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**BRAND AUDIT EXAMPLE TEMPLATE**

**Performing a brand audit will help you determine your brand’s current effectiveness in the marketplace.**

 *Overwrite the sample answers to the brand-audit questions included in this template to determine whether you need a brand refresh. Refreshing your brand will make you more successful and help you meet your company’s goals.*

# BRAND CORE IDENTITY

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| *What is your organization’s name?* |
| Positive Charge |

*Why is it named that?*

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| Our electrical vehicle (EV) customers get a "positive charge" out of using our charging stations. |

*What should your organization’s name evoke for existing or potential customers?*

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| A socially and environmentally conscious company that’s trying to make a positive difference in the world. |

*As an organization, who are you?*

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| We are an EV-charging provider whose primary goal is to roll out our product to more locations than any other EV-charging provider. |

*What is your organization’s purpose?*

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| Our purpose is to be the world's largest EV-charging provider and to reduce the environmental impact of fossil-fuel cars through our services. |

*What do you do as a company?*

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| We provide EV-charging stations at multiple locations across the U.S. and Canada. |

*What are your company’s values?*

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| --- |
| Customer Commitment. Integrity. Continuous Learning. Constant Improvement. Environmental Responsibility.  |

*Who are your customers?*

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| --- |
| EV drivers  |

*Where are your customers located?*

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| --- |
| Throughout the United States, but the vast majority are in the state of California.  |

*Ideally, how do you want to be perceived in the marketplace?*

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| --- |
| As the main provider of EV-charging stations and as a socially and environmentally conscious company. |

*How would you describe your organization's personality?*

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| We work hard and play hard, yet we’re easygoing. We're driven primarily by the principle of mutual respect, and we love to see our customers succeed.  |

*What do you hope to achieve with your brand?*

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| We want it to make us a household name, make a positive impact on the environment, and increase sales. |

*What's the primary image you want your brand to convey?*

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| Trustworthiness.  |

*How can your brand help you achieve your goals?*

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| It will instill a sense of trust and environmental responsibility, and, in turn, increase the number of charging stations across the U.S.  |

*Who is your "target audience"?*

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| 18-to-34-year-old existing and potential EV users/drivers.  |

*How do you think your brand can help reinforce your organization's offerings?*

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| Become a recognizable brand that people know they can trust and want to be a part of.  |

*Who are your competitors?*

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| The current top three EV-charging providers in the U.S.  |

*What distinguishes you from your competitors?*

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| Our EV-charging stations are more cost effective, easier to install, and more environmentally sound than our competitors' stations.  |

*What is it that makes you better than your competitors?*

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| --- |
| Our EV-charging stations are readily available, easier to install, and more environmentally sound than the competition. |

*How can your brand help you best your competitors?*

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| --- |
| Become a recognizable, reliable brand that locations are readily willing to adopt for their EV charging. |

*Overall, on a scale of 1–10 (“1” being “not very effective” and “10” being “highly effective”), how would you rate the effectiveness of your brand’s core offerings?*

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| --- |
| 7 or 8. |

*What do you believe needs to change (if anything) to make your brand’s core identity more effective?*

|  |
| --- |
| We think the “look” of our brand (logo, etc.) should be updated.  |

VERBAL IDENTITY
**Answer the following questions about the verbal qualities of your brand to help you assess
whether improvements need to be made to your brand messaging.**

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| *How would you describe your brand’s tone?* |
| A sense of a positive future. Environmental friendliness. Reliability. A company that cares and is willing to go above and beyond to make a positive environmental impact and get our riders/customers where they need to go. . .through EV charging. |

*What is your brand’s tagline?*

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| “Help us make a positive change in the world - one volt at a time.” |

*Does your tagline work? Is it effective? Why or why not?*

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| We think it could be updated – we want something briefer (e.g., “Think Different”).  |

*How would you sum up your brand’s “elevator pitch” (i.e., 30-second explanation)?*

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| Positive Charge’s purpose is to be the world's largest EV-charging provider and to reduce the environmental impact of fossil-fuel cars through our services. |

*What other “key messaging” does your brand offer?*

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| Various marketing collateral, including web copy, marketing “glossies,” trade show messaging, brochures, etc.  |

