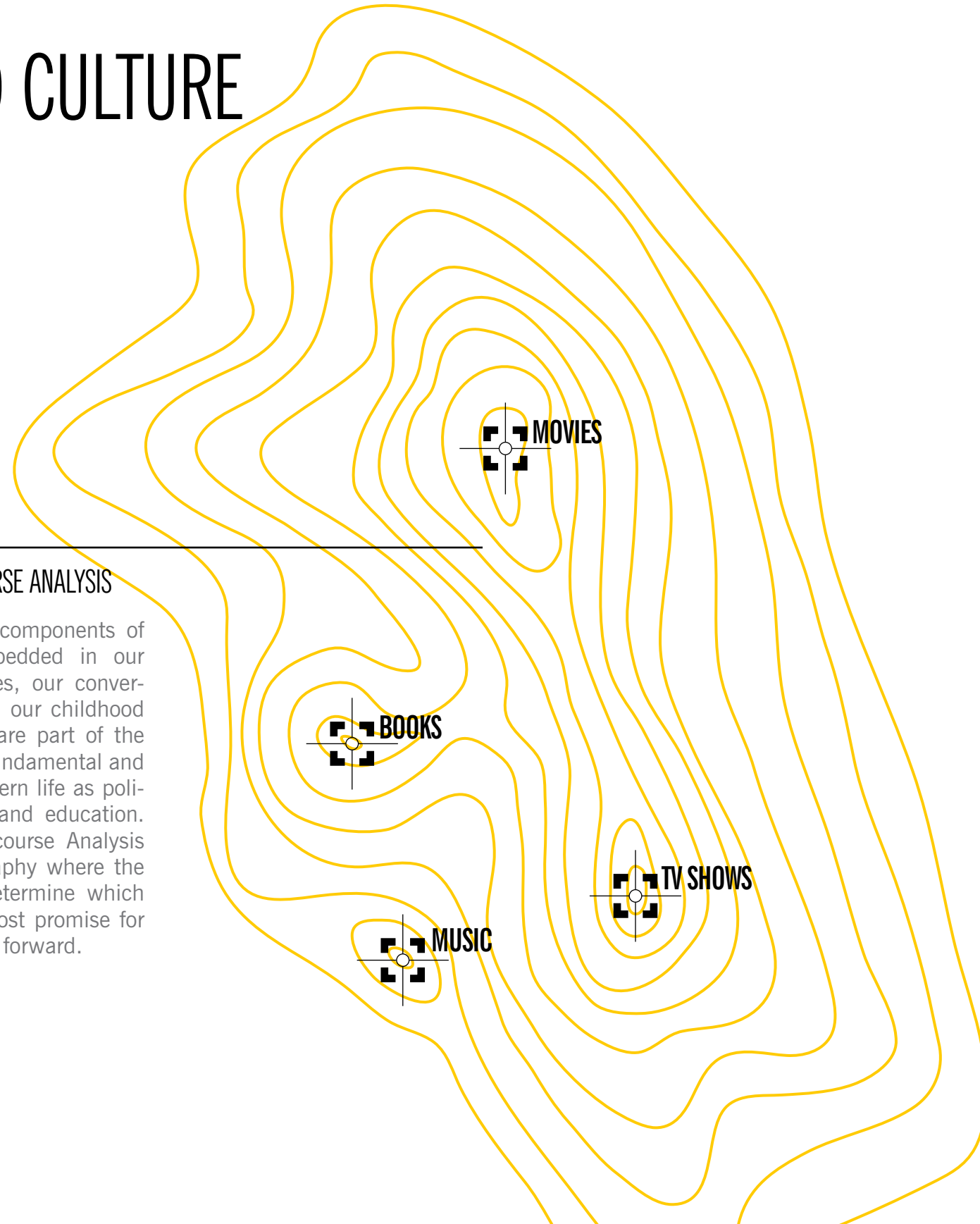


BRAND CULTURE

1.

CULTURAL DISCOURSE ANALYSIS

Brands are vital components of our culture, embedded in our music, our movies, our conversations, and even our childhood memories. They are part of the social fabric, as fundamental and influential to modern life as politics, technology, and education. The Cultural Discourse Analysis maps the topography where the brand lives to determine which ideas hold the most promise for moving the brand forward.



2.

MYTHS AND MORALS TAXONOMY

Beginning the moment we are born, our culture imposes a belief system on us, from parenting behavior to standards of physical beauty. Cementing these beliefs are myriad myths, morals, fads, values, and rituals that operate behind the scenes and hold the culture together. They create tensions between a person's actual-self and idealized-self; tensions that demand to be resolved. As purveyors of these cultural elements, brands have the power to resolve tensions created by myths and morals. The second point of the audit identifies the myth targets to ensure that they can be used in crafting the brand's story.

3.

CUSTOMER BRAND RELATIONSHIPS

Consumers have relationships with brands just like they have with people. While marketers may hope people view their brand relationship as a "marriage," for example, the reality is usually far more complex. The rich and colorful vocabulary by which consumers describe their brand relationships can be remarkably revealing. Protobrand uses its proprietary research tool, Meta4, to uncover and map these brand relationships. Whether it be a "fling" or "enslavement," knowing the true customer brand relationship provides insights into creating a more powerful bond.

