

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.

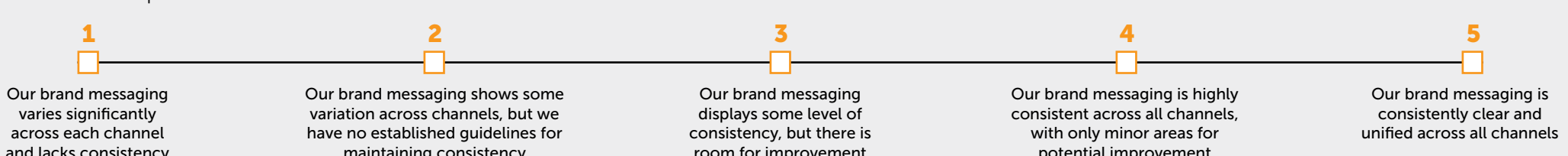
1. How well-known is your brand in your industry?

Automotive Industry Example. **Fisker (Rated 1):** Despite producing sustainable electric vehicles, Fisker remains relatively unknown in the automobile industry, lacking significant brand recognition among consumers. **Volvo (Rated 3):** Known for its emphasis on safety, reliability, and fuel efficiency, Volvo holds a respectable position in the automobile market. However, it doesn't enjoy the same level of popularity as household names. **Mercedes-Benz (Rated 5):** Regarded as a household name, Mercedes-Benz is synonymous with engineering excellence, innovation, and luxury in the automobile industry. Its widespread recognition and esteemed reputation solidify its position as a top-tier brand.



2. How consistent is your brand message?

Fast Food Industry Example. **Pizza Hut (Rated 1):** After undergoing various rebranding attempts over the years, Pizza Hut faces challenges with inconsistent messaging, resulting in customer confusion and difficulties establishing a distinct identity in the fast-food industry. **Taco Bell (Rated 3):** While Taco Bell has targeted millennials and promoted healthier options in its messaging, there's still room for improvement in maintaining consistent branding across all channels. Its messaging is somewhat cohesive but could benefit from further refinement. **McDonald's (Rated 5):** Renowned for its emphasis on convenience, affordability, and consistency, McDonald's sets the gold standard for clear and cohesive messaging in the fast-food industry. Its branding is consistently strong across all channels, contributing to its status as a top-tier brand.



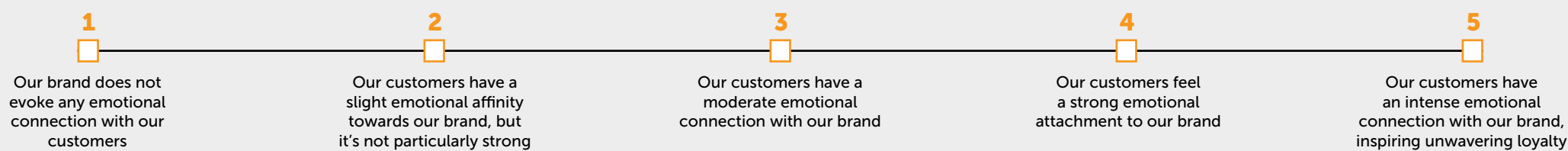
3. How differentiated is your brand from your competitors?

Smartphone Market Example. **LG (Rated 1):** LG faces challenges in the smartphone industry due to its inability to differentiate its phones from competitors. Its products lack a unique value proposition, resulting in struggles to establish any distinction in the market. **Samsung (Rated 3):** With an extensive product line, Samsung offers some unique value compared to competitors in the smartphone industry. However, the abundance of choices sometimes muddles its appearance in the smartphone market, making it less clear to consumers what sets Samsung apart from other brands. **Apple (Rated 5):** Apple stands out in the smartphone industry with unparalleled value that no other brand can match. Its strong, recognizable identity is built on a foundation of design excellence, exceptional user experience, and cohesive brand experience across all products and services. This focus on innovation and quality solidifies Apple's position as a top-tier brand in the market.



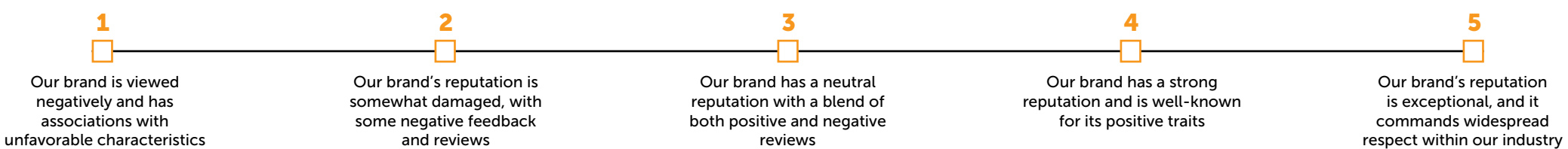
4. How emotionally connected are your customers to your brand?

