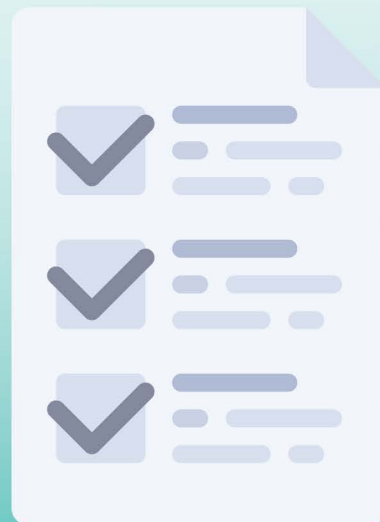


The Brand Health Checklist





Brand health is a measurement of how well your brand identity - positioning, value proposition, external communications, etc. - supports the business. It can be measured in a number of ways including level of awareness, purchasing consideration, advocacy, as well as social media engagement from your core consumers and the overall market. Building a strong brand is not an overnight project, it is an investment that grows over time and must be worked on consistently.

Every company needs to undergo brand analysis work at some point. Whether that is creating a new brand strategy, measuring brand health, or understanding consumer perception, brand analysis is an invaluable part of the ongoing strategic and tactical work necessary to ensure your business is aligned. In CBD and cannabis, consumers are still exploring which brands fit best with their needs and lifestyles, so it is up to each company to think about their brand and the unique attributes and values they can offer consumers.

This checklist provides insight into how CBD and cannabis companies can determine and improve their brand health.



THE CHECKLIST



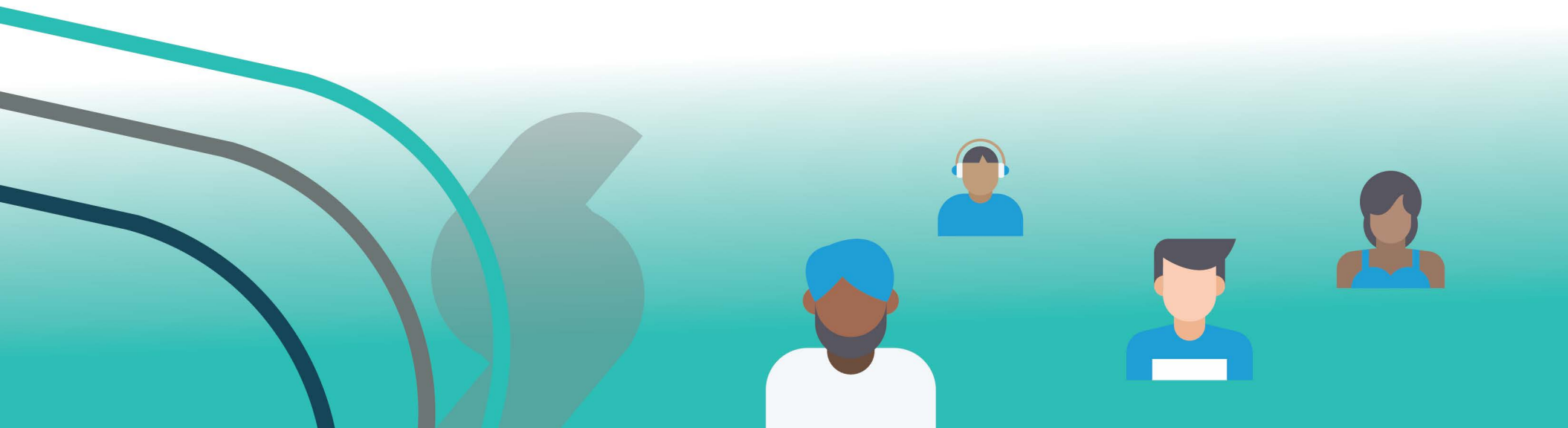
Understand how your brand performs with consumers and how you rank against the competition.



Honing in on specific personas and consumer segments informs a wide range of brand, product, and marketing strategies. Heavy users and new users are attracted to different sets of brands - know which one your brand appeals to most.



