



# Brand Assessment

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# Brand Assessment

## Objectives

A brand assessment provides an opportunity for a company to evaluate the strength of their brand, both internally and externally with customers, and reposition their brand to reflect changes in the market or meet business goals. Setting specific objectives helps everyone in your organization work together to meet your goals.

Corporate branding is one of the most influential ways to stand out from the competition and capture the attention of prospective customers. Branding creates unity inside an organization by defining purpose and culture. Branding also creates value for stakeholders and investors by providing standards and a clear vision for the future.

**EXERCISE:** List what your business hopes to achieve from this branding initiative, then rank them by priority (1 being highest, 10 being lowest).

OBJECTIVE	PRIORITY



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# Brand Framework

## Approach

A brand framework is a conceptual structure that serves as a tool to guide the development and management of a company's brand. The brand framework defines what the brand stands for and ensures that all marketing touch-points build on the brand.

### **ELEMENTS OF A BRAND FRAMEWORK:**

- **Company Story**
- **Mission Statement**
- **Vision Statement**
- **Corporate Values**
- **Target Audience**
- **Competition**
- **SWOT**
- **Brand Differentiators**
- **Brand Value Proposition**
- **Brand Voice**
- **Brand Promise (Tagline)**
- **Key Ideas & Messages**
- **Corporate Culture**
- **Marketing Strategy**
- **Measuring Success**



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# Who You Are

## Company Story

Tell your company's story. Write a narrative about who founded the company, when, and why. Describe the products and services the company provides and to whom. Explain what the company stands for, what makes it unique and exceptional, and what value you bring to your customers.



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# Brand Identity

## Mission Statement

A company's mission statement is a formal summary of why the organization exists, what their overall goal is, and how they benefit their customers. The best mission statements inform and unify an organization by providing a clearly defined purpose and inspiration for meeting their objectives.

## Vision Statement

A company's mission statement is a formal summary of why the organization exists, what their overall goal is, and how they benefit their customers. The best mission statements inform and unify an organization by providing a clearly defined purpose and inspiration for meeting their objectives.

## Corporate Values

Corporate values are a set of principles or philosophies that guide how a company operates both internally and externally in relation to customers, partners and shareholders. Core values are the highest values that guide a company's actions, unite employees, and define its brand.

Corporate values focus on the company's strengths, evoke positive emotions, and speak to the company's audience. Typically, five to ten of the company's top values are selected as their core values and are combined to form the corporate Statement of Values.



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# Target Audience

## Audience Identification

Having a well-defined target market is the first step toward developing a successful marketing strategy. In order to connect with your customer, you need to know them. Audiences can be external (customers, investors) or internal (employees, partners).

<b>Demographics</b>	
Gender: Age: Education Level: Annual Income: Occupation: Profession:	Race: Ethnicity: Religion: Social Class: Marital Status: Children/Ages:
<b>Geographic Location</b>	
Country: Region: City/State:	Population Size: Seasonality:
<b>Psychographics/Lifestyle</b>	
Attitudes: Interests: Activities/Hobbies:	Values: Opinions:
<b>Behaviors</b>	
Key benefits they seek: How often they buy/engage: Decision-making process:	Key motivators for buying/engaging: Readiness to buy/engage:



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# Competition

## Competitor Analysis

Who are the main players in your market space? List the company name, include their website address, and describe the strengths of each and how they compete with your company.

COMPETITORS
Company Name: Website: Strengths:
Company Name: Website: Strengths:
Company Name: Website: Strengths:
Company Name: Website: Strengths:



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# SWOT

## Position Analysis

A SWOT analysis involves identifying and listing a company's Strengths, Weaknesses, Opportunities and Threats. Consider both internal factors, such as your company's resources, capabilities, and processes, as well as external factors, like your industry environment, market trends, and broader socio-economic conditions. Once identified, these elements should be analyzed in context to develop strategies that capitalize on strengths and opportunities while addressing weaknesses and mitigating threats..

SWOT IDENTIFICATION
Strengths:
Weaknesses:
Opportunities:
Threats:





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# Brand Differentiators

## Competitive Advantages

In order to establish a competitive advantage, a brand must stand out among all of the choices a customer has. A brand differentiator is a unique feature or aspect of your product or service that sets it apart from competing brands. Identifying your brand's differentiators will help focus your brand messaging.

### Consider the following things that may differentiate your brand:

- Target Market - specific customer segments
- Features - specifications or ingredients unique to your product or service
- Methods - proprietary ways by which your product is made or delivered
- Technologies - innovative or patented technologies
- Performance - ways your product or service is more efficient or effective
- History - your company's heritage or story
- Certifications or Endorsements - that lend credibility to your company
- Location - advantageous geographic or virtual location
- Capabilities - things your company can do that others can't



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# Brand Communication

## Value Proposition

A brand's value proposition is a carefully crafted statement that outlines the advantages your products or services bring to your customer and how your solutions are distinctly better or unique. It is a promise of value to be delivered.

**What advantages do you provide? How is what you provide unique?**

## Brand Voice

Your brand voice is the way you express your company's personality and message through your written content. By establishing your brand voice you create a purposeful and consistent way you communicate with your target audience with the words you use.

**What should people feel when they see your brand?**

## Brand Promise

A brand promise, or tagline, is a short slogan that is identified with a business. The purpose of a tagline is to create a memorable phrase that sums up a company's message and reinforces its brand. A good tagline creates a lasting impression and sets a company apart from their competition.



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# Brand Communication

## Key Messaging

Key messages are the most important points that you want your audience to remember about your brand. These messages develop the context in which your customers and stakeholders relate to your brand. Key messages are short soundbites that should integrate easily into all of your internal and external marketing efforts.

## Corporate Culture

Corporate culture refers to the shared values, attitudes, behaviors and beliefs that characterize how a company's leadership and team members interact and manage business transactions. Corporate culture is all about the people. It typically develops organically over time from the cumulative traits of the people in the organization.

**Consider both the positive and negative traits that characterize your organization. Now create a description of your ideal corporate culture.**



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# Marketing Strategy

## Plan for Success

Now that you are clear on what your brand represents and what your objectives are, it's time to create and implement a strategic plan to reach your goals. Determine your budget and create a 12-month marketing plan for reaching your audience and meeting your objectives.

### Identity

- Logos
- Business Cards
- Postcards
- Brochures
- Posters
- Newsletters
- Catalog
- Banners

### Outreach

- Trade Shows
- Promo Items
- Billboards
- Radio Ads
- TV Ads
- Video
- Events
- PR

### Digital

- Website
- SEO
- Social Media
- PPC Ads
- E-Blasts
- Webinars
- Campaigns
- Ecommerce

## Measure Your Efforts

It is important to have clear KPIs (Key Performance Indicators) in place to track and measure the success of your marketing campaign. Each metric should be reviewed and evaluated on a regular basis (monthly, quarterly, annually) to ensure the marketing effort is effective. Adjustments to the marketing plan should be considered when a KPI indicates poor performance.