ARRANGED MARRIAGE

FLING

CHILDHOOD FRIEND

PROFESSIONAL

TRADITIONAL MARRIAGE

COURTSHIP

DIVORCED

ENSLAVEMENT

WIDOWED

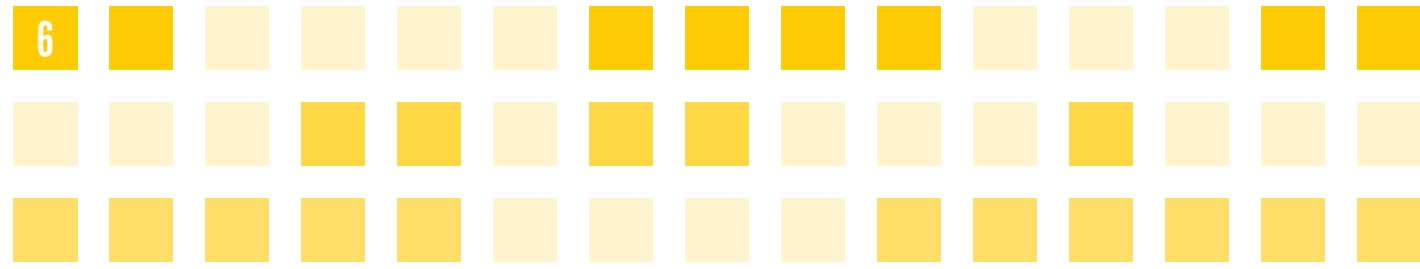
PLATONIC

RIVALRY

PARENT

MARRIAGE OF CONVENIENCE

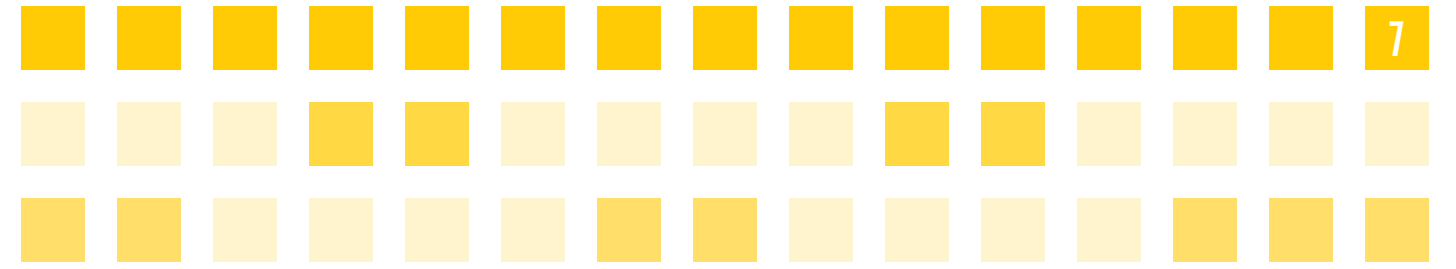
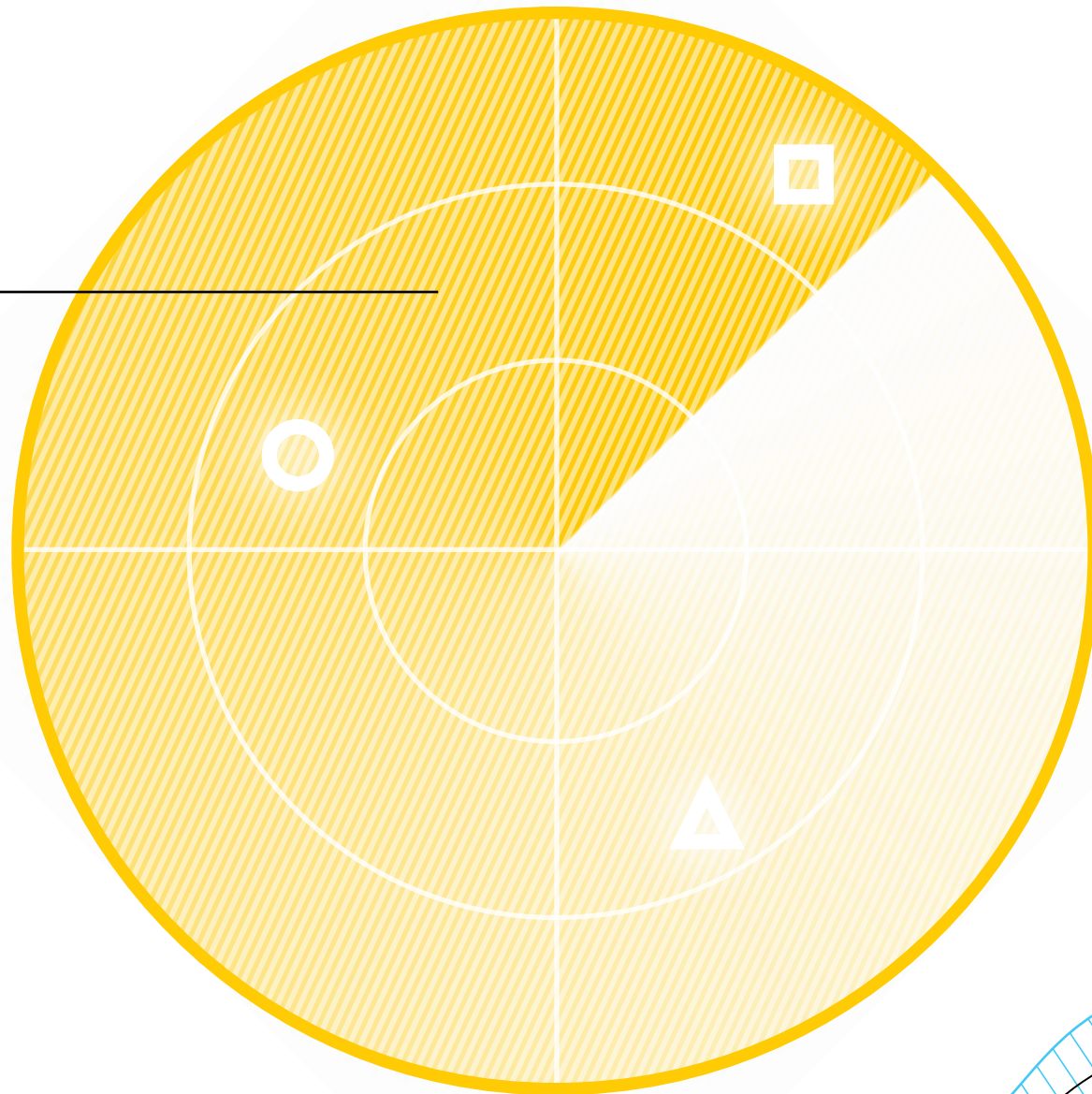
ADOPTED CHILD



4.

COMPETITOR MAPPING

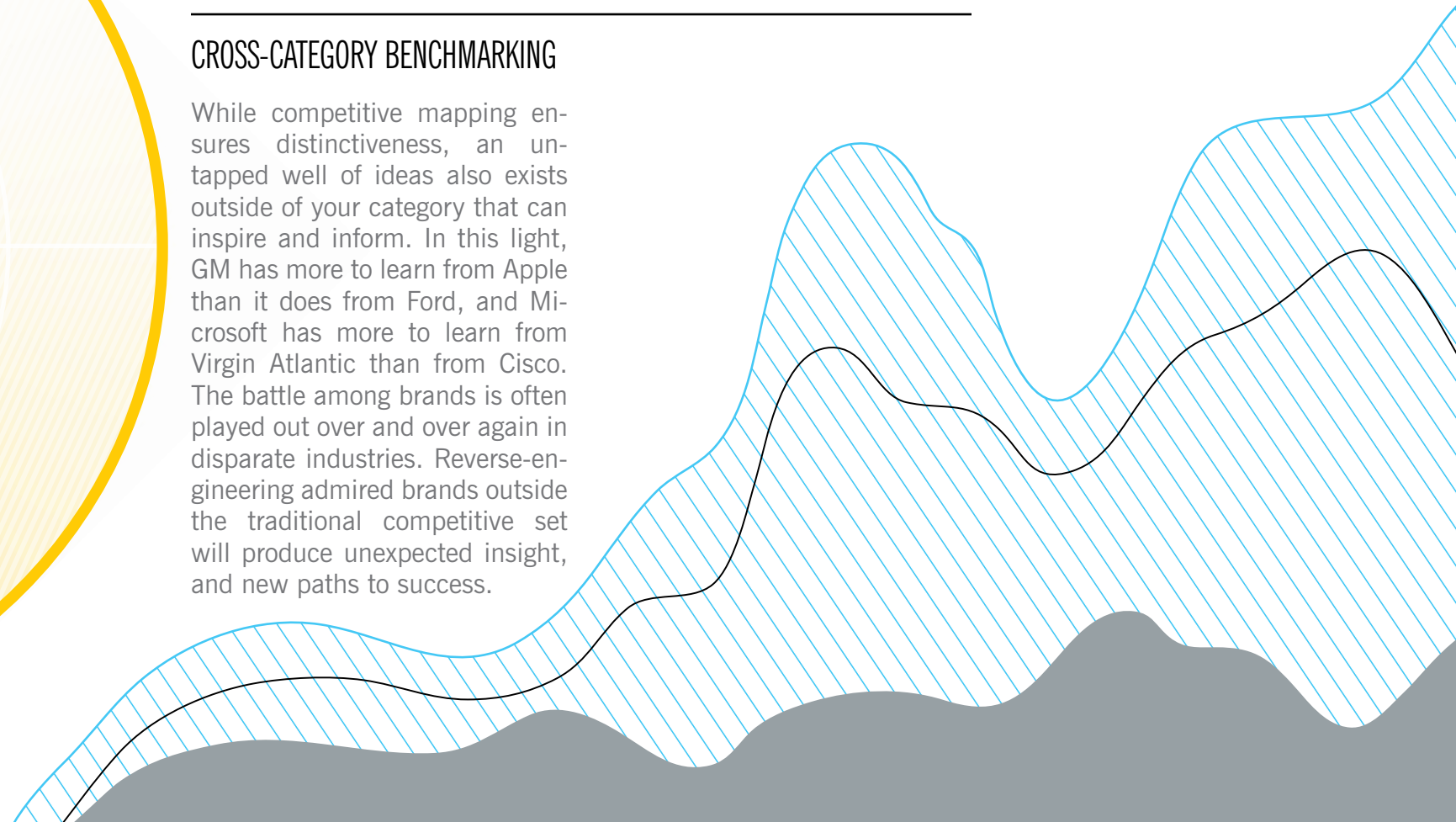
Successful brand strategy requires a clear understanding of the brand strategies and communication practices of the competition. Without this, brand strategies are often “Me, too” because they are based on similar insight that competitors have found. Developing a successful brand strategy depends on understanding how competing brands are positioned in the marketplace and how they execute their strategy. This provides important input to the evaluation of your brand’s strategy and expression.

