

BRAND AUDIT REPORT

BRAND AUDIT REPORT TABLE OF CONTENTS

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COMPETITIVE POSITIONING MATRIX

Evaluate your competitors' brands by entering the following evaluative details.

PRODUCT BRANDS	YOUR BRAND	COMPETITOR BRAND 1	COMPETITOR BRAND 2	COMPETITOR BRAND 3
Brand Name				
Points				
Points of Difference				
Who is the competitor's "target market"?				
How effective is the competitor at reaching their target audience through their branding?				
What does the competitor's brand evoke in the marketplace?				
What values does the competitor seem to convey through their brand?				
What is the primary image conveyed by the competitor's brand?				
What distinguishes the competitor's brand from their competition?				
On a scale of 1–10 ("1" being "not very effective" and "10" being "highly effective"), how would you rate the effectiveness of the core offerings of your competitor's brand?				

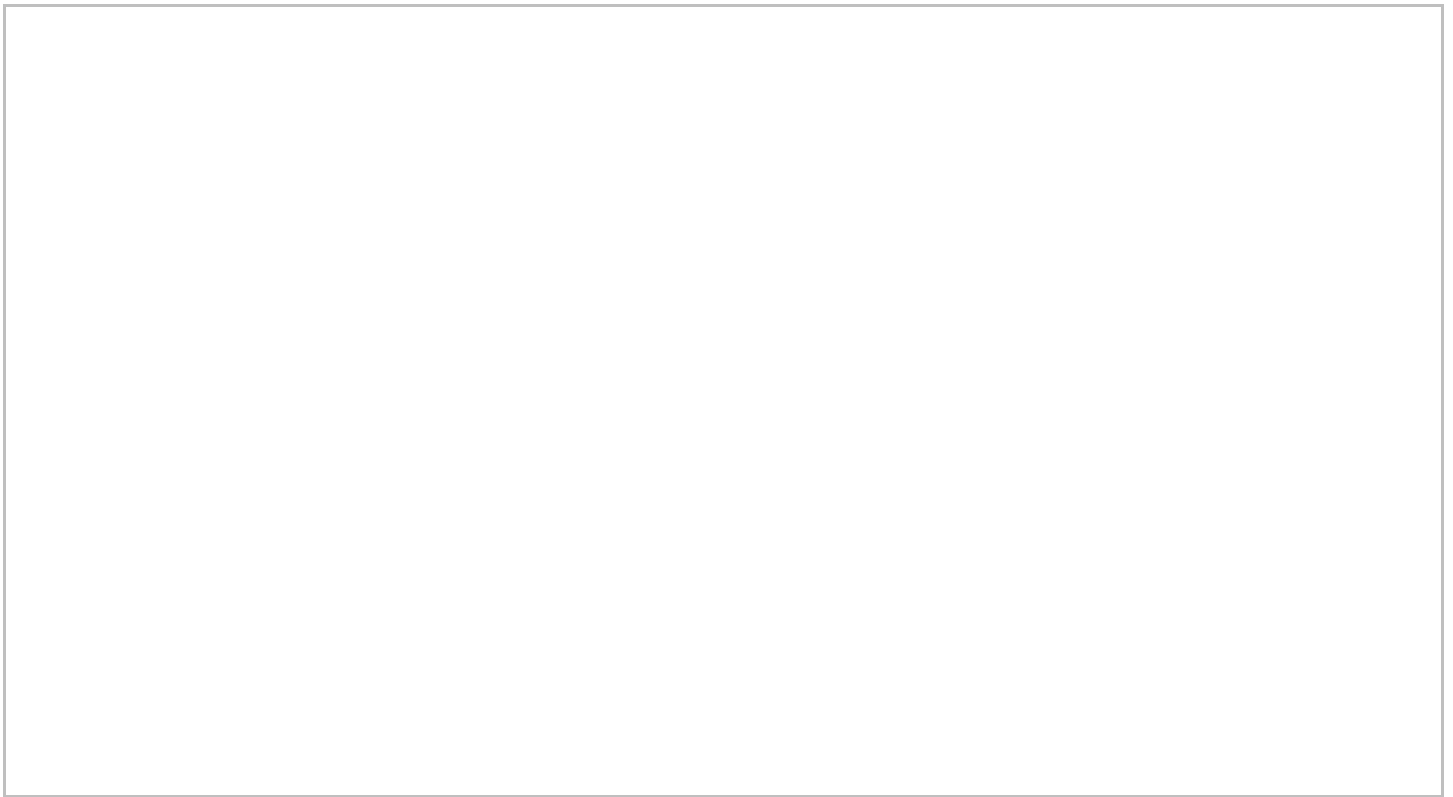
BRAND AUDIT METHODOLOGY

Describe your brand-audit process, including all of your brand-audit actions and why you performed them. (As the brand auditor, this section helps establish your credibility with your audience.)

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BRAND-AUDIT RESULTS

Inform your reader what you discovered from your brand audit. (This is a good section to provide tables or other visuals to help illustrate your findings.)

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BRAND-AUDIT RECOMMENDATIONS

Explain further the results you discovered through the brand audit, and what the implications are. Relate the results to problems or concerns that you mentioned in your Executive Summary or Results sections, and make brand-improvement recommendations.

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