

POTENT®

360-DEGREE BRAND AUDIT REPORT

EXECUTIVE SUMMARY:

This report presents the findings of a comprehensive 360-degree brand audit for [Your Brand's Name]. The primary objectives of the audit were to [list your specific audit objectives]. The following sections detail the findings and recommendations for each area of focus.

AUDIT OBJECTIVES AND SCOPE:

Objective 1:

Objective 2:

Objective 3:

Scope:

DATA GATHERING AND INFORMATION:

Customer surveys:

Focus groups:

Social media analytics:

Competitor analysis:

Key findings:

BRAND IDENTITY AND ASSETS:

Logo:

Color palette:

Typography:

Imagery:

Consistency across channels:

Recommendations:

BRAND MESSAGING AND POSITIONING:

Taglines:

Slogans:

Value propositions:

Consistency:

Effectiveness:

Recommendations:

CUSTOMER PERCEPTION:

Satisfaction:

Loyalty:

Sentiment:

Gaps/Misalignments:

Recommendations:

COMPETITIVE LANDSCAPE:

Key competitors:

Strengths:

Weaknesses:

Differentiation opportunities:

Recommendations:

BRAND TOUCHPOINTS AND CUSTOMER EXPERIENCE:

Website:

Social media:

Email marketing:

Customer support:

Physical spaces (if applicable):

CONSISTENCY:

Recommendations:

OPPORTUNITIES FOR IMPROVEMENT:

Area 1:

Recommendation 1:

Area 2:

Recommendation 2:

Area 3:

Recommendation 3:

PRESENTATION OF FINDINGS AND RECOMMENDATIONS:

[Attach a copy of your comprehensive report, or provide a summary of key findings and recommendations.]

IMPLEMENTATION AND MONITORING:

Implemented changes:

Performance monitoring:

Customer feedback:

Adjustments and refinements:

CONCLUSION:

This 360-degree brand audit has provided valuable insights into the current performance of [Your Brand's Name]'s. By addressing the identified areas for improvement and implementing the recommended strategies, [Your Brand's Name] can achieve a stronger brand identity, more effective messaging, and increased market differentiation. Ongoing monitoring and analysis will ensure continuous improvement and long-term success.

POTENT®

THE BRAND SPRINT™

WANT SOME HELP?

Strategically redefine your brand, core offer, message and marketing strategy to put your business in a solid position for sustainable sales growth.

Phase 1: THE STRATEGY & POSITIONING

Phase 2: THE PRODUCT, SOLUTION & CORE OFFER

Phase 3: THE BRAND NARRATIVE & MESSAGING

Phase 4: THE VISUAL IDENTITY

Phase 5: THE DEMAND-GEN & MARKETING ROADMAP

Oh, and we'll be done in 40-days.

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