

Brand Health Check

An evaluation of your
brand in 10 vital areas

Lumin Studio
info@lumin.studio
www.lumin.studio

Helping brands
reach the next level

BRAND HEALTH CHECK

Before you begin

This quick and easy Brand Health Check provides insight into how your brand is tracking and whether there are weaknesses to correct for or strengths to capitalise on.

Print this report and fill out the pages accordingly.

Assessing your brand's vitals

The health check is an evaluation of your brand in 10 vital areas. Rate the following statements on a scale of 0 to 5, with 0 being poor and 5 being excellent.

Answering these statements with honesty will give you an understanding of whether your company aligns with its vision and strategies for the future.

If you have any questions or would like assistance filling out this page, email us at info@lumin.studio.

Brand Name _____

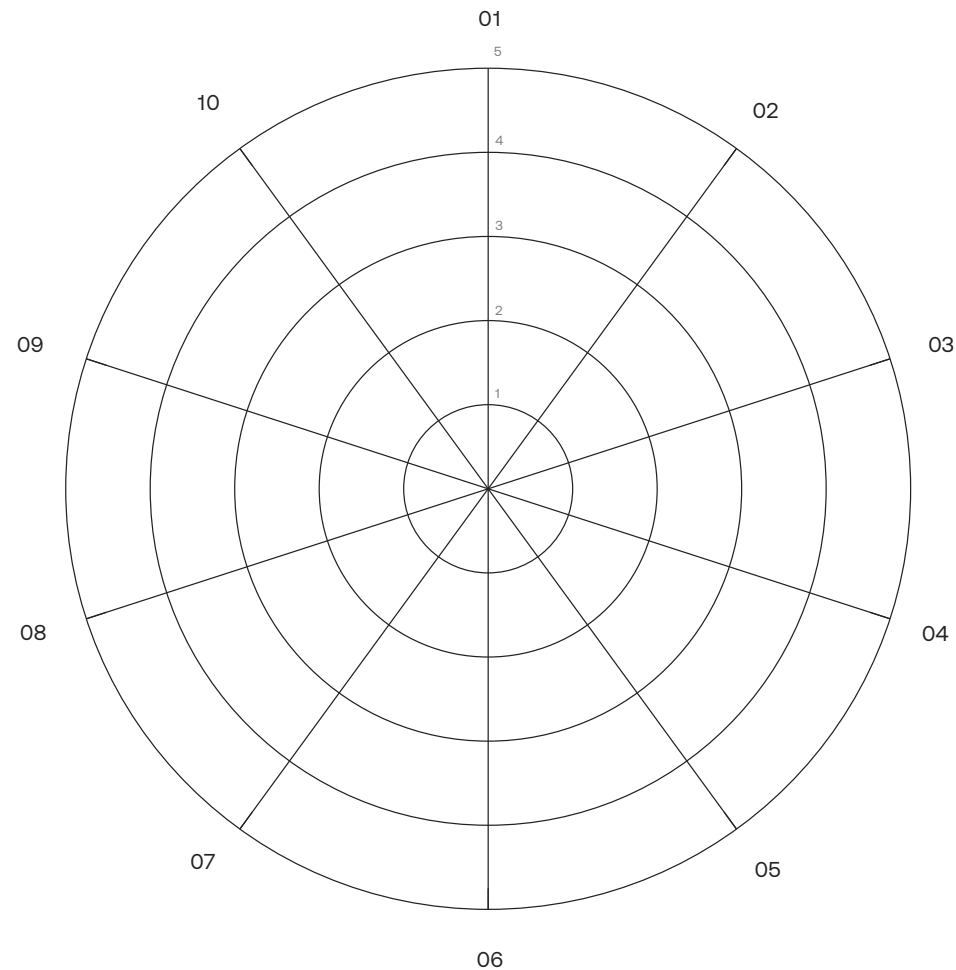
Date _____

Total Score _____

		0	1	2	3	4	5
01	Customers know exactly what your brand stands for.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
02	You deeply understand your customer's needs and pain points.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
03	Your brand is highly differentiated from key competitors.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
04	Your employees share in your company's culture, values and stories.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
05	Your brand looks innovative and well-positioned for the future.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
06	You present a consistent brand across all touchpoints.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
07	The current brand architecture strategy supports future growth.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
08	Customers resonate and engage with your marketing efforts.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
09	Your brand identity fuels recognition and amplifies differentiation.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
10	Your brand governance is strong and well-managed.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Plotting your brand's vitals

Plot your answers from the previous page onto this chart, starting with question 01 at the top and moving clockwise. Once you've plotted each answer, connect the dots to get a visual overview of your brand's health.



01 Purpose

02 Target audience

03 Differentiation

04 Employee engagement

05 Relevance

06 Consistency

07 Brand architecture

08 Marketing

09 Brand identity

10 Management

Diagnosing your brand's health

To see how your brand measures up, add up your total score from the questions on page 2 and refer to the scale on the right.

Share the insights with your team and assess whether a rebrand is right for you and whether this is the right time to rebrand your company.

50 — 40

Customers know exactly what your brand stands for and why you're the best choice in your category. You can charge a premium because your market knows why you're better and is willing to pay for it.

39 — 30

Customers understand how you're different from your competitors. The chances of customers choosing your product/service over your competitors is good.

29 — 20

The market may not have a consistent view or impression of your product/service. In general, you think it's positive. Your brand isn't helping itself but it's not hurting itself either.

19 — 10

What you do, what you say and how you say it may contradict each other and confuse your customers. They don't have an impression of your product/service or why it's better than your competitors.

09 — 00

Your brand has negative attributes and it shows. It's difficult to communicate with customers and convince them to buy. Your competitors have an easier time acquiring customers.

Turn insight into action

With a clearer picture of your brand's current status, how can you use this information as a catalyst for change?

Contact us today to learn how you can use these insights to build a strong, compelling and authentic brand.

Contact →

Eric Bouthviseth

eric@lumin.studio

+61 412 320 429

www.lumin.studio