*What is your brand’s value proposition?*

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| We want to improve the state of the world by switching as many drivers as we can to EVs for positive environmental impact.  |

*What are your brand’s main selling points?*

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| --- |
| Easy implementation. Cost effectiveness. Quick follow-up maintenance / service contracts. Reasonably priced upgrades.  |

*What unique value do your customers receive from your products/services?*

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| --- |
| Cost savings, environmental consideration, and easily recognizable EV-charging stations that fully charge their EV cars.  |

*Overall, on a scale of 1–10 (“1” being “not very effective” and “10” being “highly effective”), how would you rate the effectiveness of your brand’s verbal identity?*

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| --- |
| 5 or 6.  |

*What do you believe needs to change (if anything) to make your brand’s verbal identity more effective?*

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| --- |
| We need to work on the “why” of why we’re a company. (As they say, people don’t buy “what” you do or “how” you do it – they buy because of a company’s “why” / reason.) I think ours needs significant work.  |

VISUAL IDENTITY
**Answer the following questions about your brand’s visual identity to help you assess whether improvements need to be made to your brand’s visual presence in the marketplace.**

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| *What is your organization’s logo?*  |
| [A volt with the words “Positive Charge” in fun typeface (Mazzard font).] |

*What imagery and verbiage is/isn’t working in your logo? Why?*

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| --- |
| It seems to remind people of a warning/shock type of logo. . .a danger sign/warning instead of a “positive” image for Positive Charge.  |

*What is your company and logo’s “color palette”? Is it as contemporary as you would like it to be?*

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| --- |
| Yellow, red, and blue – primary colors. No, we think it needs a “spark” (pun intended).  |

*What typography do you use in your brand? Why?*

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| Mazzard for headlines/headers (because it’s bubbly, fun, and easy to read). We also use Calibri for our body text because it’s easy to read.  |

*How well does your visual identity reflect your brand’s personality?*

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| --- |
| Fairly well.  |

*How well is your brand reflected visually in the marketplace? How might it be improved?*

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| --- |
| Fairly well. I think we need new logo designs, a new color palette, and other new visuals.  |

*How well does your brand differentiate you from the competition?*

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| --- |
| It’s unique compared to some of our competitors, but visually we want our brand to be the BEST – and most recognizable (and trustworthy) – of them all.  |

*Ideally, what would you like your visual identity to communicate?*

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| --- |
| Ease of use. Fun. Trustworthiness. Pride in making a positive environmental impact.  |

BRAND EVALUATION
**Answer the following questions about your brand’s visual identity to help you assess whether improvements need to be made to your brand’s visual presence in the marketplace.**

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| *Overall, from what you’ve reflected on in this brand-audit process, how effective do you consider your brand to be? Why?* |
| Fairly effective. We think we need new logo designs, a new color palette, and other new visuals. We also need a new tagline and new “elevator pitch” verbiage.  |

*What opportunities do you think would help you improve your brand?*

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| --- |
| EV trade shows and EV-related marketing verticals (magazines, etc.)  |

*How will you track your brand’s effectiveness in the marketplace? (In other words, What are the key performance indicators [KPIs] that you’ll use to measure your brand’s effectiveness?)*

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| We will use marketing KPIs and customer-satisfaction KPIs.  |

*How will you measure brand awareness in the marketplace?*

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| Through marketing KPIs (particularly the client-retention rate and customer satisfaction score).  |

*How will you measure brand-related referral traffic?*

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| --- |
| Google Analytics  |

*How will you track your brand-related earned media value?*

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| --- |
| Primarily with the formula EMV = impressions x CPT x ???  |

*How will you compare that earned media value to your competitors’?*

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| --- |
| By performing competitor brand analyses / audits.  |

*How will you measure your brand-related social media effectiveness?*

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| --- |
| Google Analytics, primarily.  |

*What type(s) of customer research will you conduct to measure your brand’s effectiveness?*

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| New, longer-term, and potential EV customers and charging-station users.  |

*What are your key takeaways from this brand audit?*

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| --- |
| We need a new logo and need to improve our brand’s messaging. |

*What is your first action item to improve your brand?*

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| Contact creative and discuss new brand directions (visual and verbal).  |

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