

potent

360 Degree Brand Audit Report

Executive Summary

This report presents the findings of a comprehensive 360-degree brand audit for [Your Brand's Name]. The primary objectives of the audit were to [list your specific audit objectives]. The following sections detail the findings and recommendations for each area of focus.

Audit Objectives and Scope

Objective 1:

Objective 2:

Objective 3:

Scope:

Data Gathering and Information

Customer surveys:

Focus groups:

Social media analytics:

Competitor analysis:

Key findings:

Brand Identity and Assets

Logo:

Color palette:

Typography:

Imagery:

Consistency across channels:

Recommendations:

Brand Messaging and Positioning

Taglines:

Slogans:

Value propositions:

Consistency:

Effectiveness:

Recommendations:

Customer Perception

Satisfaction:

Loyalty:

Sentiment:

Gaps/Misalignments:

Recommendations:

Competitive Landscape

Key competitors:

Strengths:

Weaknesses:

Differentiation opportunities:

Recommendations:

Brand Touchpoints and Customer Experience

Website:

Social media:

Email marketing:

Customer support:

Physical spaces (if applicable):

Consistency

Recommendations:

Opportunities for Improvement

Area 1:

Recommendation 1:

Area 2:

Recommendation 2:

Area 3:

Recommendation 3:

Presentation of Findings and Recommendations

[Attach a copy of your comprehensive report, or provide a summary of key findings and recommendations.]

Implementation and Monitoring

Implemented changes:

Performance monitoring:

Customer feedback:

Adjustments and refinements:

Conclusion

This 360-degree brand audit has provided valuable insights into the current performance of [Your Brand's Name]'s. By addressing the identified areas for improvement and implementing the recommended strategies, [Your Brand's Name] can achieve a stronger brand identity, more effective messaging, and increased market differentiation. Ongoing monitoring and analysis will ensure continuous improvement and long-term success.

potent

potentpositioning.com