



branding review

SUBMIT BY EMAIL

Ask yourself these questions:

Do you have a current branding strategy in place? Could it benefit from a rethink?

Does your branding strategy identify your values, culture and your unique difference?

Are you aware of your brand's strengths and weaknesses?

Do you know the value or role of your brand in the marketplace?

Do you know your customer's perception of your brand including quality and value for money?

Does your branding have the right look and feel to match your target market?

Is your branding used consistently across all your marketing material?

Have you defined your brand touchpoints and have you determined the most important ones?

Have you implemented any after sales marketing to reinforce your brand loyalty?

Can your branding accommodate future expansion of your products or services?

Do you have growth strategies in place and have you identified new consumer segments?

Do you have the right marketing material to build your brand awareness in these segments?

Do you have a tagline and is the message consistent with your brand positioning?

YES

NO

UNSURE

HOW DID YOU RATE?

If you have more ticks in the No or Unsure boxes than the Yes boxes - you need our services.

Please fill in your details below and email using the SUBMIT button above or save as a file on your desktop and send it to neil@nouveaudeign.com.au as an attachment. Otherwise, please call Neil or Susan on 02 9799 6754 during business hours.

Your Name

Business Name

Email Address

Phone Number

Mobile

BRANDING
REVIEW
May 2009

◆
©nouveau design