



BRAND

AUDIT

CHECKLIST

“Branding” isn’t just your logo; fundamentally, your brand is your reputation in the public mind.

Branding is everything that comes to mind when someone thinks about you or your organization—especially what problems or needs you address and how you address them.

∞ POLYMATH®

CLARITY ABOUT YOUR “WHAT” AND YOUR “HOW” = A STRONG BRAND

That’s the kind of brand that can weather the ups and downs of any economic cycle.

While many factors affect your reputation that you have zero control over—like the news media or your competitors—there are steps you can take to create and maintain a strong, clear brand in the minds of your audiences.

EXAMINE

A good place to start is a quick audit using Polymath’s “Four P’s” of a Brand Platform.

Can you quickly and easily answer these questions?

Can your team? Can your audiences?

Purpose

- Why does the world need you?
- What pain points do you address?

Position

- How do you serve that need, solve that problem, or provide healing to those pain points?
- How do you serve your audiences differently than others?

Promise

- How do you want your audiences to feel after engaging with your brand?
- What specifically are you doing to make sure they feel that way?

Persona

- What are the values and personality that characterize your organization?
- How do you express and reinforce those values internally and externally?

EVALUATE

Did you find brand clarity or brand confusion?

Is there a shared understanding of how these questions would be answered among your leadership team?

If so, you're ready to translate these concepts into creative assets and campaigns that strategically express who you are—turning "branding" from an idea to action (*and we can help with that*).

OR

Do you, like many organizations, struggle to articulate a clear and strategic brand story?

If you have unfocused and inconsistent messaging, you can bet you are leaving your audiences confused and leaving impact opportunities on the table. And you can't afford to lose them.

NOW WHAT?

Are you telling your brand story with clarity and consistency?

Is that story offering audiences a value proposition that's differentiated from similar brands? If we asked various people in your organization, would they all tell the same story? And is it a story that they're inspired to be a part of?

...If not, we should talk.

GET CLARITY