

Brand Health Quiz

INSTRUCTIONS:

For each question, please rate your brand on a scale of 1 to 5, with 1 being the lowest and 5 being the highest.

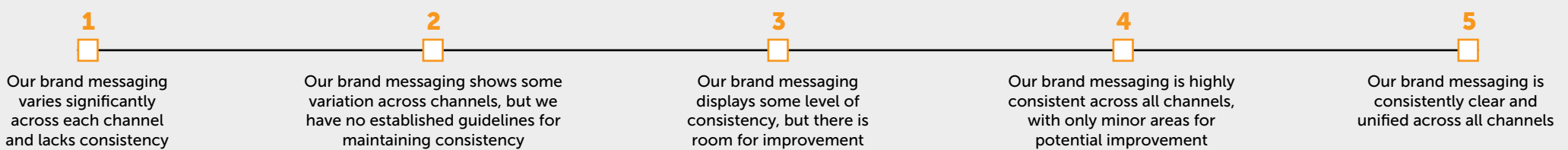
1. How well-known is your brand in your industry?

For example, if you're in the automobile industry a 1 would be a brand that is not known at all, like Fisker, which produces sustainable electric vehicles but is still relatively unknown. A 3 would be a known brand that isn't as popular, such as Volvo, which is known for its safe, reliable, and fuel-efficient vehicles. A 5 would be a household name brand and widely recognized, like Mercedes-Benz, which is highly respected and well known due to the engineering excellence and innovation in its luxury vehicles.



2. How consistent is your brand message?

For example, if you're in the fast-food industry a 1 would be a brand that sends out diverse messages, like Pizza Hut, who's made several unsuccessful rebranding attempts over the years that have led to customer confusion. A 3 would be a brand that has somewhat consistent messaging but there's a lot of room for improvement, like Taco Bell, which has focused on both millennials and healthy eating in the past. A 5 would be a brand that has consistently clear and cohesive messaging across all channels, like McDonald's, known for its emphasis on convenience, affordability, and consistency.



3. How differentiated is your brand from your competitors?

For example, if you're in the smartphone industry a 1 would be a brand that is identical to its competitors and offers no unique value, like LG, which has struggled to differentiate its phones from its competitors. A 3 would be a brand that offers some unique value compared to competitors, like Samsung, whose extensive product line often muddles its brand identity. A 5 would be a brand that offers unparalleled value that no other brand can match, like Apple, which has a strong, recognizable identity thanks to its focus on design, user experience, and brand experience.



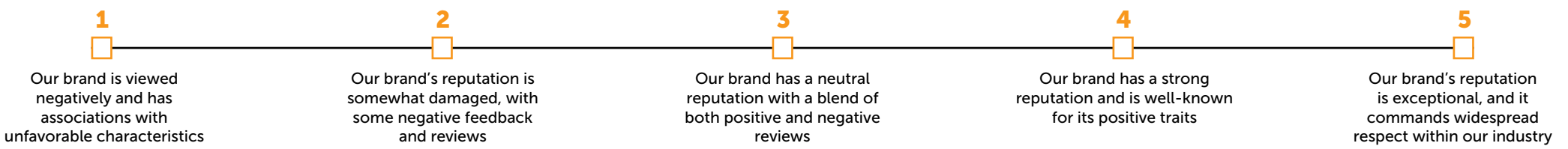
4. How emotionally connected are your customers to your brand?

For example, if you're in the coffee industry a 1 would be a brand that customers have no emotional connection to, like 7-Eleven coffee. A 3 would be a brand that customers have a moderate emotional connection to, like Starbucks. A 5 would be a brand that customers are deeply passionate about and have a strong emotional connection that inspires loyalty, like Intelligentsia Coffee, which has developed a deep emotional connection with consumers thanks to its high-quality coffee, inspiring brand story, and sustainability and ethical sourcing practices.



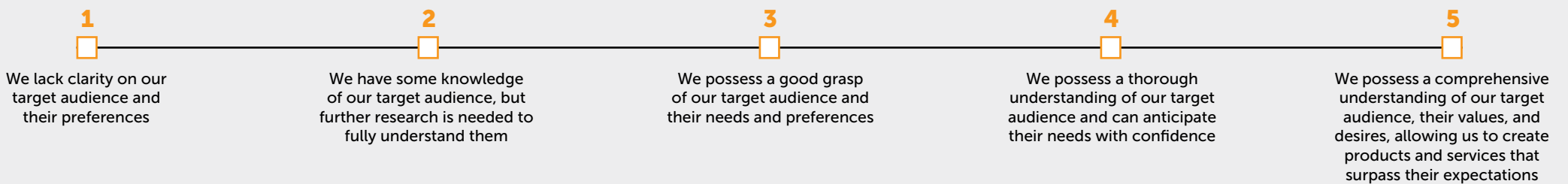
5. How strong is your brand's reputation?

