

TASK 2 - BRAND ASSESSMENT

FULL NAME:

COMPANY NAME:

COMPANY WEBSITE:

EMAIL ADDRESS:

NOTE: PLEASE FILL IN THIS FORM ELECTRONICALLY.

ONLY WORD OR PDF FORMAT WILL BE ACCEPTED.

THE COMPLETED FORM MUST BE SUBMITTED BY FRIDAY 10 MARCH 2017.

(See bottom of page for submitting details)

WHAT IS A BRAND?

Though a brand is oftentimes mistaken as a variety of different things, it's important to understand its ambiguous nature. A brand is not simply the logo, nor the visual identity. A brand is not the product, the service, the slogan or the advertising campaign. A brand is not even controlled by the company behind it. Rather, a brand is a collection of perceptions that reside in the mind of the consumer/customer. It is the gut feeling a customer has about your company (thus, your brand). While you may not have direct control over your brand, you most certainly are its steward.

Every interaction the customer has with you or your company influences their perception. The product experience, customer service, slogans, ads, and even product manuals all contribute to the customer's perception of your company, service or product. Your job is to cultivate, guard, and maintain a strong brand – the rewards of which are consistently loyal customers and a continual increase in customer preference.

WHAT MAKES AN EXCELLENT BRAND?

A good brand communicates a clear message about what it stands for and how it differentiates itself from its competitors. An excellent brand persuades a market that their lives will be better by attaching themselves to said brand, and without it, their lives would be greatly lacking. Stemming from your market positioning, customers understand and internalize the brand through its consistent use. Each touch point within your customers' experience should seek to reinforce this same, consistent message. With a well-crafted strategy, a good brand begins to

look more like a belief system, or a cult following than anything else. It takes on a vibrant life of its own, and customers will stand behind the brand, adopting its claims and evangelizing it to others whatever that message maybe (even so much as if what one is claiming is not necessarily true). Major national brands (Super Brands) know this and use it to great effect. Coke has us believing it is 'The real thing' and no other poor excuse for a cola will do. BMW owners believe they have the 'Ultimate driving machine', rather than just another ordinary, German-made luxury car. These brand promises have grown beyond mere slogans, they have evolved into living mantras for the company and their followers, aka: clients, consumers, customers.

PURPOSE OF THIS QUESTIONNAIRE

This analysis is designed to help us understand your current brand and the context surrounding it. This process may reveal a strong and vibrant brand – or it may illuminate missing areas and lack of focus. If the latter is the case, it opens the door for discussion on these points and will help you gain a razor sharp vision of what your brand represents.

1. What do you and your colleagues think of your existing logo? Be honest.

2. When was your logo last updated? (1 the Dark Ages, 5 recently).

Write down your score 1, 2, 3, 4 or 5 below:

3. How often do you receive compliments on your logo or collateral? (1 never, 5 on a daily basis).

Write down your score 1, 2, 3, 4 or 5 below:

4. Rate your printed & media collateral such as sales kits, brochures, stationary, business cards, ads, environmental graphics, other handouts and documents.

5. How effective is your brand compared to your competition within your market?

6. Does your brand utilise a tag line or slogan, which further conveys your niche?

7. What is the effectiveness of your tagline? Do people understand what you do when they read it?

8. Outside of your immediate clientele, rate how well known your brand in your target market is (1 is very well known, 5 invisible).

Write down your score 1, 2, 3, 4 or 5 below:

9. Rate the brand synergy amongst all of your branded materials such as logo, marketing collateral, packaging, website, e-mailers, e-mail signatures, etc. (1 it's tight, 5 like a Picasso).

Write down your score 1, 2, 3, 4 or 5 below:

10. How cohesive is your offline and online media? Does your website emulate what your offline collateral looks like, or vice versa?

11. Does your site's intro/home page effectively communicate a benefit-oriented message while utilizing effective calls to action?

12. How do customers perceive your homepage/website?

13. Does each employee understand your brand?

14. How visually appealing is your brand?

15. Is your brand persuasive enough that people want to find out more about your company?

16. If you depend on investors, how do they perceive your brand?

17. In your opinion, does this positive or negative perception influence interests from prospective investors?

18. In your opinion, does this positive or negative brand perception affect any PR efforts?

SUBMIT:

Please return your completed document by **FRIDAY 10 March** by email to Chanel de Kock, UK Marketing Manager, Flower Council of Holland: c.de.kock@flowercouncil.co.uk

NOTE: This is only for accepted applicants to return, but further guidance to help you improve your online presence will be available to anyone who wishes to follow this programme.

Guidelines and further information will be disclosed mid-March 2017.