Brand management
(IEBM II module)

Section 3: Brand analysis and measurement

Presentation 7: Brand Audit

In this presentation we will discuss…

- Brand Audit: Definition and purpose
- Brand Audit: Components
  - Brand inventory
  - Brand exploratory
  - Recommendations

Brand Audit: Definition and purpose

- The brand audit provides marketers with **timely, accurate, and actionable** information about brands so they can make evidence-based tactical decisions in the short run and strategic decisions in the long run

- The brand audit provides the structure and methodology for a comprehensive analysis of the company's brands to assess "health, uncover sources of equity and suggest ways to improve and leverage that equity" (Keller, 2013).

- The brand audit is an in-depth and time-consuming analysis

- The brand audit adopts a twofold perspective:

    - **The firm's perspective**: Focusing on the analysis of what products and services are currently being offered to consumers, and how these are marketed and branded (what the company decided and implemented)

    - **The customer's perspective**: Focusing on the analysis of customers' minds and their perception, attachment and attitude to the brand (what customers perceive and how they react to the brand and the undertaken marketing actions)

- The results of the brand audit identify problem areas to address and development opportunities to take

Brand audit: Components

1) Brand inventory

▶ It is the first section of the brand audit and provides the supply-side perspective on the brand analysis. It consists in the comprehensive profile of how all the products and services sold by a company are marketed and branded

▶ It relies on cataloguing and mapping:

  ▶ Brand elements (i.e., names, logos, symbols, characters, packaging, slogans, or other trademarks used)

  ▶ Brand positioning (competitive frame of reference; POPs; PODs)

  ▶ Brand strategies and marketing programmes (i.e., pricing, product, communications, and distribution policies; and any other relevant marketing activity related to the brand)

▶ Outcomes:

  ▶ It reveals the **intended** brand positioning and meanings

  ▶ Accurate, comprehensive, up-to-date brand profile

  ▶ It checks for brand consistency, undesirable redundancies and overlaps across brands

2) Brand exploratory

▶ It is the second section of the brand audit and it provides a demand-side perspective on the brand analysis

▶ It reveals what consumers actually think of the brand

▶ It relies on two research approaches:

  ▶ Indirect perspective: an analysis of past reports, managers' opinions, beliefs and 'wisdom' about consumer perceptions for the company's brands and competitive brands

  ▶ Direct perspective: consumers' investigation to understand their brand knowledge and relationship, but also shopping and consumption behaviours, through direct insights (qualitative research techniques and quantitative research techniques can be used)

▶ Outcomes:

  ▶ It reveals the **actual** brand positioning and meanings

  ▶ It reveals customer satisfaction and the trajectory of brand equity building (where do we stand in the brand resonance pyramid? And where next can we realistically go?)

Brand audit: Components

3) Recommendations

- Recommendations emerge from juxtaposing the *indended* brand and the *actual* brand: is there a gap? How large is this gap? How can we bridge this gap?

    - **Strategic recommendations** concern long-term strategic directions for the brand:

        - Is the brand positioning working properly or does it need to consider any additional/different POPs/PODs? Why?

    - **Tactical recommendations** concern short-term tactical decisions:

        - What can be done about marketing programmes «from tomorrow»? For instance:

            - Shall communication stress/leverage more any aspect? Should we connect more with some target segments? And how?

            - Shall be the product considered also from another perspective of usage/experience? Shall we consider our online presence/services better?

            - Shall we speak with distributors and ask them any improvement?

            - Is there room for a different pricing? Shall we consider discounts?