

# THE POWER 50 BRAND PERFORMANCE CHECKLIST



# THE BRAND THEATRE WORLDWIDE

## THE POWER 50 BRAND PERFORMANCE CHECKLIST

### What is The Power 50 Brand Performance Checklist?

In today's crowded and competitive marketplace, brand performance is key to business growth. It is no secret that the strongest, best performing brands are also the most profitable. This Brand Performance Checklist is designed for you to evaluate your brand's performance and identify the areas you can make improvements on to create a winning brand.

### How to use The Power 50 Brand Performance Checklist?

In this Brand Performance Checklist, there are 50 powerful questions that you can answer about your brand in 10 minutes to find out how your brand is performing. Simply select the most relevant answer to these questions and count the number of "Yes", "No" and "Not Sure" that you answered.

**Take a deep breath and now start answering these questions as honestly as you can.**

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## A. Brand Intelligence Checklist

Brand intelligence is the cornerstone of brand performance evaluation. Understanding your market, audience and brand drivers is critical to uncovering key insights for developing effective and impactful brand strategy.

		Yes	No	Not sure
01	Does your organisation conduct market and customer research every year?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
02	Have you identified three customer segments that are most valuable to your organisation?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
03	Is your customer research designed to understand the functional drivers and emotional perception on your brand?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
04	Is your customer research designed to understand the purchasing decision and consumption behaviour of your customers?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
05	Is your customer research designed to understand the satisfaction and loyalty level of your customers?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
06	Do you regularly gather objective feedback about your brand from your employees?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
07	Have you identified your key competitors for each customer segment?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
08	Is your competitor research designed to understand their UVP and positioning?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
09	Is your competitor research designed to understand their strengths and weaknesses?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10	Does your organisation conduct market trend research once every 6 months or more frequently?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11	Do you understand the top 3 market trends that could shape your business?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## B. Brand Strategy Checklist

### > Corporate Strategy

The brand corporate strategy determines the key direction for the brand: what does it want to achieve, how will it achieve its goals, and what philosophy should it embrace in its day to day operations.

		Yes	No	Not sure
12	Does your organisation have a vision statement?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
13	Does your vision statement answer the question on what your company going to be in the next decade?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Yes**   **No**   **Not sure**

- |    |  |                          |                          |                          |
|----|--|--------------------------|--------------------------|--------------------------|
| 14 | Does your organisation have a mission statement?   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 15 | Does your vision statement clarify what your organisation is delivering to your customers?             | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 16 | Does your organisation have a values statement?  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 17 | Does your organisation's values bring the organisation closer to attainment of its vision?             | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 18 | Does your organisation have a clear long-term plan and roadmap on how to achieve the vision statement? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

### > Positioning Strategy

The brand positioning strategy determines the way brands communicate to their stakeholders (customers, employees, regulators, public and investors) their relevance, their uniqueness and the reasons they should be the prime choice in the marketplace.

**Yes**   **No**   **Not sure**

- |    |   |                          |                          |                          |
|----|---|--------------------------|--------------------------|--------------------------|
| 19 | Has your organisation claimed ONE clear differentiation vis-à-vis all your competitors in the marketplace?                                      | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 20 | Is it easy for your competitors to match or surpass your brand in the area of your UVP?   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 21 | Has your organisation developed a positioning statement that clarifies the value and benefit that your organisation delivers to your customers? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 22 | Is your organisation's positioning statement relevant and desirable to the customers?   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

### > Communication Strategy

The brand communication strategy determines the right channels to reach the target audience and the brand messages to be delivered to each audience segment.

**Yes**   **No**   **Not sure**

- |    |   |                          |                          |                          |
|----|---|--------------------------|--------------------------|--------------------------|
| 23 | Do all your communication efforts consistently communicate your positioning to your target audiences?   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 24 | Do you tailor your communication message to stay relevant for different target market?                  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 25 | Do you have a clear 6-12-month communication tactical plan?   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 26 | Do you have clear objectives and measurement for every communication effort that the organisation made? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

## > Digital Strategy

The brand digital strategy determines the channel, method, tone, message and timing the brand communicates with its audience over the internet.

		Yes	No	Not sure
27	Does your brand always show up in the first page of the Google search results for keywords relevant to your industry?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
28	Has your organisation identified key online channels that are relevant to your audiences?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
29	Has your organisation identified key online behaviours of your audiences?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
30	Does your organisation have clear online content development strategy and objectives?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
31	Does your organisation have a clear matrix to measure the ROI of your online communication?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
32	Is your brand's digital and offline communication strategy designed seamlessly and consistently with each other?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## C. Brand Identity Checklist

Brand identity is the unique fingerprint of a brand that audiences associate opinions, feelings and experiences with. Good brand identity reflects the core essence of the brand and influences audience perception of the brand.

