

The brand **self analysis** tool kit

4 pages

Approximate duration to complete self-analysis: **15 minutes**

Potential duration of the value for brand and
business with new actionable intelligence: **Lifetime**

Start here.

Know this first.

The brand self analysis tool kit is a short exercise and includes areas that are essential to any brand. The result provides a professional assessment and actionable intelligence. The final score card is a guide to make decisions about what works as is and what needs adjustments. This self analysis gives three options; ¹stay as is, ²consider evolving or ³revolutionize yourself. Turn the page to start.

Culteva

Culteva is a business-centric brand consultancy delivering results oriented client-focused solutions focusing on having a positive impact on the trajectory of both brand and business.

Brand Self Analysis Tool — QUESTIONS

INSTRUCTIONS

Answer each question with the numbers 1 to 5. Be honest and accurate. Add the total on the bottom.

Brand Purpose, Mission & Vision

	NO not at all 0	NO not really 1	Kind of don't know 2	YES kind of 3	YES 100% 4
1. Does your brand have a clear brand purpose?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. Is the mission and vision clear, concise, and simple and frequently used in decision making?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. Is the essential brand purpose, mission and vision gathered in one place and easily accessible?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. Do you know your target audience?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5. Can you list the competitive differences of your brand?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Strategy & Positioning

6. Do you know the direction in which your brand is trending compared to your competitors?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
7. Does your brand have a company-wide tagline that sets you apart?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Naming & Nomenclature

8. Is your product or service offering named in ways it adds value to your brand?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
9. Is your names structured in such a way that they build recognition and awareness for the brand?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Marketing & Messaging

10. Is your brand marketing iconic - does your brand have magnetic appeal?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
11. Is your messaging platform memorable, game-changing or disruptive?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Branding & Identity

12. Does your brand stand out in the visually noisy market place - in all your media?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
13. Is your brand updated, modern and visually recognizable?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
14. Do you have branding standards and guidelines that covers everything you make, say and do?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
15. Does your branding guidelines provide standards easily accessible and identify what is allowed?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
16. Do you have pre-made digital templates for all elements that are frequently used/needed?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Packaging & Product

17. Do you have packaging that is on-brand with high shelf appeal?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
18. Does your packaging stand out next to your competitors?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
19. Are your products innovative with signature features and unique benefits and is well branded?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Online appearance & Physical retail

20. Is your online appearance the benchmark in your industry - outranking your competitors?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
21. Is your online appearance structured into concepts that maximize your potential in all channels?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
22. Is your online webshop or ecommerce designed around a total brand immersive experience?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
23. Is your physical retail designed around a total brand immersive experience?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
24. Do you have a customer loyalty program?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

TOTAL SUM (SCORE) OF ALL YOUR ANSWERS:

96 is max

Final score card. How did you do?

