

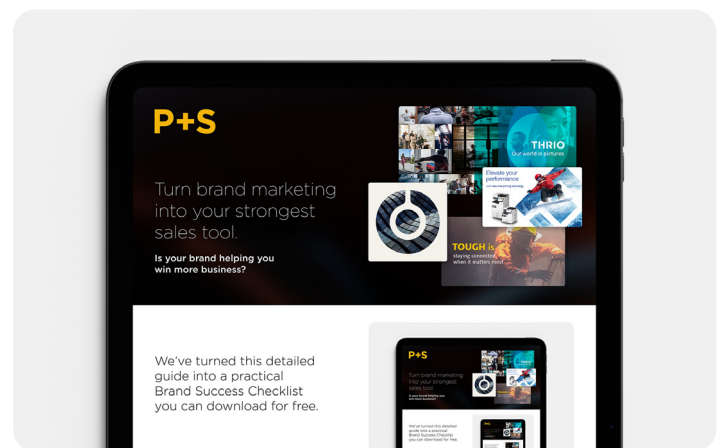


Turn brand marketing  
into your strongest  
sales tool.

Is your brand helping you  
win more business?



We've turned this detailed  
guide into a practical  
Brand Success Checklist  
you can download for free.



1. **Audit** what you already have.
2. **Identify** what's missing.
3. **Get** your team **aligned** on next steps.

## 2. Brand values and personality

Your brand values guide your decisions, behaviour and communications. Personality gives your brand human qualities people can relate to.

**Check!**

## 1. Clear purpose and positioning

A successful brand is built on clarity of purpose and sharp market positioning. This isn't marketing fluff – it's the strategic foundation that aligns everything you do.

**Check!**

## 3. Distinctive visual identity

Visual identity isn't just aesthetics – it's a crucial part of brand recognition and recall.

**Check!**

## 4. Consistent tone of voice and messaging

Your tone of voice and messaging define how you speak to your audience. Consistency builds familiarity and trust.

**Check!**

## 5. Compelling brand story

People remember stories, not bullet points. Your brand story ties together purpose, values, and proposition in a way that resonates.

**Check!**

## 6. Comprehensive brand guidelines

Brand guidelines ensure everyone – internally and externally – applies your brand consistently.

**Check!**

## 7. Memorable brand assets

Brand assets are the cues people remember and associate with you.

**Check!**

## 8. Strong customer experience aligned with your brand

Your brand isn't just what you say – it's what you do.

**Check!**

## 9. Internal engagement and brand culture

Your team are your most important brand ambassadors.

**Check!**

## 10. Activation and marketing plan

Branding doesn't work if it stays in a PDF. Activation is the plan to communicate and deliver your brand everywhere it matters.

**Check!**

## 11. Measurement and optimisation

Brand isn't set-and-forget. Measurement ensures your investment is delivering – and tells you where to improve.

**Check!**

If you're ready to strengthen your brand, or simply want to discuss where you are today, we'd love to help.

Get in touch to start the conversation.

**Email us** at [marketing@proctorsgroup.com](mailto:marketing@proctorsgroup.com)  
Or **give us a call** at: 0117 923 2282