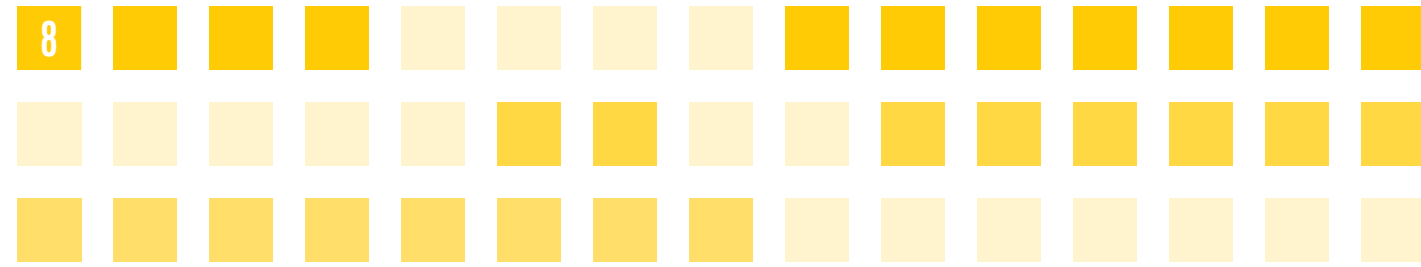


5.

CROSS-CATEGORY BENCHMARKING

While competitive mapping ensures distinctiveness, an untapped well of ideas also exists outside of your category that can inspire and inform. In this light, GM has more to learn from Apple than it does from Ford, and Microsoft has more to learn from Virgin Atlantic than from Cisco. The battle among brands is often played out over and over again in disparate industries. Reverse-engineering admired brands outside the traditional competitive set will produce unexpected insight, and new paths to success.





BRAND STRATEGY

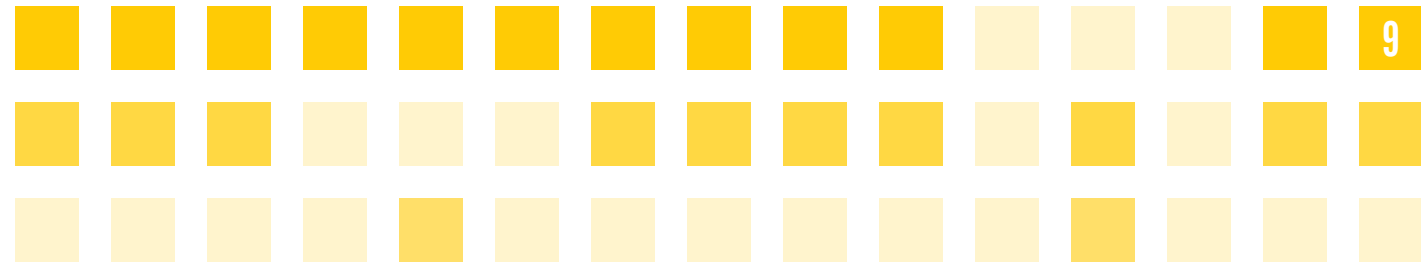
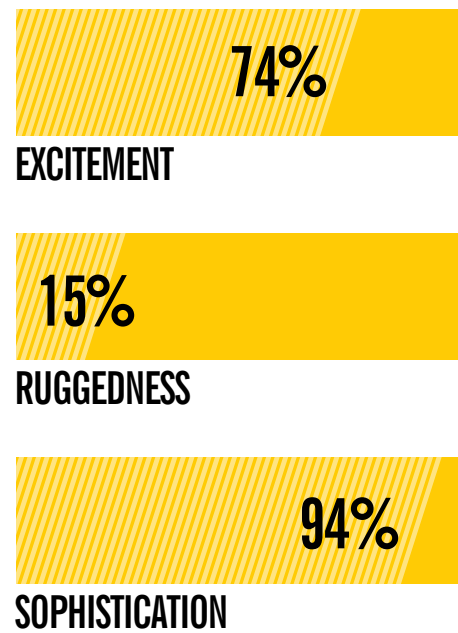
6. 7.

POSITIONING DECONSTRUCTION

Positioning is not merely a battle for the mind, but rather an effort to find a home in the world of people that live with the brand. The positioning statement, which is the formalized and documented representation of this positioning, needs to be dismantled and re-examined on a regular basis. While the product may not change, the culture in which it operates always does.

BRAND PERSONALITY ASSESSMENT

While brands are not human beings (yet), we consumers assign anthropomorphic qualities to them. In order to strengthen the human connection to brands, good strategy identifies desired personality dimensions to aid in the evaluation and development of creative. How well does communications embody these attributes? Are there other unspoken dimensions? Have they been developed to differentiate from the competitive brand set, or rather simply to fit in?

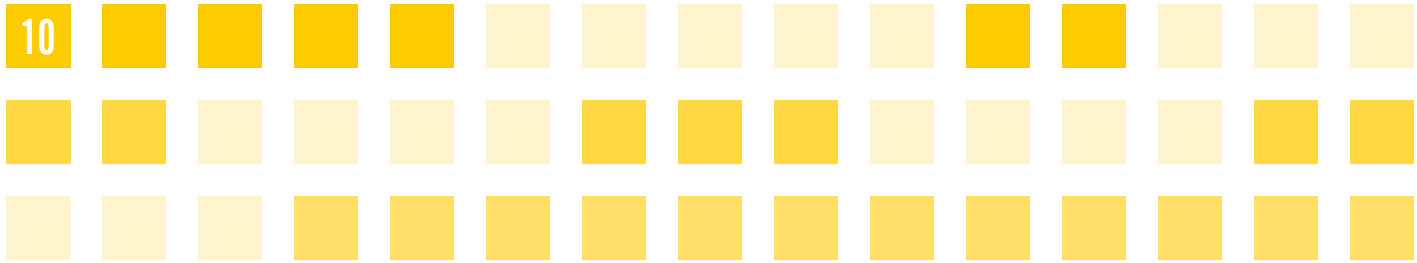


8.

MESSAGE THEME EXAMINATION

Through a process of content analysis and thematic clustering, a review of all verbal communications reveals the message themes supporting the brand. These message themes provide the overarching structure for the brand's narrative. The message theme examination identifies what is being communicated, whether or not the themes are optimal given the brand's positioning, and if they are part of the industry "white noise."