For example, if you're in the watch industry, a 1 would be a brand that has a poor reputation, like Geneva watches, which are low-cost and sold at discount stores. A 3 would be a brand that has a neutral reputation with mixed reviews, such as Fossil watches. A 5 would be a brand with an excellent reputation and is highly respected in your industry, like Rolex or Omega.



6. How well do you understand your target audience?

For example, a 1 would be a brand that has no idea who their target audience is or what they want, like a Smart car. A 3 would be a brand that has a solid understanding of its target audience and their wants and needs, like Toyota. A 5 would be a brand that has an intimate understanding of their target audience and their desires and uses that knowledge to create products/services that exceed their expectations, like Porsche.



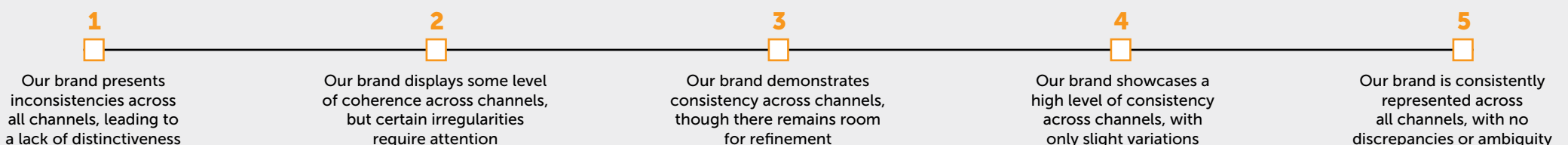
7. How unique is your brand compared to your competitors?

For example, if we look at some B2B brands in the office supply industry, a 1 would be a brand that is not unique and is indistinguishable from its competitors, like Staples. While Staples is a very popular office supply store brand, its product offerings are not unique compared to its competitors, such as Office Depot, Amazon, and Walmart, with all these companies offering the same office supply products. A 3 would be a brand that has some unique qualities that set them apart from its competitors, like OfficeMax. OfficeMax stands out as a more unique brand than Staples because of its focus on well-designed products and customizable office sets. A 5 would be a completely unique brand with no direct competitors, like Herman Miller. Herman Miller specializes in innovative and sustainable office furniture that prioritizes ergonomics and comfort.



8. How consistent is your brand across all channels?

For example, if you're in the technology industry, a 1 would be a brand that is inconsistent across all channels, leading to confusion and lack of recognition, like BlackBerry, which has gone through several rebranding efforts and struggled to connect with consumers in recent years. A 3 would be a brand that is consistent across channels, but there are still areas that could be improved, like HP. A 5 would be a brand that has perfect consistency across all its channels, like Apple, known for its powerful brand identity and consistent messaging on innovation, design and user experience.



9. How well does your brand bring to life the benefits of your culture and values to the target audience?

For example, if you're in the sports outerwear industry, a 1 would be a brand that is not known for having strong core values or a connection to the company's culture, like Columbia Sportswear. While Columbia Sportswear is known for quality apparel, the brand has failed to associate with a specific culture or values. A 3 would be a brand that is known for some connection with the company's core values and culture, but it could be strengthened, like North Face. North Face's core values include exploration, community, innovation, and sustainability, but these don't always shine through its marketing efforts. A 5 would be a brand that has an incredibly powerful connection with its company culture and core values, creating a passionate and dedicated following, like Patagonia, which is known for its strong commitment to environmental sustainability and social responsibility. These values are consistently represented in all of Patagonia's branding and marketing efforts and are the fabric of the company's culture.



10. How well does your brand communicate its values and vision?

For example, if you're in the ice cream industry, a 1 would be a brand that does not communicate its values or vision effectively, like Baskin-Robbins, which has been criticized for its lack of transparency and social responsibility. A 3 would be a brand that communicates its values and vision clearly, but there is room for improvement in consistency, like Häagen-Dazs, which has made commitments to sustainability and ethical sourcing but has had inconsistent messaging on these subjects over the years. A 5 would be a brand that is known for its strong values and vision, which are consistently communicated and lived out in every aspect of the business, like Ben & Jerry's, which is known for its commitment to social and environmental justice.

