

# Brand Building Report Card

Here's a quick & easy way to "take yourself to grad school" without the tuition! Take our on-line tutorial on whether your Brand Building Management strategies warrant a "passing grade." Simply select your grade for each item and see your score at the bottom. We hope you're a "Brand Building Valedictorian!"

We know our customers by brand affinity & why they identify with our brand's promise & value proposition.

A B C D F

We know the extent of our brands awareness in key markets.

A B C D F

We have developed brand narratives which we systematically communicate to consumers in our market.

A B C D F

Through our trade associations, blogs, postings, etc., consumers get a clear idea of our brands CSR/ ESG values.

A B C D F

Our brand stays visible to our target market & measures degrees of engagement on various social media platforms.

A B C D F

Our brand is committed to story listening & responds to both good & bad social media postings by our customers.

A B C D F

We co-brand with other noncompeting companies who share our consumer type & brand positioning.

A B C D F

We conduct ongoing surveys hosted on our website or by direct mail or VOC to learn more about our consumers & their perception of our brand.

A B C D F

We plan reviews of our internal & external brand messages/images & symbols & do brand audits for consistency.

A B C D F

We know our brands \$ market share & that of its competitors in key geographies, channels & product categories.

A B C D F

If you averaged a "B+" (3.5 GPA) or higher - We congratulate you in advance for what will be a terrific year. If not, why not give us a call 609-577-5700 or email us at [bill@wdamarketing.com](mailto:bill@wdamarketing.com).

**YOUR SCORE**