

# BRAND EVALUATION

WHAT IS YOUR COMPANY'S MISSION?

WHAT IS YOUR CURRENT BRAND STRATEGY? IS IT WORKING?

WHAT IS YOUR BRAND MESSAGING?

WHAT ARE THE KEY BENEFITS OF YOUR PRODUCT OR SERVICE?

WHAT IS THE KEY DIFFERENCE BETWEEN YOU AND YOUR COMPETITORS?

WHAT ASPECTS OF YOUR BUSINESS IS YOUR BRANDING NOT APPLIED TO?

WHAT QUALITIES DO/DON'T YOUR CUSTOMERS ASSOCIATE WITH YOUR COMPANY?