

How aligned are you with brand value?



Section 1

Please answer "Y" or "N"

Do you measure your brand equity annually in \$?	Y	N
Do you know what % of your shareholder value is attributable to brand?	Y	N
Do you know the brand equity values in \$ of other brands in your category?	Y	N
Do you know what % of your marketing budget is spent on brand research?	Y	N
Does your organization have a lexicon of brand language for common understanding?	Y	N
Are all your brand stakeholders identified in one document?	Y	N
Do you have an articulated Brand Essence?	Y	N
Do you know what % of your workforce can articulate the Brand Essence?	Y	N
Do you have an overall Brand Manager?	Y	N
Does your CEO track brand value for the company?	Y	N
Does your CEO regularly speak about brand issues?	Y	N
Do you have a defined process to evaluate your agencies and vendors annually for brand alignment?	Y	N
Do your various marketing vendors meet regularly in one room to discuss your business?	Y	N
Do you track brand awareness annually in the marketplace?	Y	N
Do you track brand preference annually in the marketplace?	Y	N
Do you track brand involvement annually in your workforce?	Y	N
Do you have a centralized repository for brand assets?	Y	N
Do you have a plan and a defined process for a closed loop customer experience that expresses the brand essence?	Y	N
Do you communicate directly with your customer as opposed to through a third party?	Y	N
Is your customer support organization integrated with the sales organization?	Y	N
Do you have a brand dashboard to track brand alignment in your organization?	Y	N
Do you have a process in place for managing your Extended Brand Eco-System™?	Y	N

Add 2 points for every yes; 0 points for no.

Total



Section 2

Please circle your answer

How confident are you that you know how much money your company spends on branding activities across all business units, geographies, field organizations?

Not confident

Somewhat Confident

Very Confident

How confident are you that you know how well your organization is aligned to the brand essence across all business units, geographies, field organizations?

Not confident

Somewhat Confident

Very Confident

How well do all your customer-facing people know what the brand essence is and what it means?

Not very well

Somewhat Well

Very Well

How well does your company collaborate with other companies for critical projects?

Not very well

Somewhat Well

Very Well

How well does your company solicit ideas from other global regions of the company?

Not very well

Somewhat Well

Very Well

Add 0 points for column 1; 2 points for column 2; and 3 points for column 3.

Total

Combine scores for sections 1 and 2

Grand
Total

Scoring

- 47 – 57** You have a healthy approach to branding and are reaping the rewards with long term customer relationships, increased shareholder value and a great ROI on brand activities.
- 30 – 46** You are basically healthy and you have some opportunities to recover lost value.
- 29 or less** You are leaving significant equity and revenue dollars on the table that could be yours with the proper models, approaches and process in place.