These segments have their own unique expectations , and they could be looking to your competition for the products they enjoy.





Diagnose what your brand is doing well and where you're falling down.



This is essential in identifying which direction your marketing team needs to go.



Low awareness? This means you need more big-ticket marketing to get your name out there.



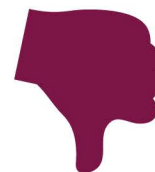
Weak conversion from consideration to purchase? This means you are losing at shelf and could lead to more relevant in-store activations.



Can't convert customers into loyalists? This means you are not leaving your customers delighted, which could be an issue with the quality of your product or misaligned expectations for consumers.



Key satisfaction metrics can also be an indicator of brand performance and used as a marketing tool to convert consumers.





Identify your core consumers.



The strongest brands will have a consumer-centric approach. They actively build a connection with their core consumer segments.

Ask yourself:

Who have you been trying to target?

Are you effectively reaching those consumers?
Why or why not?

What is the overall value of the consumer segments you are targeting?

Who are you competing against for these consumers?

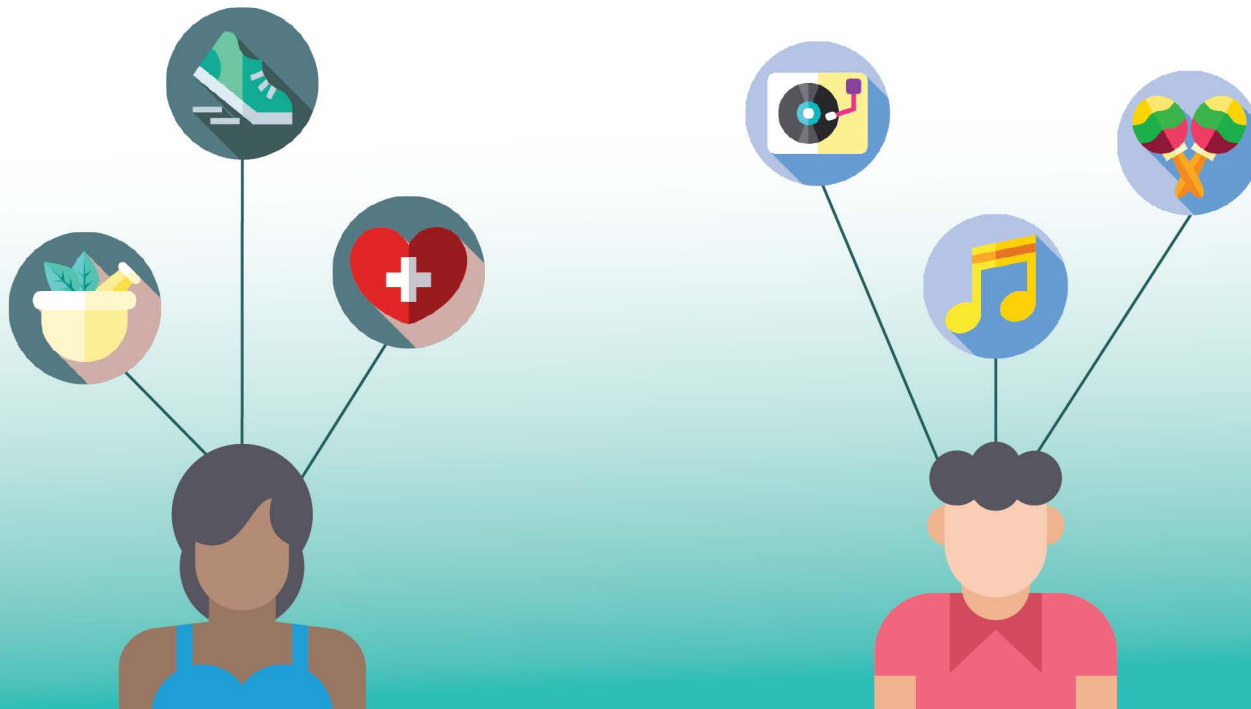
Are there other consumers groups that offer significant opportunities that you are missing?