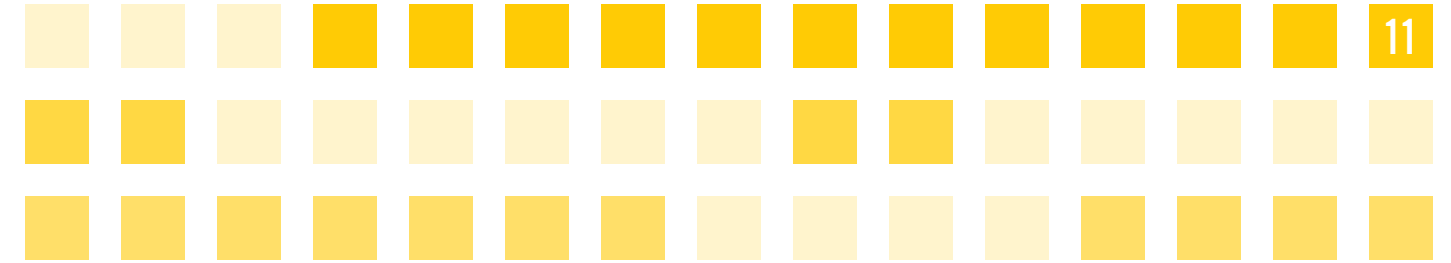
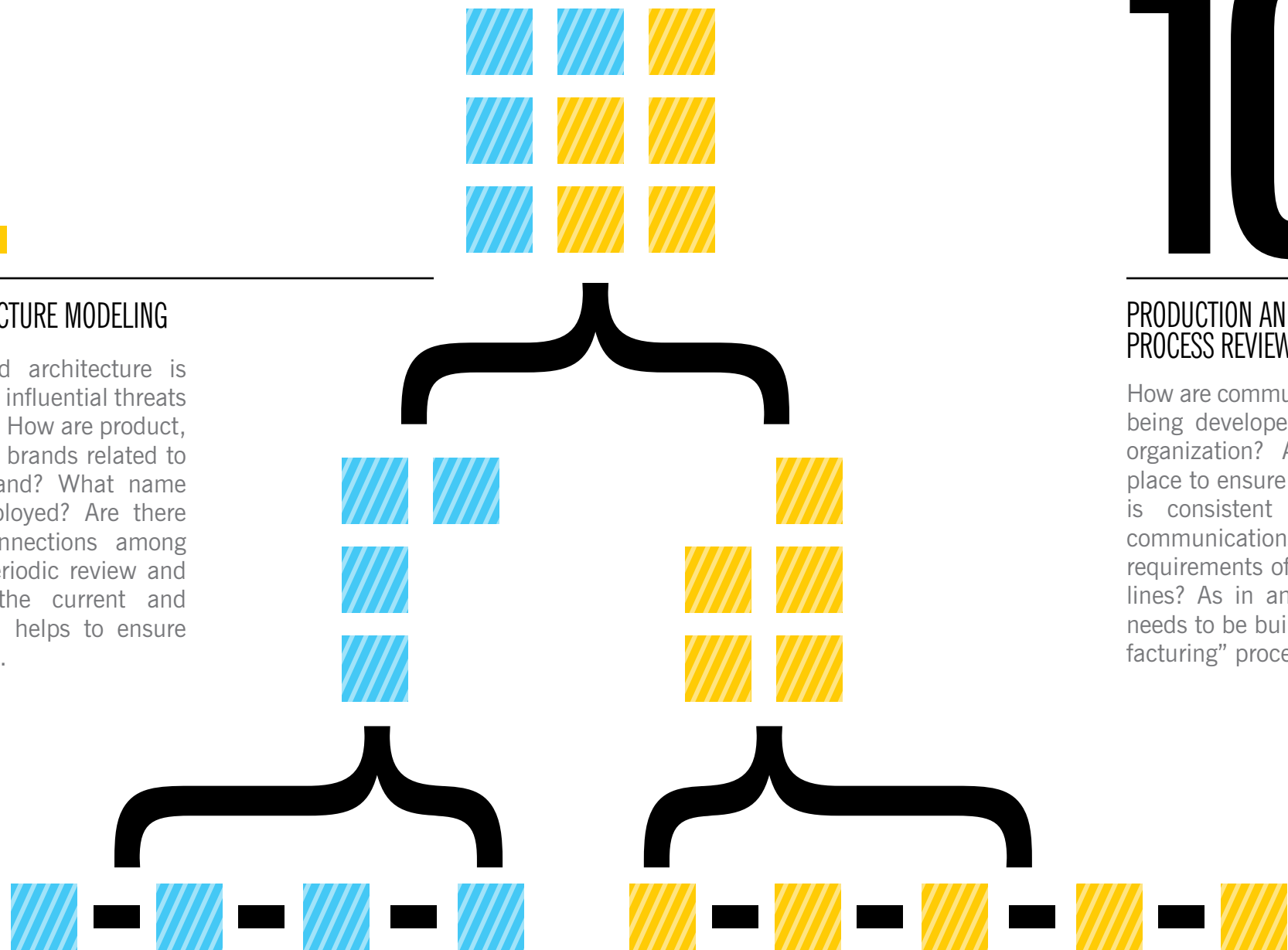




9.

BRAND ARCHITECTURE MODELING

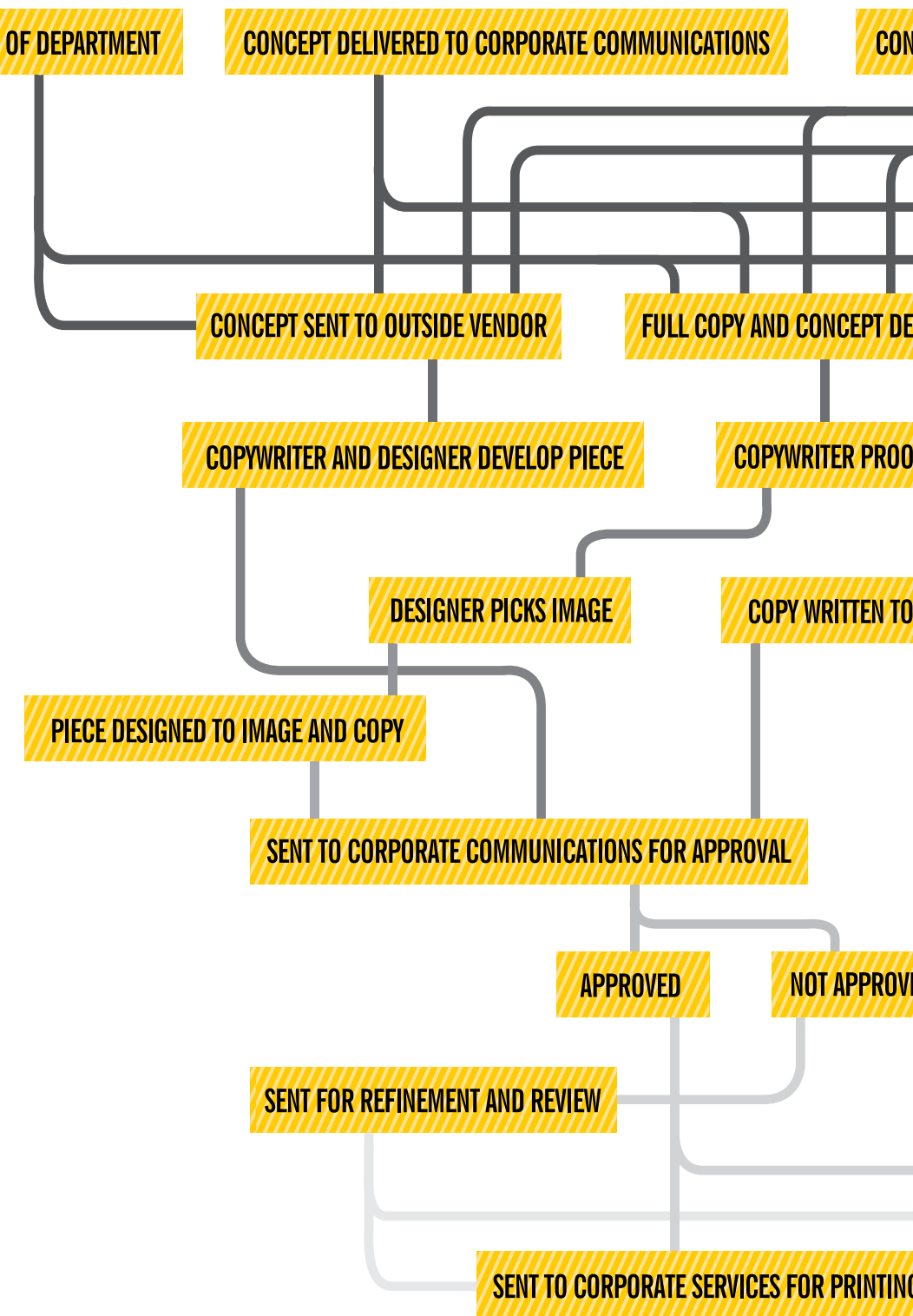
Irrational brand architecture is one of the most influential threats to brand equity. How are product, line, and range brands related to the master brand? What name styles are employed? Are there any visual connections among the brands? Periodic review and modeling of the current and desired system helps to ensure brand cohesion.

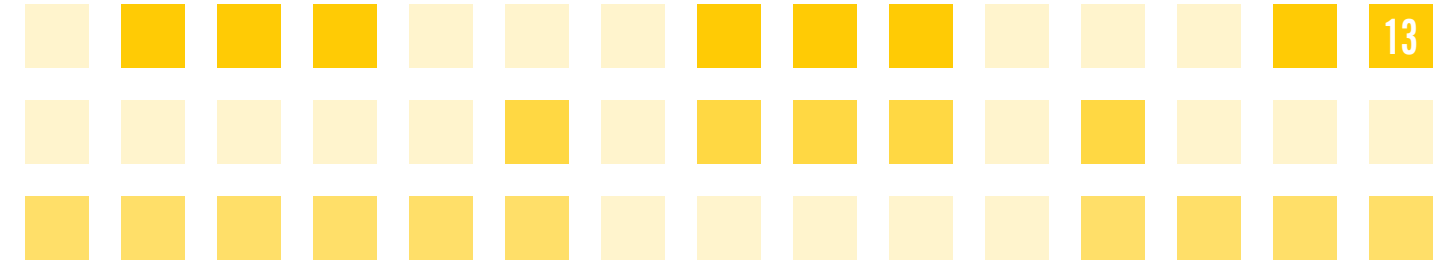
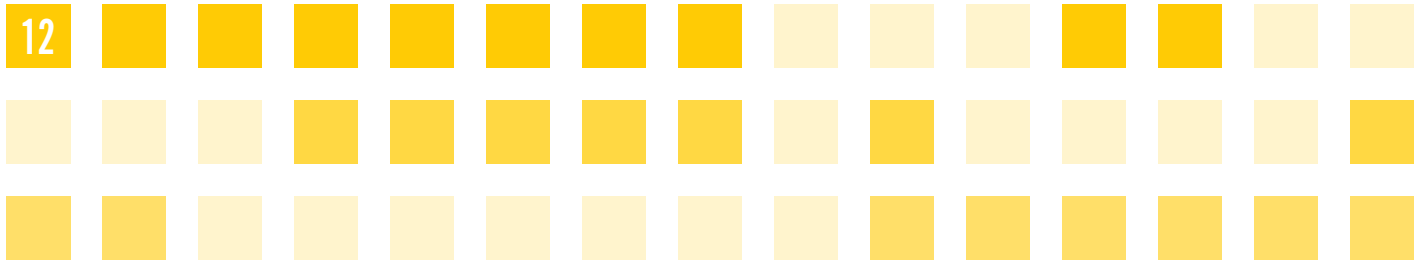


10.

