

BRAND ASSESSMENT



1. Is your brand (personality) more:

- A. Friendly and personable
- B. Corporate and professional

2. Do you behave with:

- A. Spontaneity and plenty of energy
- B. Careful thinking and planning

3. Do you see your brand as more:

- A. Modern or high tech
- B. Classic and traditional

4. Would you say your position in the market is more:

- A. Cutting edge
- B. Established

5. Do you see your approach as more:

- A. Fun
- B. Serious

6. In terms of your availability would you consider yourself more:

- C. Accessible to all
- D. Limited / exclusive

7. If you had to choose between these two options, which would you choose:

- A. Lower cost / higher volume
- B. Higher cost / lower volume

SCORE	BOARD	TOTAL
A's	B's	
1.		A =
2.		B =
3.		
4.		
5.		
6.		
7.		

SCORING

MORE A'S

Your brand is contemporary, fast-moving and energetic. You like to make ideas happen quickly, and you don't mind taking risks. Your communication style is friendly and approachable.

If you scored in this range, I urge you to take a stand about how you'd like your brand personality to be perceived.

AN EVEN MIX OF A'S AND B'S

When it comes to marketing you or your business, the middle is the worst place to be. You're guaranteeing that your brand will be entirely forgettable, because it's not one thing or the other.

Avoid it all all costs.

MORE B'S

Your brand is more traditional, relies on solid planning and established ways of getting things done. You

might be trying to appeal to upscale clientele, and your communication corporate and professional.



style is