

# BRAND SUPREMACY ASSESSMENT

## **CHANGE** | the only constant

Most companies think seriously about their brand during times of change. There can be an internal change in management, a change in the marketplace, an acquisition, new offering or challenge from the competition.

The branding process presents multiple challenges, risks and pitfalls. A failed branding attempt can take years to recover from. But for the well prepared, a successful brand translates into an asset that is measured on the balance sheet, in the boardroom, and by the sales team.

**THIS ASSESSMENT  
TOOL CALCULATES  
THE STATE OF  
YOUR BRAND.**

**LEARN INSIGHTS  
TO DETERMINE  
STRATEGIC OPTIONS.**

# STEP 1 | Analyze your situation

Examine your business today across 15 considerations. Be objective and honest.		Circle the answer that represents your situation										YOUR ANSWERS	
		STRONGLY AGREE		SOMEWHAT AGREE		NOT APPLICABLE		SOMEWHAT DISAGREE		STRONGLY DISAGREE		X	Y
		X	Y	X	Y	X	Y	X	Y	X	Y		
MARKET CONDITIONS	We are losing market share due to prices, competition, or demand.	12	6	6	3	0	0	-2	0	-4	0	-4	0
	There is a gap between how we see ourselves and how the world sees us.	5	0	2	0	0	0	-2	0	5	0	-2	0
	We don't have competitors. If customers want what we offer, they have to come to us.	-8	0	-4	0	0	0	4	0	8	0	-4	0
	Our name is well known, established and respected.	-4	0	-2	0	0	0	5	0	10	0	-4	0
	Our marketing materials represent us well.	-8	0	-4	0	0	0	4	0	8	0	-4	0
CORPORATE ALIGNMENT	We have a new management team, were recently acquired, or acquired another company.	4	10	2	5	0	0	0	-5	0	-10	0	0
	Our staff is spirited and loves to come to work.	-10	0	5	0	0	0	5	0	10	0	10	0
	We have a written marketing strategy and schedule.	2	0	1	5	0	0	0	-5	0	-10	1	5
	Our team is in alignment about customer profile and needs.	0	10	0	5	0	0	0	-5	0	-10	0	5
	We need to distance ourselves from the past.	-10	10	5	5	0	0	-5	-5	-10	-10	0	0
FINANCIAL IMPACT	We are launching a new product or service in the next 6 months.	10	4	5	2	0	0	-2	-2	-5	-5	-2	-2
	We have a budget identified for branding.	0	10	0	2	0	0	0	-5	0	-10	0	10
	We have a standards manual that defines our visual style.	0	8	0	4	0	0	4	-4	8	-8	0	4
	We must increase prices or differentiate ourselves quickly.	10	0	5	0	0	0	-5	0	-10	0	-5	0
	We have analytics in place to measure success or failure.	0	-10	0	-5	0	0	0	5	0	8	0	5
<b>BRAND SITUATION SCORE</b> (Total all results here)											<b>-14</b>	<b>27</b>	