PRODUCTION AND COMPLIANCE PROCESS REVIEW

How are communication materials being developed throughout the organization? Are processes in place to ensure that the outcome is consistent and compelling communications that meet the requirements of the brand guidelines? As in any factory, quality needs to be built into the “manufacturing” process.



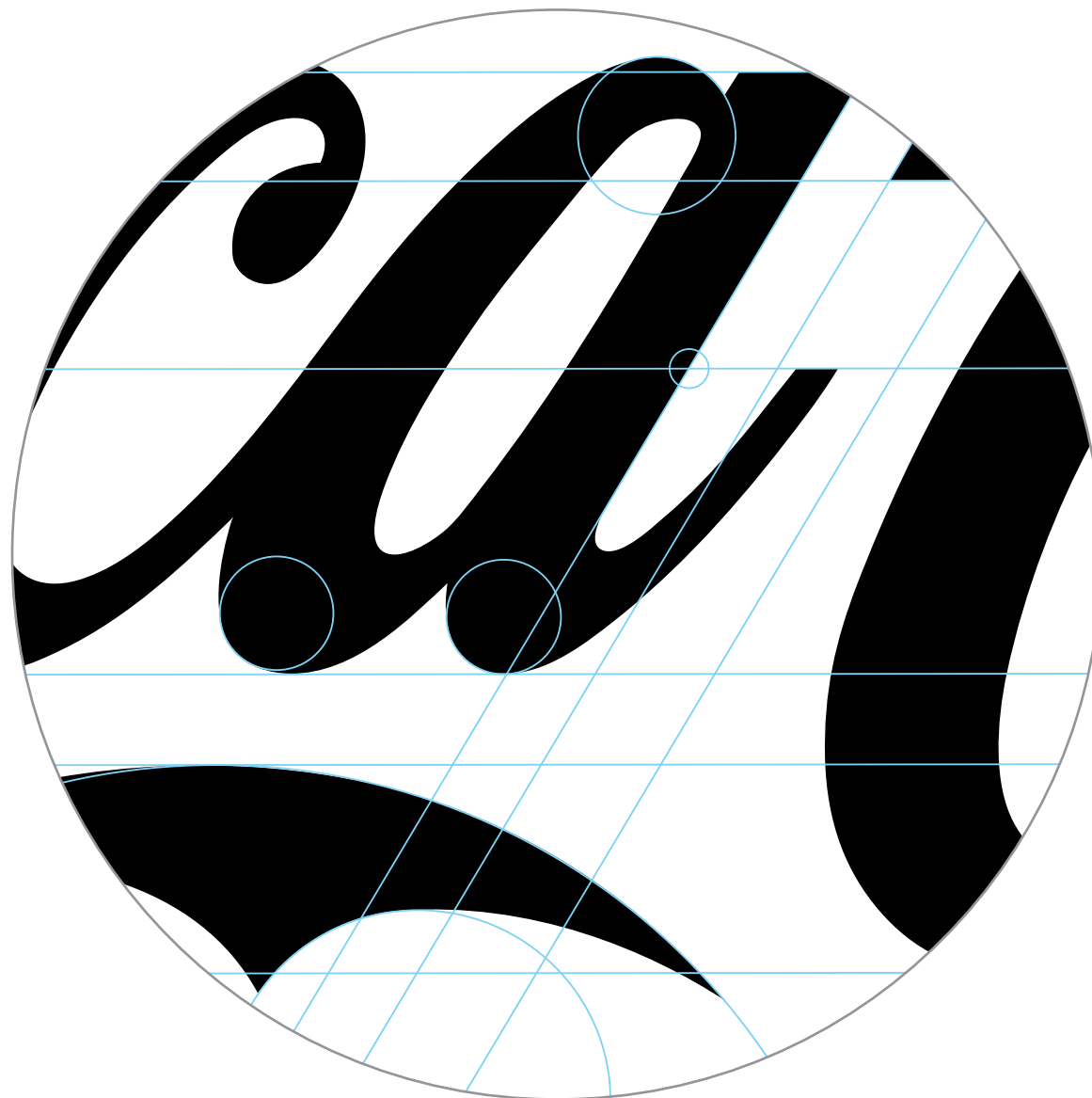


BRAND EXPRESSION

11.

LOGO EVALUATION

Do the logo and all related marks effectively reflect the current strategy and competitive context? For example, how well has the logo been adapted for success in the digital world? Conversely, how does your digital brand fare in the printed world? Inventorying, categorizing, and evaluating the mark collection answers these and other important questions.



12.

TYPOGRAPHY INVENTORY

Typography is a subtle yet important means of establishing a proprietary feel to brands. The right font is not only highly readable, but also contributes to the brand personality. A thorough inventory across media will help improve the effectiveness and efficiency of the typographic assets employed in communications.

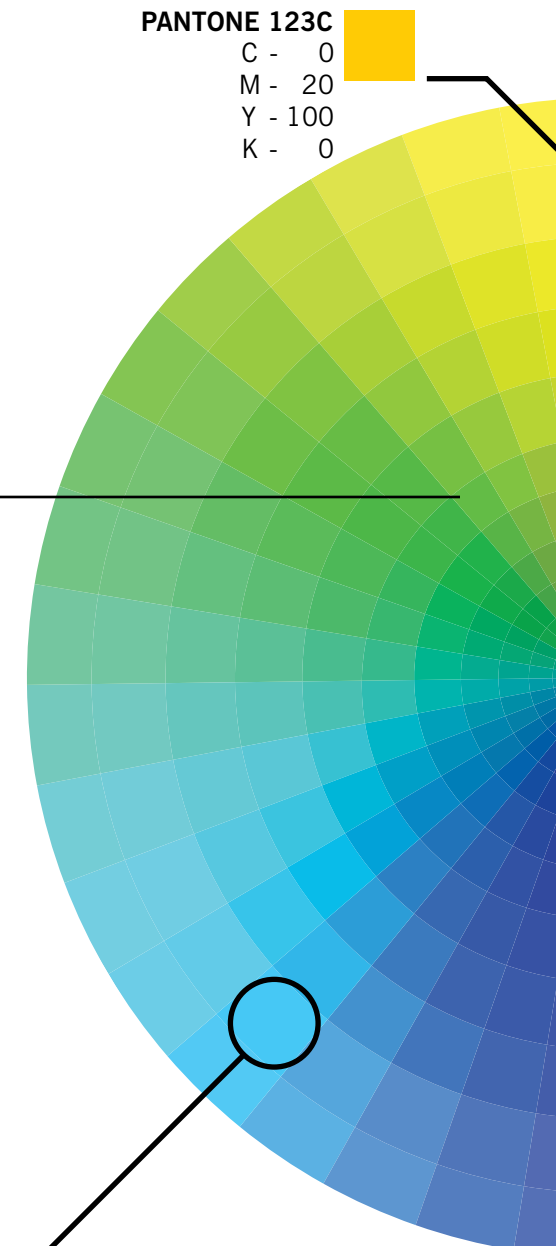
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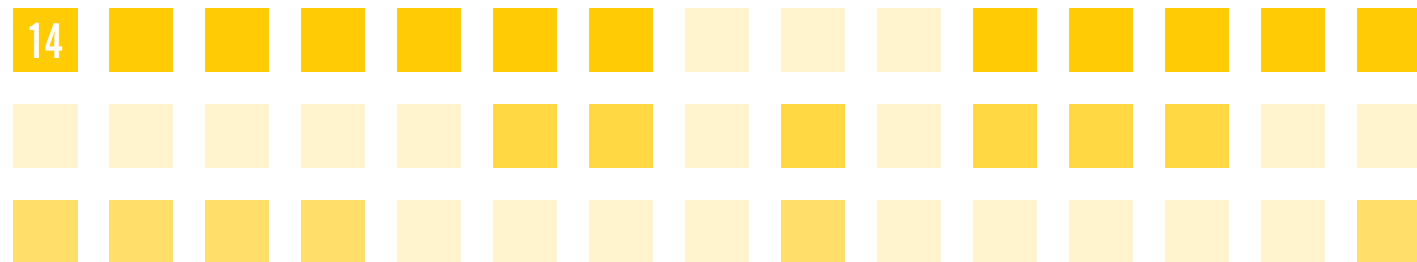
COLOR PALETTE IDENTIFICATION