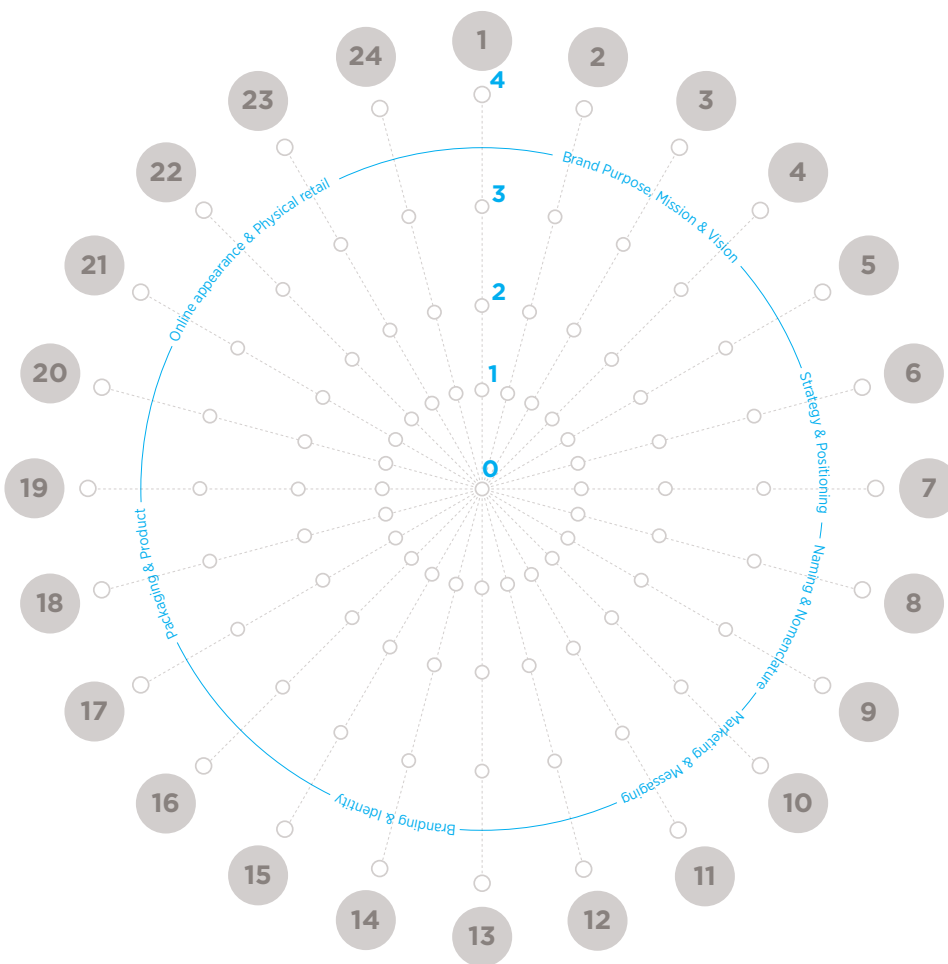
INSTRUCTIONS

Compare your score from your analysis (number btw. 0-96) and see how you rank below. The total sum or score number gives your brand a synopsis to reveal a basic position that indicates the current status of your brand today.

Score Card	Ranking - Short status of your brand
85 - 96	Top level. Your brand is world-class. Keep up the good work. Impressive.
73 - 84	Not bad. Your brand may need refreshing in some areas. Stay alert to avoid slipping.
61 - 72	Questionable. The time has come to consider refreshing your brand.
49 - 60	Critical. A comprehensive rebranding effort is required.
0 - 48	Severe shortcomings. Take immediate action. Contact a trusted source asap.

Connect the dots.

What shape is your brand in?



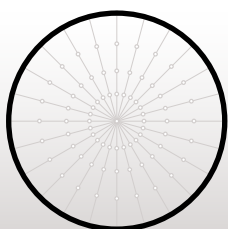
INSTRUCTIONS

Take a pen and mark a dot in the small open circles (blue numbers 0-4) for each of the 24 answers in your brand analysis. If you answered 0, make a dot in the inner center. If you answered 4, make a dot on the outer edge of the circle and so on.

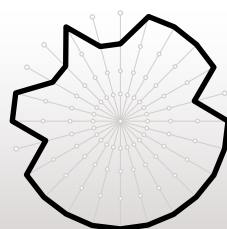
After you have plotted each answer, move clockwise to draw a line between each dot and connect the dots from 1-24 to form a closed shape.

This is a suggestive exercise where the goal is to identify the areas to correct for weaknesses and thereby make the shape of your brand to create as large and as perfectly round a circle as possible.

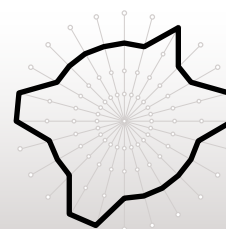
Visual samples to compare



Score: **96** of 96
Ranking: **Top level**



Score: **90** of 96
Ranking: **Top level**



Score: **79** of 96
Ranking: **Not bad**

Don't stop here.

Brand your business to perform better.

Now you know more about your brand. You have new actionable intelligence. The next step is to contact Culteva, and convert knowledge into projects to positively impact the trajectory of your brand and business.

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