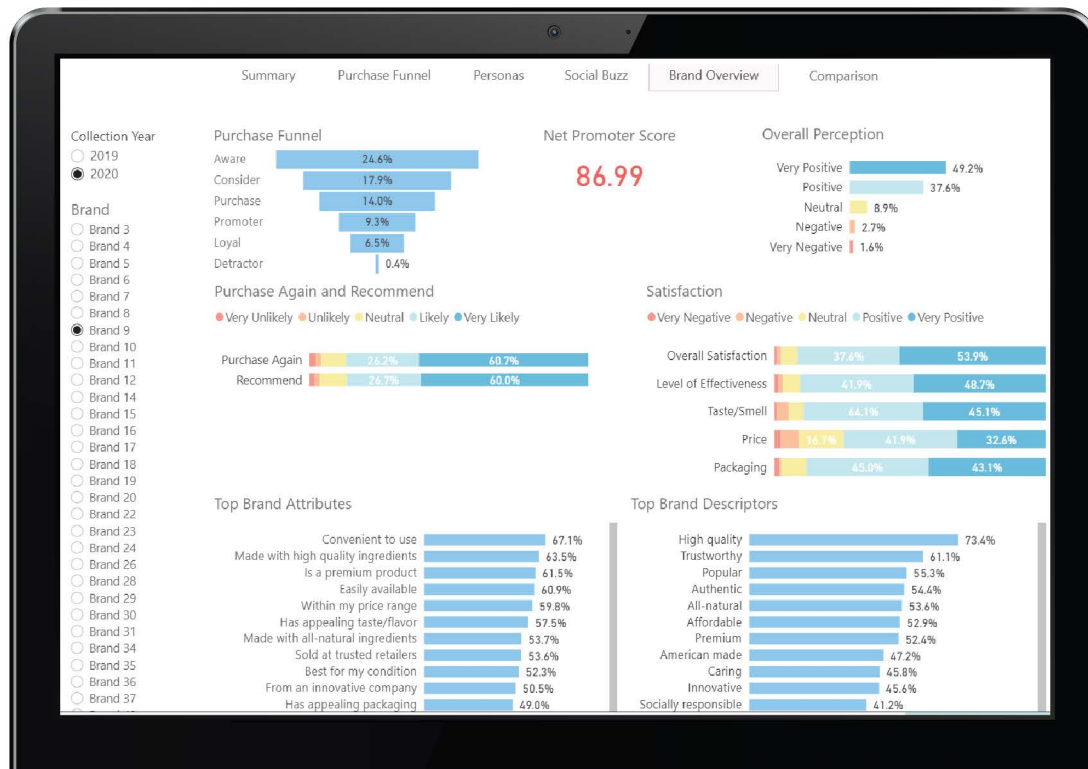
Create consistent feedback loops with cannabis consumers to make the right brand adjustments.



As consumers grow more complex, their perceptions of brands change. By keeping tabs on how consumers feel about your brand, you can prevent wasted budgets filled with mis-aligned messaging and irrelevant marketing.



Diagnose brand roadblocks and delight your customers with our Brand Health portal



PORTAL INCLUDES:

Funnel metrics across Awareness, Consideration, Purchasing, and Loyalty

Persona penetration across top brands

Brand social listening

Key satisfaction metrics, brand descriptors, and Net Promoter Score

Schedule a demo and start improving your brand's performance.

We're Brightfield Group, and we provide consumer insights and market intelligence for the CBD and Cannabis industries. Fusing intelligent machines with real human analysis, we help you navigate the dynamic CBD and Cannabis markets as data-driven storytellers.

With us, you don't just get the numbers; you get a trusted partner, providing a robust picture of the landscape and an actionable plan for the road ahead. See what we can do for you at

www.brightfieldgroup.com.