Color both supports the brand voice and also clarifies the information hierarchy in communications. So the colors that constitute a brand's look are important elements in building strong visual differentiation. By determining the entire range of colors currently employed, you can develop a powerful, well-defined palette to meet your brand communication needs.

PANTONE 123C
 C - 0
 M - 20
 Y - 100
 K - 0

PANTONE 299C
 C - 60
 M - 0
 Y - 0
 K - 0

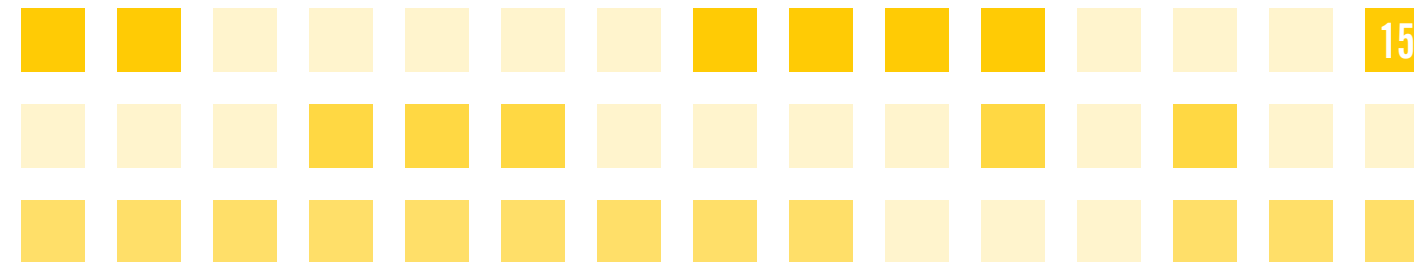
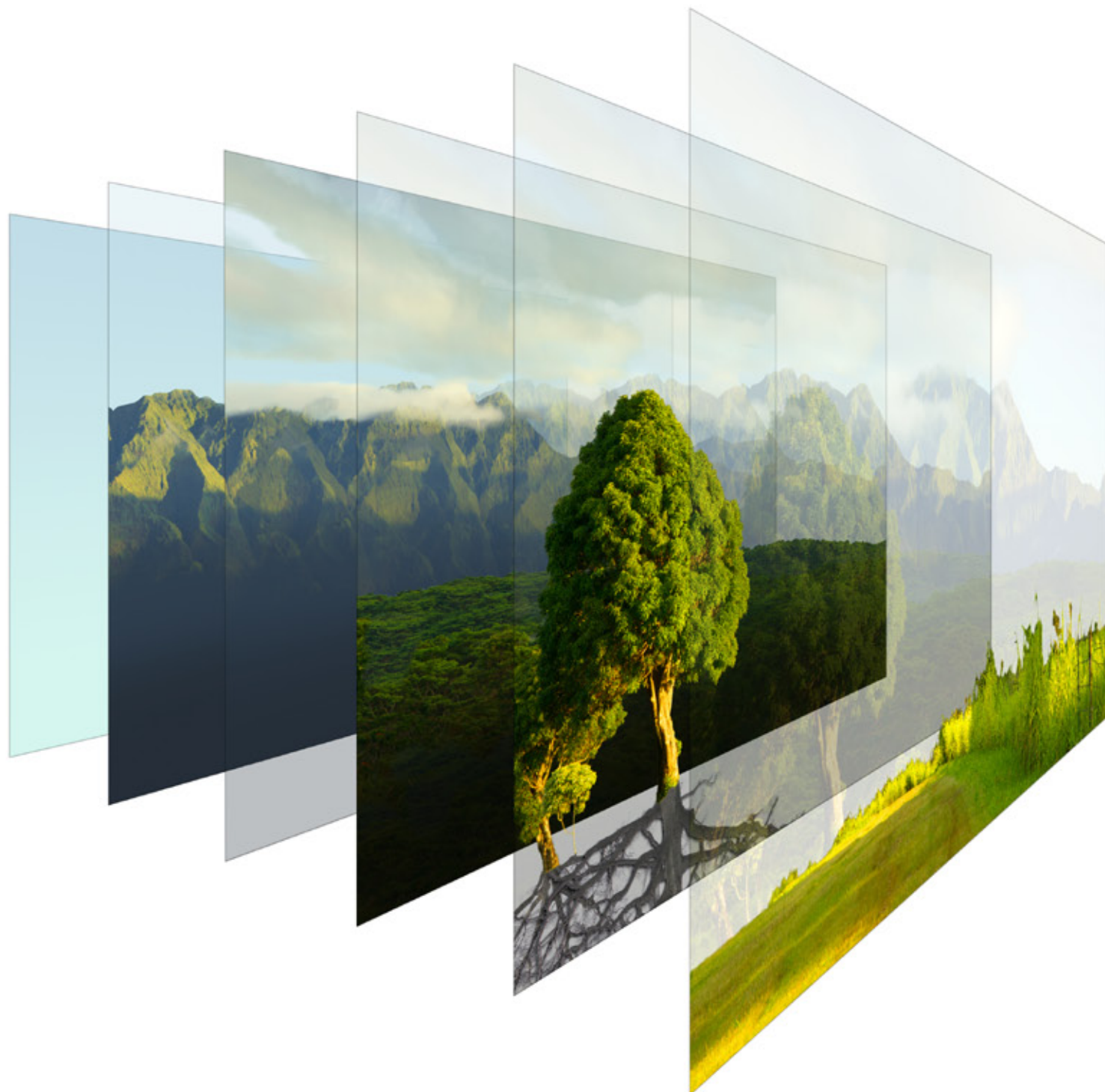




14.

IMAGERY APPRAISAL

Given the powerful influence of imagery, every image you use either strengthens or dilutes your brand presence. Yet over time, the brand's imagery collection often drifts in unintended and undisciplined directions. A survey of materials, owned image libraries, and electronic media helps to develop a clear understanding of how your imagery supports or undermines your brand strategy. It also reveals gaps, redundancies, or quality issues in the collection.



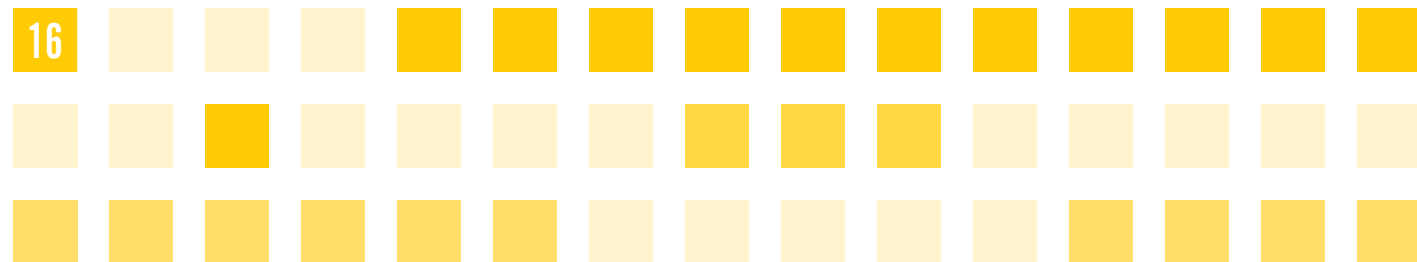
15. 16.

