
Ready to rebrand?

Ask yourself these 7 questions

Checklist

Rate your answer

1. Do our customers understand our brand offering?

→	Does our brand voice speak to our customers' needs?	1	2	3	4	5
→	Do we have a good conversion rate at key touchpoints?	1	2	3	4	5
→	Does our brand send contradicting messages?	1	2	3	4	5
→	Are our verbal messages aligned with the brand's look and feel?	1	2	3	4	5
→	Does our sales team have difficulties getting 'the message' across?	1	2	3	4	5

2. Do our customers understand who we are?

→	Do our customers know who we are?	1	2	3	4	5
→	Are we ready to become part of our customers identity?	1	2	3	4	5
→	Would our customers recommend our product to their friends?	1	2	3	4	5
→	Is our brand a value-fit for our target audience?	1	2	3	4	5
→	Is our self-perception aligned to how our customers see us?	1	2	3	4	5

3. Does our brand support our new strategy?

→	Are we targeting a new target customer segment?	1	2	3	4	5
→	Are we addressing new client needs?	1	2	3	4	5
→	Has our value proposition changed?	1	2	3	4	5
→	Are we in the process of an M&A?	1	2	3	4	5
→	Are we in the wake of a crisis?	1	2	3	4	5
→	Are we 'going international'?	1	2	3	4	5

4. Does our brand create a smooth customer experience?

→	What brand experiences are we creating along the customer journey?	1	2	3	4	5
→	How can we improve pre-sale experiences?	1	2	3	4	5
→	How can we improve purchase experiences?	1	2	3	4	5
→	How can we improve post-sale experiences?	1	2	3	4	5

5. Do we have a strong market position?

→	Does our brand support a cost leadership strategy?	1	2	3	4	5
→	Does our brand support a best-in-class strategy?	1	2	3	4	5
→	Does our brand help our users to be more successful?	1	2	3	4	5
→	Does our brand help our customers to understand what difference we make in their lives?	1	2	3	4	5
→	Does our brand enable social signaling?	1	2	3	4	5

6. Is our brand fit for the next generation?

→	Does our brand appeal to the digital competencies of our younger customers?	1	2	3	4	5
→	Which customer experiences can we make digital?	1	2	3	4	5
→	Does our brand live up to the design standards that younger audience demand?	1	2	3	4	5
→	Does our brand enable our customers to connect with us on a value level?	1	2	3	4	5

7. Are people proud to work at our company

→	Do we attract top talent?	1	2	3	4	5
→	Is there word-of-mouth marketing about us as an employer?	1	2	3	4	5
→	Do our employees have buy-in to the company mission?	1	2	3	4	5
→	How does our employee turnover compare to the industry average?	1	2	3	4	5

**Done working through the cheat sheet?
Discuss your results with us in a
30-minute strategy session:**

- Analysis of your brand bottlenecks
- Identification of solutions
- Prioritisation of possible actions



Scan code to book a
free expert session