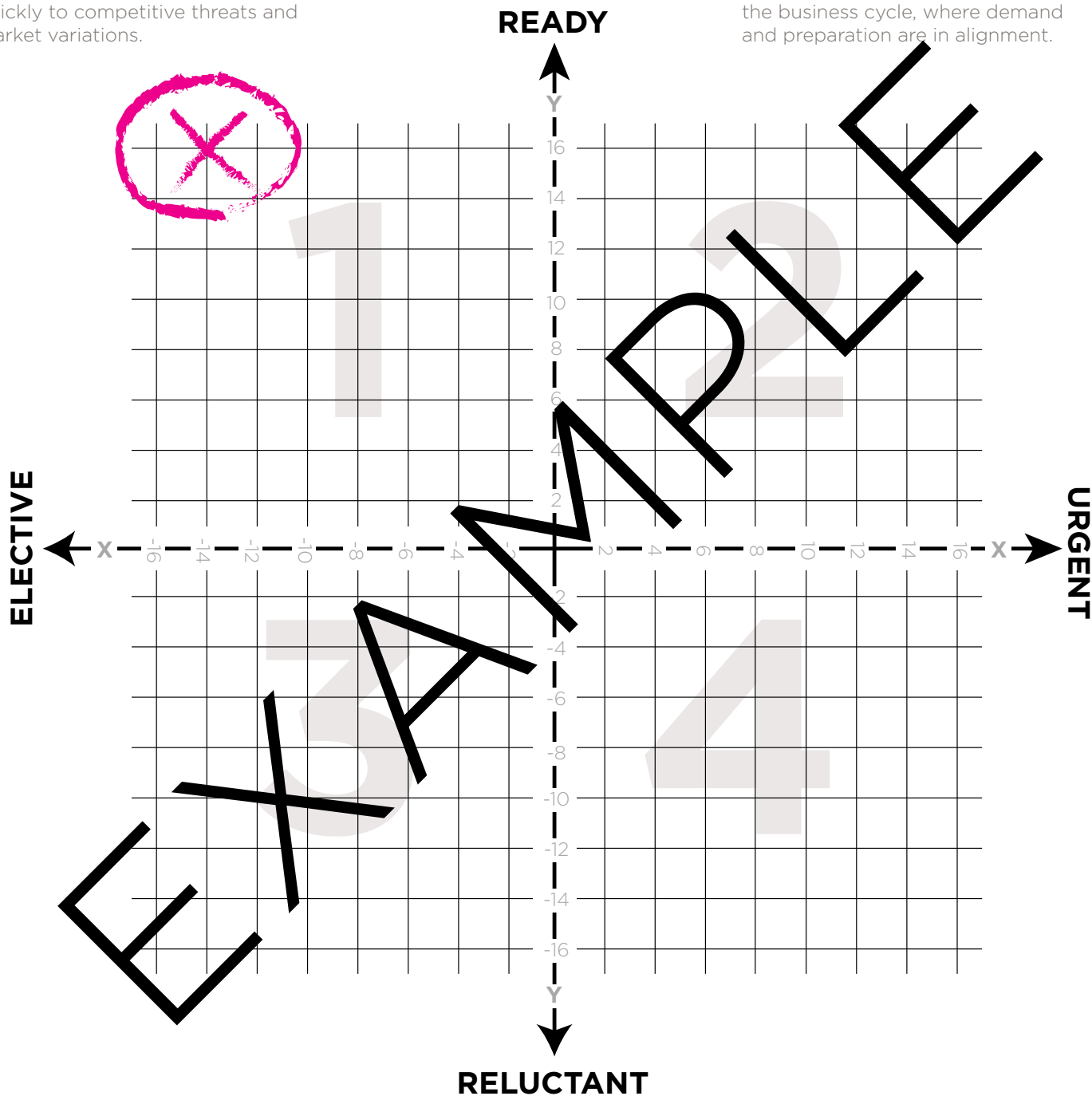
## STEP 2 | Chart your score

### BRAND SUPREME: ZONE 1

Your brand is well developed and your team is well aligned to respond quickly to competitive threats and market variations.

### BRAND MINDED: ZONE 2

The timing is right for a branding initiative. This is a rare time in the business cycle, where demand and preparation are in alignment.



### BRAND LATENT: ZONE 3

Your situation is secure, but your management team may not be prepared to respond to future changes in your market. Monitor business indicators in an effort to improve internal readiness for action when the time is right.

### BRAND CRISIS: ZONE 4

There is danger ahead that could result in negative impact on both revenues and equity. Mitigate risk by focusing on strategic planning, consensus building and financial modeling.