NAME ASSESSMENT

The brand name is the prime identifier of what you have to offer and needs the same care and attention as other brand assets. Are your current name assets still strategically appropriate to your brand? Have they been over-extended, misused, or potentially left legally weakened? Are there formal guidelines on the proper use and format of the name assets?

TAGLINE ANALYSIS

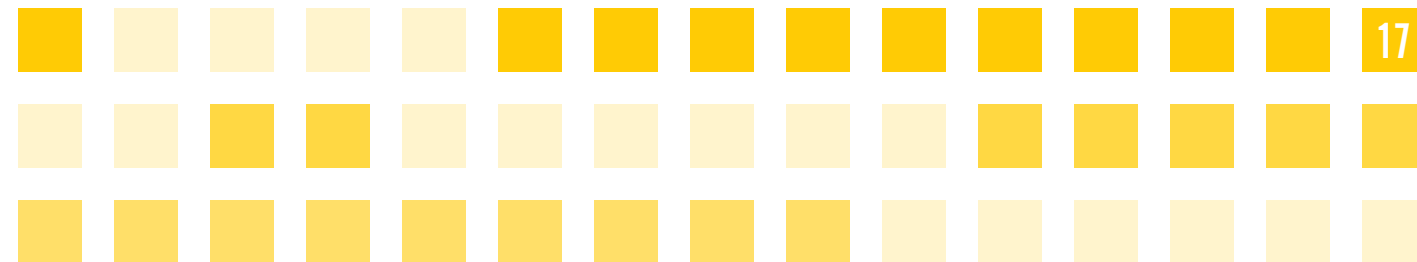
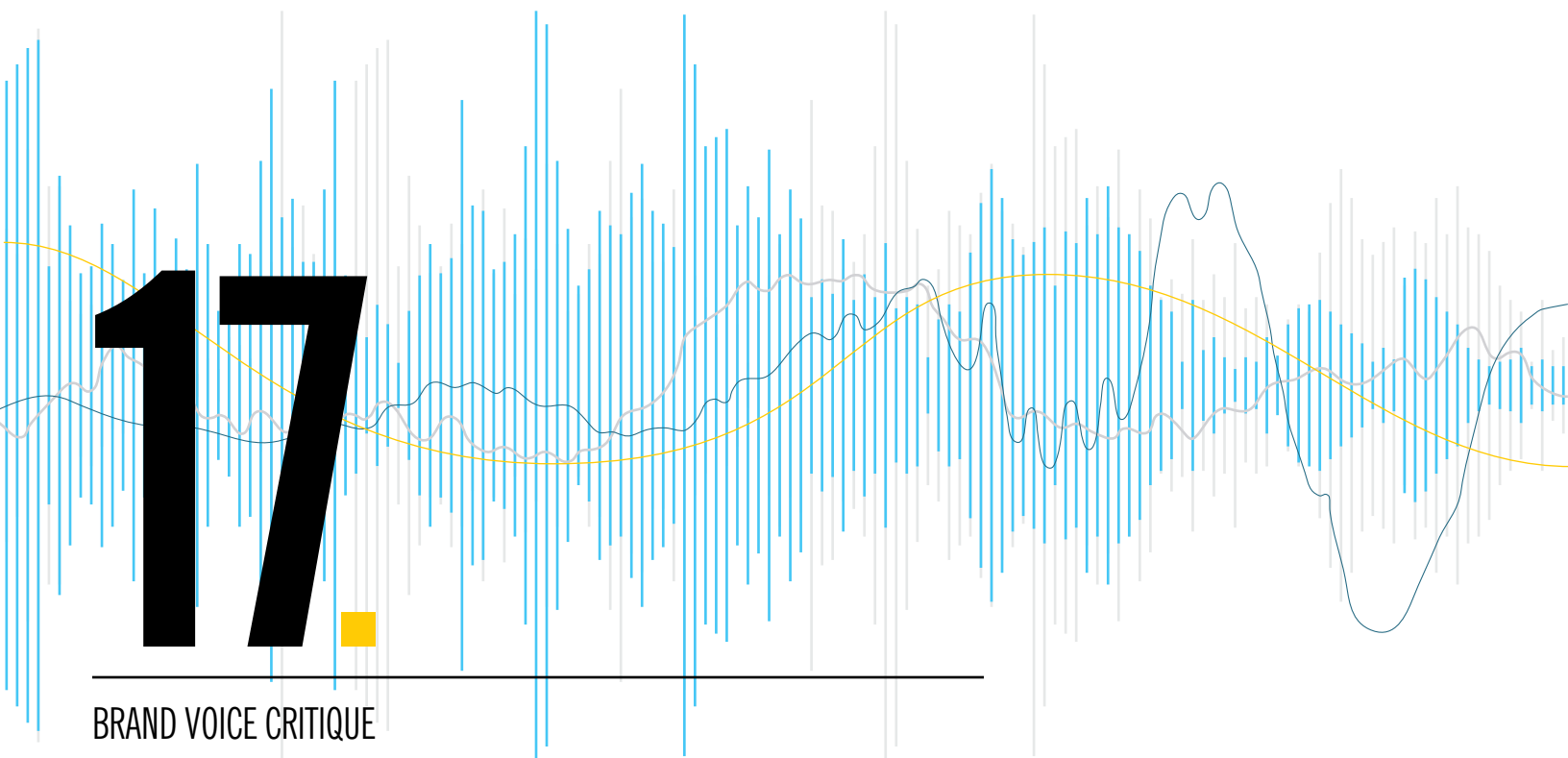
Taglines provide a concise, memorable expression of the brand strategy. Their overall meaning, tone and application affect how well the strategy is executed, as well as differentiating your brand from your competitors. But over time, words and phrases can be co-opted by competitors, or have new culturally driven connotations. Trends also change. Evaluating both their strength and the current context helps to ensure that your taglines work as effectively as you need them to.



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BRAND VOICE CRITIQUE

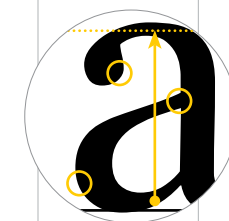
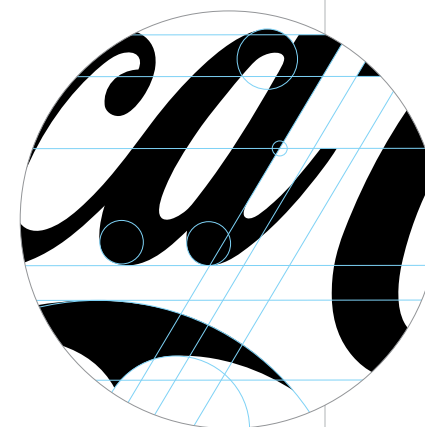
Every successful brand finds and consistently speaks its voice to powerfully reinforce the bond that consumers feel for “their” brand. Brand personality attributes should be established to drive creative expression, but it is another thing for that personality to emerge from the whole. The brand voice critique provides an informed overall judgment of whether or not the desired personality of the brand is actually resulting from communications. This assessment can be conducted by expert evaluators, or through more specialized research-driven techniques.



