
ABULLARD'S ABC'S OF BRANDING

How does your Brand rate?	Score (1=Low, 5=High)				
Appropriate Are your brand images and messages and behavior appropriate for your target market?	1	2	3	4	5
Believable Do you deliver what you promise?	1	2	3	4	5
Consistency and Clarity Do all your communication convey the same brand image?	1	2	3	4	5
Downloadable Distributed DNA Is it easy to use your brand in all your desktop systems?	1	2	3	4	5
Economical Is the cost of creating branded materials consistent with your budget?	1	2	3	4	5
Feasible (Functional and Flexible) Can your brand be used in any media – print, presentation, or display?	1	2	3	4	5
Good Will Do your customers have a good feeling about your company and your brand	1	2	3	4	5
Hardy Does your brand stand up to changes in the marketplace?	1	2	3	4	5
Importance of your Image Do you project a positive image to your customers	1	2	3	4	5
Just Enough Are you providing people with enough information to get their attention or are you overwhelming them with too many messages, images and technology?	1	2	3	4	5
Known Are the marketing means you are using getting the word to the right people?	1	2	3	4	5
Logical Is it easy to connect your messages and images to your product or service?	1	2	3	4	5
Memorable Do people remember your message? Do they recognize your images?	1	2	3	4	5

Neat	1	2	3	4	5
Are your brand communications easy to read and easy to understand?					
Ownership	1	2	3	4	5
Does the CEO or owner of your company communicate the importance of maintaining a consistent brand presence?					
Presentable	1	2	3	4	5
Are you proud to promote your brand?					
Quality	1	2	3	4	5
Does every aspect of your business process live up to the brand promise?					
Relevant	1	2	3	4	5
Can people easily associate your brand with your products and services?					
Systematic	1	2	3	4	5
Do you have systems in place that make it easy to manage brand assets?					
Timeless	1	2	3	4	5
Is your brand something that will last or built on a current fad?					
Unique	1	2	3	4	5
Does your brand stand out from the herd?					
Valuable	1	2	3	4	5
Does your brand create tangible value for your company?					
Well-Rounded	1	2	3	4	5
Do all aspects of your business process support your brand promise, i.e. does customer service know that sales has promised a no questions asked return policy?					
Xerographic	1	2	3	4	5
What happens to your branded materials when they are copied or faxed?					
Yin-Yang	1	2	3	4	5
Do you know what kind of trade-offs to make when using your brand – e.g. cost versus quality of printing; do it right now versus do it right?					
Zealous	1	2	3	4	5
Are employees held accountable for using and promoting the brand correctly?					