		Yes	No	Not sure
33	Is your brand identity trademarked or registered?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
34	Is your brand identity used consistently across all of your materials?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
35	Does your brand identity clearly communicate your business to your audiences?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
36	Do all of your materials look like they are from the same company?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
37	Do your materials have good user interface and experience?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
38	Does your organisation have clear visual rules to ensure consistent look and feel for every photo used in your materials?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## D. Internal Brand Checklist

The internal brand strategy determines how the people of a brand is aligned to the external projection of the brand essence, values and identity. It is crucial because an aligned team will bring the brand towards its vision faster and surer.

	Yes	No	Not sure
39 Does everyone in your organisation know your vision, mission, and values?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
40 Does everyone in your organisation behave in alignment with the organisation values?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
41 Do all leaders in your organisation provide the right example in living the organisation values?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
42 Does your organisation have a clear plan or regular activities to ensure everyone understands, believes, and is motivated to live the brand?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
43 Does everyone adhere to the brand guidelines when they are communicating your brand to the target audiences?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## E. Customer Experience Checklist

The customer experience strategy determines how the customers' interaction with the brand should be designed. It is crucial because brands are delivered to and remembered by customers through experiences. Good brand experience amplifies the brand performance because customers keep coming back, sometimes bringing other customers with them too.

	Yes	No	Not sure
44 Does your organisation measure your Net Promoter Score periodically and frequently?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
45 Does your organisation have better Net Promoter compared to your industry?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
46 Does your organisation make an effort to understand the customer interaction journey with your brand?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
47 Has your organisation identified customers' key pain points and expectations along this interaction journey?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
48 Does everyone in your organisation know and understand the promised brand experience?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
49 Does everyone in your organisation know how to deliver the brand experience at every interaction point?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
50 Does your organisation conduct regular audit of your brand customer experience?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## Results

How many “Yes” did you answer?

How many “No” and “Not Sure” did you answer?

If you have more “Yes” than “No” and “Not Sure” combined



Good work! You have a pretty healthy brand that is performing well, and you just need to work on some of the GAPS of “No” and “Not Sure” to ensure your brand grows to be world class.

If you have more “No” and “Not Sure” combined than “Yes”



Do not worry! Start prioritizing key brand building activities you can undertake to convert some of “No” and “Not Sure” to “Yes”. Remember, brand building is a never-ending journey, and even the best brands in the world need to constantly reinvent themselves to a changing world.

If you need help in converting some of the “No” and “Not Sure” to “Yes” and would like professional advice and assistance in your brand building journey, speak to us. We would be happy to share some tips and ideas with you. Do contact us at: [jerome@thebrandtheatre.com](mailto:jerome@thebrandtheatre.com) or **+65-6288 7812** for more information.

## About The Brand Theatre

The Brand Theatre Worldwide is one of Singapore’s leading Strategic Branding and Marketing consultancy dedicated to transforming businesses globally. Over the past 22 years, we have worked with over 1,000 brands in 33 countries, impacting more than 1 million people worldwide. Our clientele includes SMEs, MNCs and Fortune 500 companies from a wide spectrum of industries, as well as government agencies.

## Our Strategic Business Arms

### TBT: CONSULT

TBT: Consult is the consulting arm of The Brand Theatre Worldwide Group. Using our proven 4-step methodology, we have built powerful brands, created loyal fan bases and impacted high market growth.

[www.thebrandtheatre.com/consult](http://www.thebrandtheatre.com/consult)

### TBT: CULTURE

TBT: Culture is the branded culture development arm of The Brand Theatre Worldwide Group. One of the global pioneers in staging employee engagement & powerful customer experiences, we offer end-to-end consulting services in customer experience and internal brand management which aligns cultures to a singular purpose.

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### GLOBAL BRAND ACADEMY

Global Brand Academy is the training arm of The Brand Theatre Worldwide Group. We focus on developing world-class brand performance through training. Through our training framework, we support organisations in driving a branded culture, improving customer experience and increasing revenue growth.

[www.theglobalbrandacademy.com](http://www.theglobalbrandacademy.com)

# TBT: CONSULT

Creating Branded Experiences  
Strategic Brand Consulting  
360 Brand Engagement

# TBT: CULTURE

Creating Branded Cultures  
Internal Brand Alignment  
Branded Customer Experience

# GLOBAL BRAND ACADEMY

Creating Branded People  
Brand Strategy  
Internal Branding  
Branded Customer Experience  
Sales & Marketing

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