Example: 7-Eleven Coffee (Rated 1): Customers generally lack an emotional connection to 7-Eleven coffee. The brand fails to evoke strong feelings or loyalty from consumers, primarily serving as a convenient option rather than a beloved choice in the coffee industry. **Starbucks (Rated 3):** Starbucks has succeeded in establishing a moderate emotional connection with customers in the coffee industry. While many patrons appreciate Starbucks for its consistent quality and atmosphere, the emotional bond with the brand may not be as profound or enduring compared to higher-rated brands. **Intelligentsia Coffee (Rated 5):** Renowned for its high-quality coffee, inspiring brand story, and commitment to sustainability and ethical sourcing practices, Intelligentsia Coffee fosters a deep emotional connection with consumers. Customers are passionately loyal to the brand, drawn in by its values, quality, and unique narrative, making it a top-tier choice in the coffee industry.



5. How strong is your brand's reputation?

Watch Industry Example. **Geneva Watches (Rated 1):** Known for low-cost, discount store sales, Geneva watches lack prestige and have a poor reputation in the watch industry. **Fossil Watches (Rated 3):** With mixed reviews, Fossil watches have a neutral reputation, appreciated by some for affordability and design but criticized by others for quality issues. **Rolex (Rated 5):** Highly respected and synonymous with luxury, Rolex enjoys an excellent reputation in the watch industry, known for precision, craftsmanship, and timeless elegance.



6. How well do you understand your target audience?

Automotive Market Example. **Smart (Rated 1):** Lacks clarity on its target audience and their preferences, as evidenced by its struggle to resonate in the market. **Toyota (Rated 3):** Demonstrates a solid understanding of its target audience and their wants and needs, leading to successful product offerings. **Porsche (Rated 5):** Exhibits an intimate understanding of its target audience and their desires, leveraging this knowledge to create products and services that consistently exceed expectations.



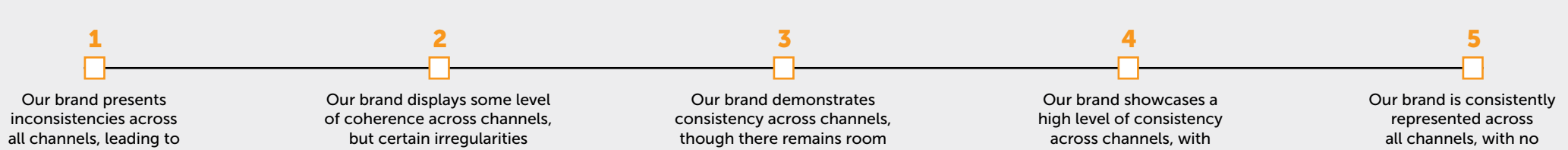
7. How unique is your brand compared to your competitors?

Department Store Example. **Hudson's Bay (Rated 1):** Despite being deeply ingrained in Canadian history, Hudson's Bay's narrative has struggled to resonate with contemporary consumers, resulting in challenges with carving out a unique brand position. **Winners (Rated 3):** Its brand story centers around the thrill of the hunt and the joy of discovery, attracting value-conscious shoppers seeking quality products at affordable prices. While Winners' narrative emphasizes the excitement of finding hidden gems, it lacks the depth or upscale positioning of higher-rated department store brands. **Holt Renfrew (Rated 5):** Its narrative resonates with affluent consumers seeking premium quality and exceptional service, solidifying its position as a top-tier department store in the Canadian market.



8. How consistent is your brand across all channels?

Electronics and Technology Example. **Blackberry (Rated 1):** Lack of consistency across all channels leads to confusion and lack of recognition. Having gone through several rebranding strategies they have struggled to connect with consumers in recent years. **HP (Rated 3):** HP earns a rating of 3 as a brand that maintains consistency across channels. While HP effectively maintains its brand across platforms and marketing channels, there are opportunities for enhancing its messaging, customer engagement, and overall brand experience. **Apple (Rated 5):** a brand renowned for its flawless consistency across all channels, epitomizing a powerful brand with unwavering 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?

Example in Sportswear: Columbia Sportswear (Rated 1): Despite offering quality apparel, Columbia Sportswear isn't really plugged into their company culture or what they believe in, which makes their brand less clear in the sports outerwear world. **North Face (Rated 3):** While North Face aligns with core values like exploration, community, innovation, and sustainability, these aspects could be more effectively communicated in its marketing efforts to strengthen its connection with consumers and its brand within the industry. **Patagonia (Rated 5):** Patagonia exemplifies a powerful connection with its company culture and core values, particularly its commitment to environmental sustainability and social responsibility. These values are consistently integrated into Patagonia's branding and marketing efforts, fostering a passionate and dedicated following among consumers in the sports outerwear industry.



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

Example in Ice Cream Industry: Baskin-Robbins (Rated 1): Struggles with transparency and social responsibility, leading to a fuzziest sense of what the brand stands for. **Häagen-Dazs (Rated 3):** Communicates values like sustainability but lacks consistency in messaging over the years. **Ben & Jerry's (Rated 5):** Known for unwavering commitment to social and environmental justice, evident in all aspects of the business.