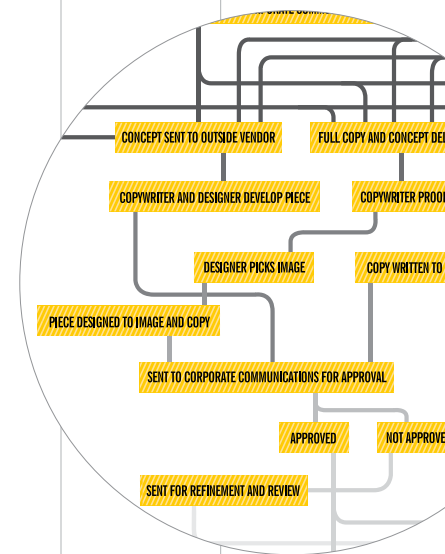
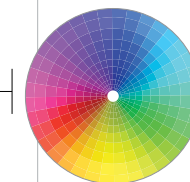
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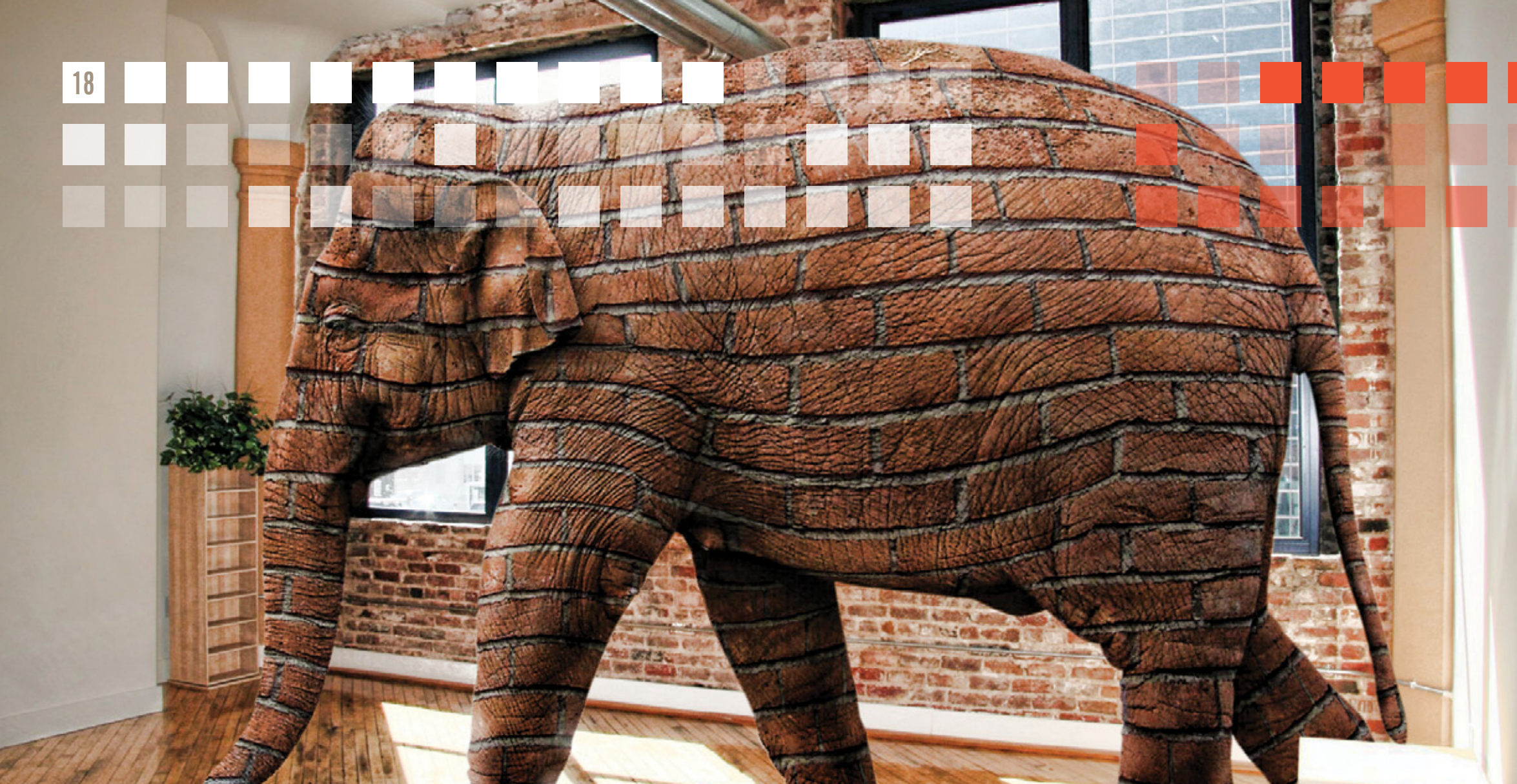
DESIGN STANDARDS EFFECTIVENESS

A design system creates a unified and cohesive visual platform that is both on-brand and easily implemented. A unified system also enhances recognition and helps promote the brand in a more professional and coherent manner. This maximizes the impact on, and understanding in, your target audiences. How well is your brand supported by your current design standards? How effectively do existing materials reflect your standards?



DESIGN STANDARDS



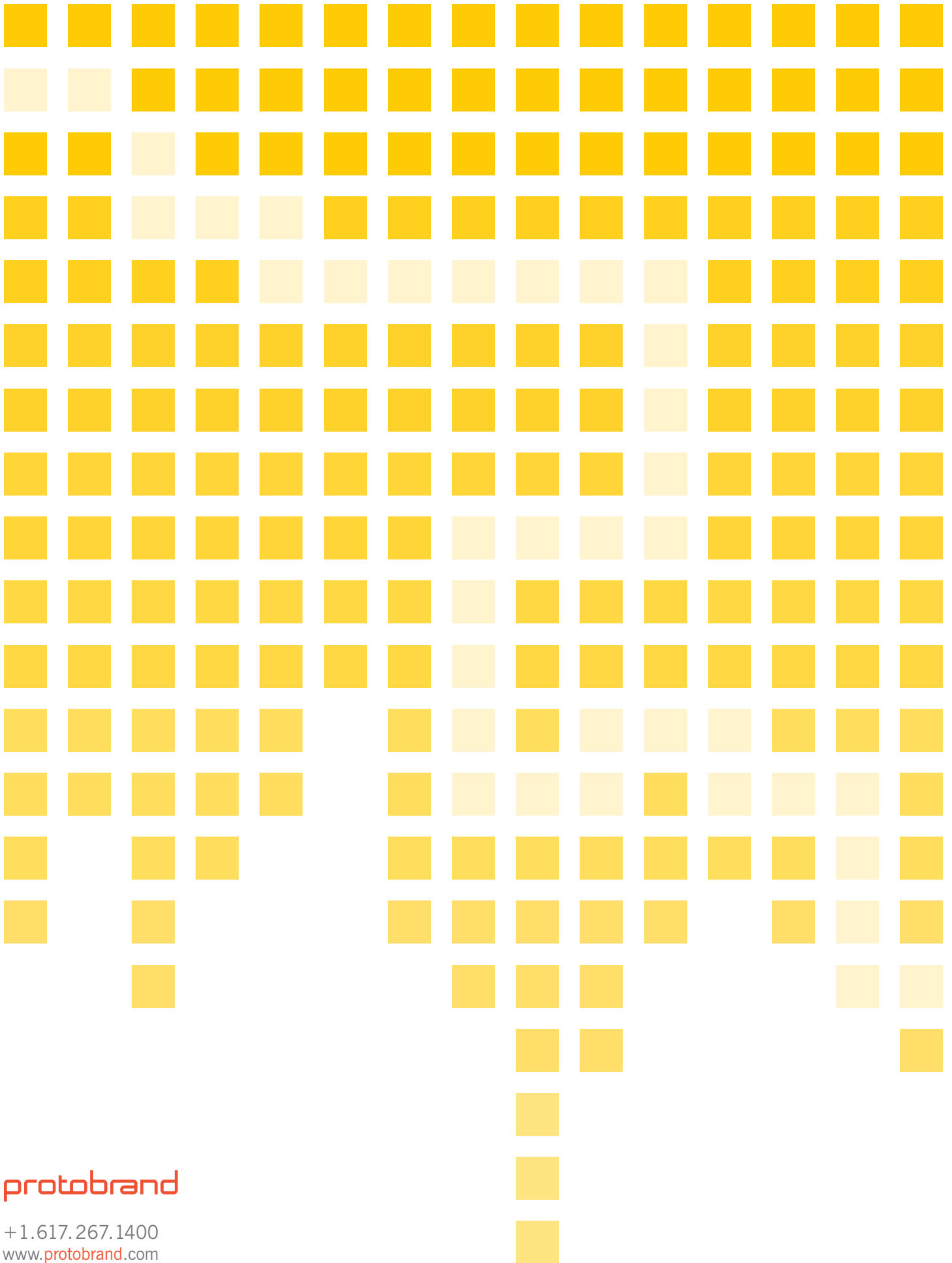


ABOUT PROTOBRAND

Brands have a rich, unseen life buried below the conscious awareness of consumers. Why we buy and what motivates us are dimly apparent to ourselves, and most certainly elude even the cleverest of researchers. Through Meta4, its proprietary online tool, Protobrand has broken new ground in the field of consumer insight. Leveraging the power of metaphor through a tool that combines the benefits

of quantitative and qualitative methods, Protobrand has opened the way for brands to truly connect with people. When used in combination with Protobrand's 18-Point Brand Audit, this delivers a complete brand picture. The result? Powerful brands that sustain their vitality as they move across markets, cultures, economies, and time.

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