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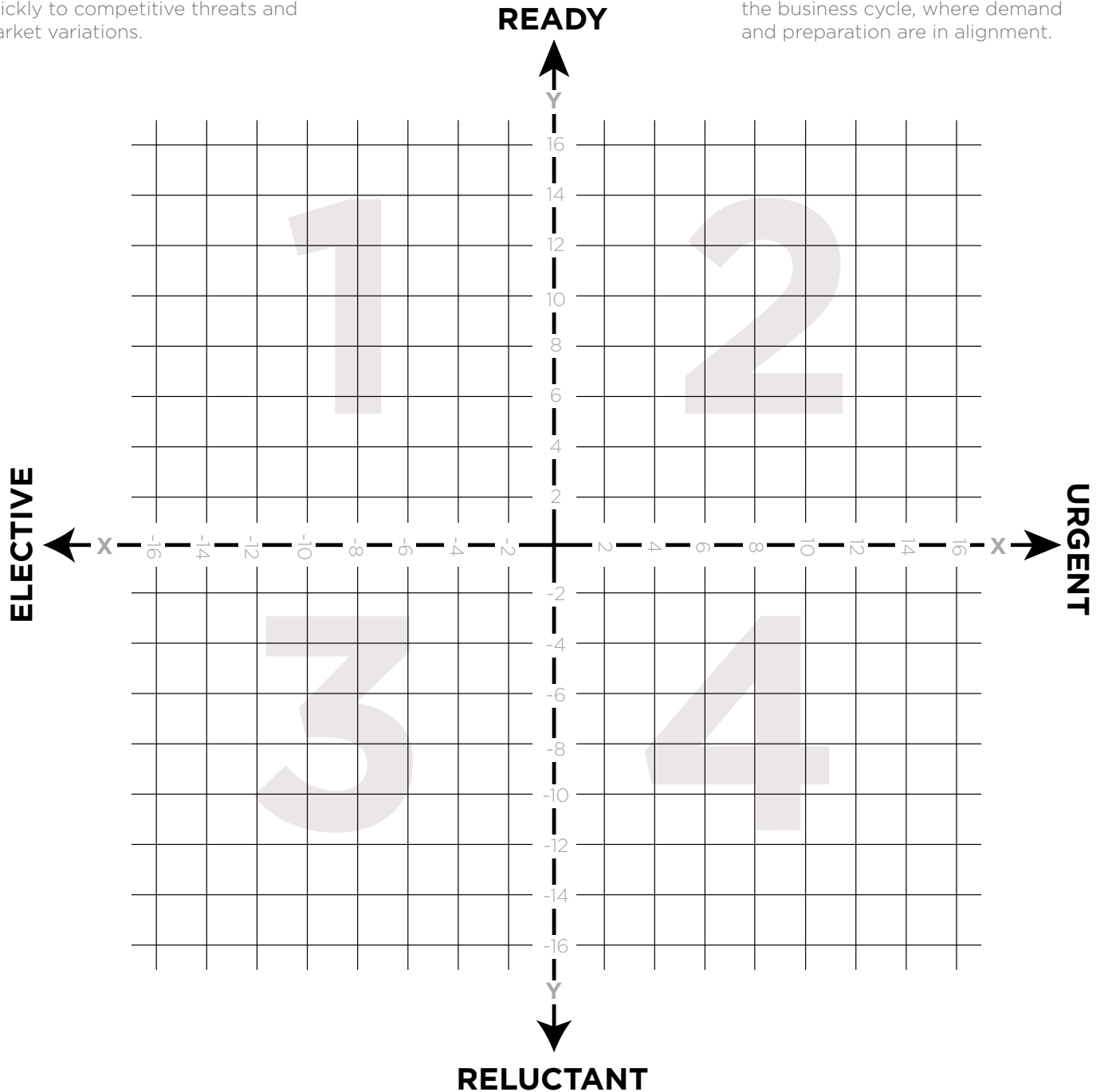
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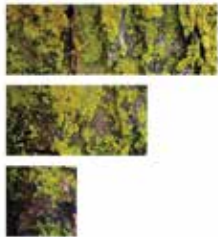


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## ABOUT THE ASSESSMENT

The Brand Supremacy Assessment is a measurement exercise designed to deliver important insights. Developed based on experience, the inquiry considers a range of factors that impact branding initiative:

- MANAGEMENT ALIGNMENT**
- MARKET CONDITIONS**
- FINANCIAL IMPACT**

Even a simple measurement will uncover surprising truths and can be extremely valuable. Smart analysis allows you to identify strategic and tactical options that reduce risk and improve results.

## ABOUT THE AUTHOR

Jamie Schwartzman is a respected brand strategist and boutique agency leader based in Los Angeles. With extensive experience across a range of industries, his unique expertise is at the intersection of business, branding, communications and design.

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